CUSTOMER JOURNEY MAP

ABC COMPANY - HOUSING MARKET ANALYSIS

SCENARIO: Real estate analysts, marketing teams, and executives accessing, analyzing, and utilizing Tableau visualizations for housing market insights to inform strategic decisions, optimize pricing strategies, and enhance market competitiveness.

	Enter — Initial access to system	Entice — Discovering available insights	Engage — Core analysis activities	Engage — Deep data exploration	Engage — Pattern identification	Engage — Cross-validation	Exit — Insights extraction	Exit — Decision making	Extend — Implementation	Extend — Monitoring results	Extend — Continuous improvement	Extend — Knowledge sharing
Steps — What does this person typically experience?	**Access Tableau Dashboard** User logs into Tableau system and navigates to housing market analysis dashboard	**Review Data Overview** User examines Scenario 1: overall dataset summary, record count, average prices, and total area metrics	**Analyze Renovation Impact** User explores Scenario 2: histogram showing sales distribution by years since renovation	**Examine Age Distribution** User reviews Scenario 3: pie chart of house age distribution by renovation status	**Study Feature Correlations** User analyzes Scenario 4: grouped bar chart of house age vs bathrooms, bedrooms, and floors	**Cross-Reference Data** User compares insights across multiple scenarios to validate patterns and correlations	**Generate Insights** User synthesizes findings into actionable insights about market trends and pricing factors	**Strategic Planning** User applies insights to develop pricing strategies, investment recommendations, or marketing approaches	**Execute Strategy** User implements decisions based on analysis in real estate operations or marketing campaigns	**Track Performance** User monitors outcomes of implemented strategies against market performance	**Refine Analysis** User returns to dashboard with new data or questions based on real-world results	**Share Knowledge** User presents findings to stakeholders and contributes to organizational learning
Interactions — What interactions do they have?	**Things:** Tableau interface, login credentials, computer/tablet **Places:** Office, remote workspace **People:** IT support if needed	**Things:** Dashboard overview, summary statistics, data filters **Places:** Tableau workspace **People:** Data analysts, colleagues	**Things:** Interactive histogram, filter controls, hover tooltips **Places:** Scenario 2 visualization **People:** Team members for discussion	**Things:** Pie chart segments, legend, percentage displays **Places:** Scenario 3 visualization **People:** Subject matter experts	**Things:** Grouped bar charts, multi-dimensional filters, drilldown options **Places:** Scenario 4 visualization **People:** Real estate professionals	**Things:** Multiple dashboard views, comparison tools, notes feature **Places:** Integrated workspace **People:** Validation team members	**Things:** Export functions, reporting tools, presentation software **Places:** Report generation area **People:** Report reviewers	**Things:** Meeting rooms, presentation displays, strategic planning documents **Places:** Conference rooms, executive offices **People:** Executives, decision makers	**Things:** Implementation tools, CRM systems, marketing platforms **Places:** Operational environments **People:** Operations teams, clients	**Things:** Performance dashboards, KPI tracking tools, comparison reports **Places:** Monitoring systems **People:** Performance analysts	**Things:** Updated datasets, new visualizations, feedback systems **Places:** Enhanced dashboard **People:** Data team, end users	**Things:** Presentation materials, knowledge base, training resources **Places:** Training rooms, documentation systems **People:** Colleagues, trainees, stakeholders
Goals & Motivations — Primary goals at each step	Help me quickly access the housing market analysis system without technical barriers	Help me understand the scope and scale of the data I'm working with	Help me understand how renovations impact house prices and sales patterns	Help me see the relationship between house age and renovation decisions	Help me identify patterns between house features and age distributions	Help me validate insights across multiple data perspectives	Help me transform data patterns into actionable business insights	Help me apply insights to create competitive advantages in the market	Help me successfully execute data-driven strategies	Help me measure the effectiveness of my data-driven decisions	Help me continuously improve analysis accuracy and relevance	Help me build organizational capability and knowledge around housing market analysis
Positive Moments — Enjoyable, productive experiences	Clean, intuitive interface makes system access straightforward and professional	Comprehensive overview provides immediate confidence in data quality and scope	Clear visualization reveals surprising insights about renovation ROI that weren't obvious before	Pie chart effectively communicates age distribution patterns at a glance	Multi-dimensional analysis reveals complex relationships between house features and market trends	"Aha moments" when patterns align across different visualizations, building confidence in insights	Satisfaction from transforming complex data into clear, actionable recommendations	Executive buy-in and appreciation for data-driven strategic recommendations	Successful implementation leads to improved market performance and competitive advantage	Validation that data-driven decisions outperform traditional approaches	Continuous learning cycle improves both analysis skills and business outcomes	Recognition for bringing valuable insights to the organization and industry
Negative Moments — Frustrating, confusing experiences	Login issues or system slowness creates initial frustration and delays analysis	Overwhelming amount of data makes it difficult to know where to focus attention first	Complex histogram may be difficult to interpret for users without strong data visualization experience	Pie chart segments may be too similar in size, making precise comparisons challenging	Information overload from multiple variables makes it hard to extract clear conclusions	Conflicting patterns between visualizations create uncertainty about data reliability	Pressure to generate insights quickly may lead to oversimplified or incomplete analysis	Resistance from stakeholders who prefer traditional decisionmaking approaches	Implementation challenges when insights don't translate smoothly to operational reality	Market volatility makes it difficult to attribute performance to specific strategic changes	Analysis becomes stale quickly as market conditions change rapidly	Difficulty in scaling knowledge transfer across different skill levels within organization
Areas of Opportunity — How might we improve?	How might we implement single sign-on and optimize system performance for faster access?	How might we create guided tours or progressive disclosure to help users navigate complex datasets?	How might we add interactive tutorials or interpretation guides for complex visualizations?	How might we use different chart types or add data labels to improve clarity of comparisons?	How might we create simplified summary views alongside detailed multi-variable analysis?	How might we build confidence indicators or data quality scores into visualizations?	How might we create automated insight generation to supplement human analysis?	How might we provide change management support and stakeholder education programs?	How might we create implementation playbooks and best practice guides?	How might we develop more sophisticated attribution models and control groups?	How might we implement realtime data updates and automated refresh schedules?	How might we create role-based training programs and mentorship systems?

Based on stakeholder interviews and analysis requirements from ABC Company Housing Market Analysis team

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