

## **User Persona**

**Name:** Raj

**Role:** Real Estate Analyst at ABC Company

**Goal:** Understand patterns in house sales, renovations, and structural features to support pricing strategy.

## **Customer Journey Map Structure**

Stage	User Action	User Thoughts	Pain Points	Opportunities / Features
1. Discover	Opens Tableau dashboard	"Where do I begin with so many filters?"	Dashboard feels overwhelming without a starting point.	Create a simple, welcoming summary page (Scenario 1).
2. Navigate	Clicks through house feature filters	"How does house age affect features?"	Too many dimensions to view in one place.	Grouped bar charts by house age (Scenario 4).
3. Explore Insights	Filters by renovation status and bathrooms	"Are newer homes really offering more features?"	Hard to connect features with sale price over time.	Use visual cues like color/size for price tiers.
4. Analyze Trends	Reviews grouped bar charts of bathrooms/floors vs age	"Ah! Older homes mostly have 1-2 bathrooms."	Comparisons across charts are inconsistent.	Provide consistent legends and color schemes.

5. Recommend	Prepares report with visuals	"This will help the team suggest feature upgrades."	Exporting might need manual work.	Add export/summary page buttons in Tableau.
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### **Key Features to Include (from this journey):**

- Simple filters (renovation status, house age group).
- Interactive bar charts for bathrooms, bedrooms, floors.
- Consistent color-coding (e.g., for age bins).
- Export-ready dashboard view (summary slide/print).