





CUSTOMER JOURNEY MAP

ABC COMPANY - HOUSING MARKET ANALYSIS

ENTER: Place late analysts, marketing teams, and executives accessing, analyzing, and utilizing Tableau visualizations for housing market insights to inform strategic:

Enter Initial general system	Enter Discover data and insights	Engage Compare different entities	Engage Perform operation	Exit Insights distribution	Extend Implementation	Extend Monitor high levelation	Extension Community ratings
<p>Access Tableau Dashboard</p> <p>User logs into the dashboard to view reports and data visualizations. The dashboard provides a high-level overview of the housing market data.</p> <p>Things: Takeover interface, high-level overview</p>	<p>Review Data Overview</p> <p>User explores the dashboard, identifying key trends and insights. The dashboard provides a high-level overview of the housing market data.</p> <p>Things: Interacting dashboard, navigation</p>	<p>Analyze Renovation Impact</p> <p>User explores the dashboard, identifying key trends and insights. The dashboard provides a high-level overview of the housing market data.</p> <p>Things: Role chart of house age</p>	<p>Examine Age Distribution</p> <p>User analyzes the dashboard, identifying key trends and insights. The dashboard provides a high-level overview of the housing market data.</p> <p>Things: Pre-chart and process distribution</p>	<p>Generate insights</p> <p>User synthesizes a high-level overview of the housing market data, identifying key trends and insights.</p> <p>Things: Visualize insights to generate strategy</p>	<p>Track Performance</p> <p>User synthesizes a high-level overview of the housing market data, identifying key trends and insights.</p> <p>Things: Identifying insights</p>	<p>Refine strategic</p> <p>User synthesizes a high-level overview of the housing market data, identifying key trends and insights.</p> <p>Things: Expanding data patterns into</p>	<p>Extend</p> <p>Implement additional features and insights.</p> <p>Prima strategic</p>
<p>Access Tableau Dashboard</p>	<p>Help me understand the system and scale the data for my working</p>	<p>Clear visualization review, showing the renovation ROI.</p>	<p>Study</p> <p>Feature content review, showing the renovation ROI.</p>	<p>Generate insights</p> <p>User synthesizes the data into actionable insights.</p>	<p>Statistical</p> <p>From data patterns into actionable business insights.</p>	<p>Statistical</p> <p>From data patterns into actionable business insights.</p>	<p>Goals & Motivations</p>
<p>Help me quickly understand the data and system without</p>	<p>Help me understand how the data is used and life insurance</p>	<p>Plot chart, provides a high-level overview of the housing market data.</p>	<p>Multi-dimensional and visual systems, showing the renovation ROI.</p>	<p>Satisfaction</p> <p>From data patterns into actionable business insights.</p>	<p>Executive buy-in and appreciation for the data insights.</p>	<p>Executive buy-in and appreciation for the data insights.</p>	<p>Help me continuously evaluate data-driven strategies.</p>
<p>Help me understand the data and system without</p>	<p>Help me understand the data and system without</p>	<p>Clear visualization review, showing the renovation ROI.</p>	<p>Validated insights into the data and system without</p>	<p>Successfully executing data-driven strategies.</p>	<p>Help me continuously evaluate data-driven strategies.</p>		

Customer journey map

STAGE	Awareness	Consideration	Decision	Service	Loyalty
CUSTOMER ACTIONS	View online ad, see social media campaign, hear about from friends	Conduct research, research competitors, compare features and pricing	Make a purchase	Receive product/service, contact customer service, read product/service documentation	Make another purchase, share experience
TOUCHPOINTS	Traditional media, social media, word of mouth	Word of mouth, website, social media	Website, mobile app, phone	Phone, chatbot, email	Word of mouth, social media, review sites
CUSTOMER EXPERIENCE	Interested, hesitant 	Curious, excited 	Excited 	Frustrated 	Satisfied, excited 