

# Customer Journey Map

Date	27 June 2025
Team ID	LTVIP2025TMID49786
Project Name	Visualizing market trends
Maximum Marks	4 Marks

Scenario (Building experience through a product or service)	Enter How does someone already access this tool today?	Enter What do people immediately see when they log into the product?	Engage What can someone do in the product once they log in?	Exit What do people currently do when they leave the product/feature?	Extend What does a user do when they leave the tool?
<b>Discover the value</b> How does the person in charge know what the tool can do? How do they learn to use the tool?	Analyst hears there's a dashboard that simplifies finding trend analysis	Sees a teaser video or sample dashboard screenshot in email or Slack	Analyst filters by zip code, age, renovation status to compare prices	Analyst exports insight or takes screenshots to use in meetings	Analyst shares dashboard with teammates or uses again for another zip code later
<b>Understand</b> How do they learn to use the tool? How do they learn to use the tool? How do they learn to use the tool?	Team lead, dashboard link, email	Tutorial, Public page, filter buttons	Charts, filters, map view, bar & pie charts	Export options, screenshot, summary panel	Shared link, email, saved filter view
<b>Needs &amp; understanding</b> How do they learn to use the tool? How do they learn to use the tool? How do they learn to use the tool?	Help me explore house data easily	Help me get started quickly	Help me find insights for decisions	Help me share my findings easily	Help me share or update insights later
<b>Positive moments</b> What does the person in charge love about the tool? What does the person in charge love about the tool? What does the person in charge love about the tool?	Curiosity to try something visual	Smooth loading, clear layout, dropdown filters	Seeing instant changes when filters are applied	Able to export or screenshot visual summary	Share same dashboard with updated data regularly
<b>Negative moments</b> What does the person in charge hate about the tool? What does the person in charge hate about the tool? What does the person in charge hate about the tool?	Unclear what the dashboard includes or how useful it will be	Gets overwhelmed if there are too many charts at once	If charts don't respond but it isn't intuitive to read	Unclear which chart to use or how to explain it to others	Forget how they got insights or need new features
<b>Areas of opportunity</b> How might we make the tool better? How might we make the tool better? How might we make the tool better?	Share a teaser video or sample dashboard screenshot in emails or Slack	Add a short guide or tooltips on how to use filters, drill-down, etc.	Improve performance: create pre-built insights or recommended filter combinations	Add an "insight summary" section or recommended visual + caption	Create a templated dashboard with clear steps, or allow saving filters as bookmarks