Customer Journey Map

Date	25 June 2025
Team ID	LTVIP2025TMID20765
Project Name	Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau
Maximum Marks	4 Marks

The **Customer Journey Map** visualizes how users interact with the Housing Market Trends Dashboard at various stages of usage. It highlights their **experience**, **interactions**, **digital touchpoints**, **goals**, and potential **opportunities for improvement**.

Stages & Experiences

- Users begin by logging in to view key data insights like average sale price, total area, and renovation trends.
- They interact with KPI cards (Activities 1.1 to 1.3), then explore additional visuals (Activities 1.4 to 1.6).
- Tableau Public dashboards provide a quick snapshot of housing market performance.

Interactions

- Users click through interactive cards and charts.
- They compare visual elements side-by-side for clearer insight.
- Fast navigation across the dashboard helps in better performance evaluation.

Digital Touchpoints

- KPIs, bar charts, and pie charts are used for visual comparisons.
- Dashboards offer quick summaries and report-ready visualizations.
- Features like filters, download options, and tooltips enhance usability.

Goals & Motivations

- Users want to understand pricing trends and renovation effects without having to scroll through spreadsheets.
- They aim to share insights quickly with stakeholders and make data-driven decisions.

- Easy-to-use dashboards support guided storytelling and real-time exploration.

   Opportunities to Improve

- Add version history and update notifications for better change tracking.
- Improve filter performance and allow seamless switching between views.
- Enable snapshot downloads and reloading without losing filters.

Customer Journey Map – Housing Market Trends Dashboard

Stage	Experience	Interactions	Digital Touchpoints	Goals & Motivations	Opportunities to Improve
Logs in to view data isnghs	Looks at KPIs like avg, price, re-cord count, anea	Click through Activity L1-3 KPI	Visual comporison for/Bicar insights	Clean layout aiding storytelling	Optimize per-formance forfvae
Opens Tableu Public dashboard	Clicking through Activity L1—3 cards	Browse avaniate t-ufu atchl1 4-6	Paprat resy quickly ad clearly	Add short cap-tiont guided insight	**Add version notes or update**
Opens Tlabuu ig to view data insights	Quick snapshot to hay market sa	Visual comparison to easier insights	Improve cielai to trends to managers	Share findings without losing filters	Halt version notes or update notificatons
· Opens Taleuu to view data insights	· Quick snapspta quickfy	· Emelise nsights quickly and clearly	· Report-ready visuals on a takie	· Allow snapshot download with	Addiverson notes or update notifications
· Engage rusber-farmt for eans segrsbs	· Easy eanine fur feei static uquick ly	· Optimize perform- for fast access cs	· Share filitdngs without reloading	· Allow version without reloid filters	· Aray version notes or update notifications