

Customer Journey Map

Phase of journey	Awareness			Consideration			Conversion			Retention/Advocacy		
Actions	Searches housing price trends online	Looks for real estate reports	Reads property market articles	Compares house features and prices	Analyzes renovation impact	Reviews data visualizations	Uses dashboard to finalize decision	Downloads insights	Makes investment/purchase decision	Refers dashboard for new analysis	Shares insights with others	Documents ROI
Touchpoint	Google Search	Real Estate Websites	Social Media / Blogs	Tableau Dashboard	Web Application	Interactive Filters	Flask Web App	Final Dashboard View	Web App Access	Dashboard Updates		
Customer Thought What is the customer needing and intending?	What factors affect house prices?	Is this the right time to invest?		Which feature influences price most?	Does renovation increase value?		Now I understand the pricing trend	This data helps my decision.	This tool is helpful.	I'll use this again.		
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	Provide clear data-driven dashboards	Offer easy-to-understand visual insights		Add interactive filters	Provide scenario-based dashboards		Provide downloadable reports	Offer summary insights	Regular data updates	Add new analytics features		