

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 vae
Opens Tableau Public dashboard	Clicking through Activity L1-3 cards	Browse available t-upatch 11-4-6	Report-ready quickly and clearly	Add short caption guided insight	Add version notes or update
Opens Tableau to view data insights	Quick snapshot to key market sa	Visual comparison to easier insights	Improve clarity to trends to managers	Share findings without losing filters	Halt version notes or update notifications
Opens Tableau to view data insights	Quick snapshots quickly	Emelise insights quickly and clearly	Report-ready visuals on a take	Allow snapshot download with	Add version notes or update notifications
Engage user-form for easy segs	Easy online for feedback quickly	Optimize performance for fast access	Share findings without reloading	Allow version without reload filters	Array version notes or update notifications
