Customer Journey Map

DATE	21 june 2025
Team ID	LTVIP2025TMID48542
Project Name	Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau

Scenario:

A user visits the dashboard, uploads housing data or uses sample data, filters it, views insights, and possibly shares/export results.

Steps	Typical Experience	Interactions	Things (Digital Touchpoints)	Places	People	Goals & Motivations	Positive Moments	Negative Moments	Opportunities
Open Dashboard	User accesses the Tableau dashboard via a link or app	Clicks on shared/public dashboard or opens from Tableau Desktop	Tableau Public link / Desktop	Home / Office	User (solo)	Help me explore housing data easily	Simple interface is appealing	Slow loading or confusing visuals	Improve initial load speed and add tooltips
Upload or Use Sample Data	User uploads housing CSV or chooses demo data	Drag-drop or dropdown click	File Upload / Dataset Selector	Dashboard Screen	User	Help me use my own data or test it	Sample data is readily available	Upload errors or format mismatches	Add file format instructions and error prompts
Apply Filters	User selects year,	Dropdowns, sliders, radio	Filter Panel	Dashboard Scree	User	Help me narro	Real-time filteri	Too many filters	Group filters or use

	bedrooms, price range etc.	buttons		n		w down to relevant info	ng is responsive	overwhelm	collapsible sections
View Visuals	User sees price trends, KPIs, pie charts	Scroll and hover to explore graphs	KPI Tiles, Pie Charts, Bar Graphs	Dashboard	User	Help me gain insights fast	Engaging visuals help tell the story	Some visuals may lack labels or clarity	Add legends, hover hints, and captions
Export or Share	User saves graph or shares link	Clicks export/download	Download buttons / Share URL	Browser	User	Help me save or share findings	Quick download access is handy	No watermark-free or branded export option	Allow watermark toggle or branded template
Exit	User closes dashboard or logs out	Browser close or logout	Web Browser or Tableau app	Anywhere	User	Help me come back to this state later	Clean exit, no bugs	Filters or session not saved	Add session memory or export view settings