

### **3.1 Customer Journey Map**

The **Customer Journey Map** visualizes how users interact with the Housing Market Trends Dashboard at various stages of usage. It highlights their **experience, interactions, digital touchpoints, goals, and potential opportunities for improvement**.

#### **Stages & Experiences**

- Users begin by logging in to view key data insights like average sale price, total area, and renovation trends.
- They interact with KPI cards (Activities 1.1 to 1.3), then explore additional visuals (Activities 1.4 to 1.6).
- Tableau Public dashboards provide a quick snapshot of housing market performance.

#### **Interactions**

- Users click through interactive cards and charts.
- They compare visual elements side-by-side for clearer insight.
- Fast navigation across the dashboard helps in better performance evaluation.

#### **Digital Touchpoints**

- KPIs, bar charts, and pie charts are used for visual comparisons.
- Dashboards offer quick summaries and report-ready visualizations.
- Features like filters, download options, and tooltips enhance usability.

#### **Goals & Motivations**

- Users want to understand pricing trends and renovation effects without having to scroll through spreadsheets.
- They aim to share insights quickly with stakeholders and make data-driven decisions.
- Easy-to-use dashboards support guided storytelling and real-time exploration.

#### **Opportunities to Improve**

- Add version history and update notifications for better change tracking.
- Improve filter performance and allow seamless switching between views.

- Enable snapshot downloads and reloading without losing filters.

Customer Journey Map – Housing Market Trends Dashboard					
Stage	Experience	Interactions	Digital Touchpoints	Goals & Motivations	Opportunities to Improve
					
Logs in to view data insights	Looks at KPIs like avg. price, record count, area	Click through Activity L1-3 KPI	Visual comparison for Bicar insights	Clean layout aiding storytelling	Optimize performance for vvae
Opens Tableau Public dashboard	Clicking through Activity L1–3 cards	Browse avaniate t-ure iatch11t4-6	Report ready quickly ad clearly	Add short caption guided insight	<b>Add version notes or update</b>
Opens Tableau to view data insights	Quick snapshot to hay market sa	Visual comparison to easier insights	Improve clelai to trends to managers	Share findings without losing filters	Hal version notes or update notifications
Engage user-farmt for eans segrslis	<ul style="list-style-type: none"> <li>Quick snapshots quickly</li> <li>Emelise insights quickly and clearly</li> </ul>	<ul style="list-style-type: none"> <li>Optimize perform- for fast access cs</li> </ul>	<ul style="list-style-type: none"> <li>Report-ready visuals on a takie</li> <li>Share filitdngs without reloading</li> </ul>	<ul style="list-style-type: none"> <li>Allow snapshot download with</li> <li>Allow version without reload filters</li> </ul>	<ul style="list-style-type: none"> <li>Addiverson notes or update notifications</li> <li>Aray version notes or update notifications</li> </ul>
					
					