Project Design Phase-II
Customer Journey Map

Date	29 June 2025
Team ID	LTVIP2025TMID50072
Project Name	Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau
Maximum Marks	4 Marks

Customer Journey Map :

A Customer Journey Map is a visual representation that illustrates the complete experience a customer (or user) goes through when interacting with a product, service, or system over time. It's a strategic tool used in user experience (UX) design, marketing, and business analysis.

Key Components:

1. Journey Phases/Stages
2. Customer Actions & Behaviors
3. Emotions & Experiences
4. Touchpoints & Interactions
5. Opportunities

CUSTOMER JOURNEY MAP

ABC COMPANY - HOUSING MARKET ANALYSIS

SCENARIO: Real estate analysts, marketing teams, and executives accessing, analyzing, and utilizing Tableau visualizations for housing market insights to inform strategic decisions, optimize pricing strategies, and enhance market competitiveness.

	Enter — Initial Access & System Exploration	Entice — Discovering Data Insights & Value Proposition	Engage — Core Data Experiences & Analysis Tools	Engage — Deep Data Exploration & Visualization	Engage — Pattern Identification & Insights Discovery	Engage — Advanced Analytics & Reporting	Exit — Report Generation & Documentation	Exit — Decision Making & Strategy Planning	Extend — Executive Strategy Implementation	Extend — Market Performance Monitoring	Extend — Refined Analysis & Optimization	Extend — Knowledge Sharing & Training
Stage	**Access Tableau Dashboard**	**Review Data Overview**	**Analyze Renovation Impact**	**Examine Age Distribution**	**Study Feature Correlations**	**Cross-Reference Data**	**Generate Insights**	**Strategic Planning**	**Execute Strategy**	**Track Performance**	**Refine Analysis**	**Share Knowledge**
What does the person typically do?	Log into the Tableau platform. Navigate to housing market analysis dashboard. Orient themselves with the interface	Examine high-level metrics and KPIs. Assess data quality and completeness. Understand dataset scope and timeframe	Use histogram showing sales distribution by years since renovation. Identify correlation patterns. Filter by specific renovation...	Use interactive pie chart. Analyze relationship between house age and renovation status. Compare age segments	Use grouped bar chart of house age vs bedrooms, bathrooms, etc. Cross-reference multiple variables. Identify feature trends	Use advanced filters across multiple scenarios to validate patterns and correlations. Compare different data perspectives	Use story feature to create actionable insights about market trends and opportunities. Document key findings	Use dashboard data to develop pricing strategies, investment recommendations, and market positioning. Create executive summaries	Use insights to make data-driven decisions in real estate operations, marketing campaigns. Implement recommendations	Use performance monitoring tools to measure effectiveness of implemented strategies against market benchmarks. Monitor KPIs and ROI	Update analysis to dashboard with new data or questions based on market changes. Enhance analytical models	Use presentation materials, workshops, and training to share insights with stakeholders and contribute to organizational learning. Develop best practices
What interactions does the person have?	**Things:** Tableau interface, login credentials, computer/device. **People:** IT support if needed	**Things:** Dashboard overview, summary KPIs, data export options. **People:** Data analysts, colleagues	**Things:** Interactive histogram, filter controls, chart elements. **People:** Team members for discussion	**Things:** Pie chart segments, hover tooltips, segmentation options. **People:** Subject matter experts	**Things:** Grouped bar charts, multi-dimensional analysis tools. **Places:** Scenario & visualization environments. **People:** Real estate professionals	**Things:** Multiple dashboard views, advanced filters, data export. **Places:** Integrated work space. **People:** Validation team	**Things:** Export functions, reporting tools, presentation tools. **Places:** Report preparation area. **People:** Report reviewers	**Things:** Meeting rooms, presentation materials, strategic planning tools. **Places:** Conference rooms, executive offices. **People:** Executive stakeholders	**Things:** Implementation tools, CRM systems, marketing platforms. **Places:** Operational environments. **People:** Implementation teams	**Things:** Performance dashboards, monitoring tools, analytics platforms. **Places:** Monitoring systems. **People:** Performance analysts	**Things:** Updated datasets, new analytical models, enhanced visualizations. **Places:** Analysis workspaces. **People:** Senior analysts	**Things:** Presentation materials, workshops, training programs. **Places:** Training rooms, collaboration spaces. **People:** Trainees, stakeholders
Goals & Motivations	**Primary Goal:** Quick access to comprehensive housing analysis without technical barriers	May not understand the scope and value of the data I'm working with	Need to understand how renovation timing affects house prices and sales patterns	Help me see the relationship between house age distribution and renovation decision	Help me identify patterns between house features and age distributions	Help me validate insights across multiple data perspectives	Help me transform data patterns into actionable business insights	Help me apply insights to create effective marketing strategies and pricing advantages in the market	Help me successfully execute data-driven strategies	Help me measure the effectiveness of my data-driven decisions	Help me continuously improve analytics accuracy and relevance	Help me build organizational capability and knowledge around housing market analysis
Positive Experience	Clean, intuitive interface makes system access seamless without technical barriers	Comprehensive overview provides clear confidence in data quality and scope	Clear visualization reveals actionable insights about renovation ROI that weren't obvious before	Pie chart effectively communicates age distribution patterns at a glance	Multi-dimensional analysis reveals surprising correlations between house features and market value	"Aha moments" when patterns across scenarios validate insights, building confidence in conclusions	Satisfaction from transforming complex data analysis into actionable recommendations	Executive buy-in and appreciation for data-driven strategic recommendations	Successful implementation leads to measurable performance improvements and competitive advantage	Validation that data-driven decisions produce better results and approaches	Continuous learning cycle improves both team and individual analytical capabilities	Recognition for building valuable analytical capabilities and knowledge across the organization
Negative Experience & Frustrations	Login issues or system slowness creates friction and delays analysis	Overwhelming amount of data makes it hard to identify where to focus attention first	Complex histogram may be difficult to interpret effectively without clear data visualization experience	Pie chart segments may be too small or similar to distinguish at a glance, leading to misinterpretation	Information overload from multiple correlations makes it hard to extract clear conclusions	Conflicting patterns between visualizations create uncertainty about data reliability	Pressure to generate insights quickly may lead to oversimplified or incomplete analysis	Resistance from stakeholders who prefer traditional decision-making approaches	Implementation challenges when insights indicate changes need to be made to operational reality	Market volatility makes it difficult to attribute performance to specific strategic changes	Analysis becomes stale quickly as market conditions change rapidly	Difficulty in scaling knowledge transfer across different skill levels within organization
Areas of Opportunity	How might we streamline single sign-on and optimize system performance for easier access?	How might we create guided tours or contextual disclosure to help users navigate complex datasets?	How might we add interactive tooltips or interpretation aids to complex visualizations?	How might we use different chart types or improve clarity of comparisons?	How might we create simplified summary views alongside detailed analytical capabilities?	How might we build confidence checks for data quality and cross-validation?	How might we create automated insight generation or human story-telling?	How might we provide change management support and stakeholder education programs?	How might we create implementation playbooks and best practice guides?	How might we develop more sophisticated attribution models and control groups?	How might we implement real-time data updates and automated refresh schedules?	How might we create role-based learning programs and mentorship systems?

Based on stakeholder interviews and analysis requirements from ABC Company Housing Market Analysis team

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