

Customer Journey Map

Phase of journey	Awareness	Consideration	Conversion	Retention/Advocacy
Actions	<div>Searches for new trends online</div> <div>Looks for real estate reports</div> <div>Reads property market articles</div>	<div>Compares house features and prices</div> <div>Analyzes renovation impact</div> <div>Reviews data visualizations</div>	<div>Lives dashboard to finalize decision</div> <div>Downloads insights</div> <div>Initiates investment/purchase decision</div>	<div>Features dashboard for new analysis</div> <div>Shares insights with others</div> <div>Recommends tool</div>
Touchpoint	<div>Google Search</div> <div>Real Estate Websites</div> <div>Social Media / Blogs</div>	<div>Tableau Dashboard</div> <div>Web Application</div> <div>Interactive Filters</div>	<div>Final Web App</div> <div>Final Dashboard View</div>	<div>Web App Access</div> <div>Dashboard updates</div>
Customer Thought What is the customer needing and intending?	<div>How factors affect house prices</div> <div>Is this the right time to invest?</div>	<div>Which feature influences price most?</div> <div>Does renovation increase value?</div>	<div>How I understand the pricing trend</div> <div>This data helps my decision.</div>	<div>This tool is helpful.</div> <div>I'll use this again.</div>
Customer Feeling	<ul style="list-style-type: none"> Curious Confused Interested 	<ul style="list-style-type: none"> Slightly overwhelmed Analytical Hopeful 	<ul style="list-style-type: none"> Confident Satisfied 	<ul style="list-style-type: none"> Trust Satisfaction Loyalty
Opportunities	<div>Provide clear data-driven dashboards</div> <div>Offer easy-to-understand visual insights</div>	<div>Add interactive filters</div> <div>Provide personalized dashboards</div>	<div>Provide downloadable reports</div> <div>Offer summary insights</div>	<div>Regular data updates</div> <div>Add new analytics features</div>