**Customer Journey Map**

| **Stage** | **Actions** | **Touchpoints** | **Thoughts/Emotions** |
| --- | --- | --- | --- |
| **Awareness** | User realizes need to evaluate home prices | Google Search, Social Media | Curious, Interested |
| **Consideration** | Browses platforms/tools to compare home features & prices | Real estate apps, Websites | Confused, needs guidance |
| **Interaction** | Inputs details (bedrooms, area, location) into the tool | Web/App Interface | Hopeful, wants accurate feedback |
| **Insight** | Gets prediction and sees comparison/analytics | Prediction Output Screen | Informed, reassured, ready to take action |
| **Decision** | Uses prediction to decide on a purchase or investment | Agent/Listing contact | Confident, satisfied |