

## Customer Journey Map: Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau

| Stage                            | Awareness                                                                  | Consideration                                                                   | Exploration                                                                                         | Decision                                                      | Retention                                     |
|----------------------------------|----------------------------------------------------------------------------|---------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|---------------------------------------------------------------|-----------------------------------------------|
| <b>Actions &amp; Touchpoints</b> | Sees dashboard via social media, real estate newsletter, or Tableau Public | Clicks link to access Tableau dashboard<br><br>Reads intro, explores navigation | Interacts with filters (location, price, features)<br><br>Examines charts (bar, line, bubble, etc.) | Exports charts<br>Shares insights<br><br>Satisfied, Confident | Subscribes for updates<br><br>Leaves feedback |
| <b>Experience &amp; Emotions</b> | Curious, Interested                                                        | Engaged, Cautious                                                               | Filters confusing, charts slow to load                                                              | Limited export/share, unclear formats                         | No updates, ignored feedback                  |
| <b>Pain Points</b>               | Unsure if dashboard is relevant                                            | Overwhelmed by options, unclear layout                                          | Add example use cases performance                                                                   | Offer multiple export/share formats                           | Stay informed, contribute to improvement      |
| <b>Opportunities</b>             | Use clear, benefit driven headlines and visuals                            | Provide guided walkthrough streamline                                           | Add example use case optimization                                                                   | Offer multiple export/share clear guides                      | Stay informed contribute to improvement       |
| <b>Goals</b>                     | Attract interest, set expectations                                         | Understand project scope and usability                                          | Find actionable insights                                                                            | Enable notifications                                          | Stay informed, contribute to improvement      |