**Customer Journey Map:** Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau

**Stage Actions & Touchpoints**

**Experience & Emotions**

**Pain Points Opportunities Goals**

Awareness

* Sees dashboard via social media, real estate newsletter, or Tableau Public
* Reads project summary/title

Curious, Interested

Unsure if dashboard is relevant

Use clear, benefit- driven headlines and visuals

Attract interest, set expectations

Consideration

* Clicks link to access Tableau dashboard
* Reads intro,

explores navigation

Engaged, Cautious

Overwhelmed by options, unclear layout

Provide guided walkthrough, streamline navigation

Understand project scope and usability

Exploration

* Interacts with filters (location, price, features)
* Examines charts (bar, line, bubble, etc.)

Excited, Inquisitive

Filters confusing, charts slow to load

Add example use cases, optimize performance

Find actionable insights

Decision

* Exports charts
* Shares insights
* Bookmarks or saves dashboard

Satisfied, Confident

Limited export/share, unclear formats

Offer multiple export/share formats, clear guides

Save/share findings for decision-making

Retention

* Subscribes for updates
* Returns for new data
* Leaves feedback

Loyal,

Empowered

No updates, ignored

feedback

Enable

notifications, respond to feedback

Stay informed, contribute to

improvement