Date	25 June 2025
Team ID	LTVIP2025TMID51601
Project Name	Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau

	Entice How does someone become aware of this service?	Enter What do people experience as they begin the process?	Engage In the core moments in the process, what happens?	Exit What do people typically experience as the process finishes?	Extend What happens after the experience is over?
Experience steps What does the person (or people) at the center of this scenario typically experience in each step?	Hears about housing trend analysis tool through newsletter or blog.	Visits the dashboard and selects filters like year, bedrooms, or renovation status.	Actively compares house prices with features like floors, renovation, and location.	Downloads charts or takes notes for use in meetings or reports	Revisits dashboard for updated data; shares insights with teammates.
Interactions What interactions do they have at each step along the way? • People: Who do they see or talk to? • Places: Where are they? • Things: What digital touchpoints or physical objects do they use?	Wants to understand what drives house prices and identify investment opportunities.	Curious to explore visual data that supports smart decision-making	Wants to find specific pricing patterns to support a pricing or marketing strategy.	Wants to save or share the insights gained from analysis	Wants to regularly track changes in housing market trends.
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	"Will this help me understand the housing market better?"	"How do I use this dashboard to find what I need?"	"What patterns can I uncover from bathroom/floor/ renovation features?"	Can I save or export this for a report?	"Will there be updates or new features later?"
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Doesn't know how much Tableau can reveal about house pricing trends	May find too many filters or data fields overwhelming at first	May struggle with interpreting grouped charts or pie charts.	Not sure how to export visuals or apply insight	Might forget to revisit or doesn't receive update alerts.
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Curious, somewhat skeptical.	Interested but cautious.	Confident, engaged	Satisfied, possibly impressed	Motivated to explore more and share with others.
Areas of opportunity How might we move each step better? What ideas do we have? What have others suggested?	Create awareness through real estate newsletters/blogs.	Provide a quick tutorial or tooltips for dashboard use.	Add chart explanations or allow simplified filters.	Add one-click export to PDF/Image; show quick summary	Send email alerts for updates; allow personalization of dashboards.