**3.1 Customer Journey Map**

The **Customer Journey Map** visualizes how users interact with the Housing Market Trends Dashboard at various stages of usage. It highlights their **experience**, **interactions**, **digital touchpoints**, **goals**, and potential **opportunities for improvement**.

**Stages & Experiences**

* Users begin by logging in to view key data insights like average sale price, total area, and renovation trends.
* They interact with KPI cards (Activities 1.1 to 1.3), then explore additional visuals (Activities 1.4 to 1.6).
* Tableau Public dashboards provide a quick snapshot of housing market performance.

**Interactions**

* Users click through interactive cards and charts.
* They compare visual elements side-by-side for clearer insight.
* Fast navigation across the dashboard helps in better performance evaluation.

**Digital Touchpoints**

* KPIs, bar charts, and pie charts are used for visual comparisons.
* Dashboards offer quick summaries and report-ready visualizations.
* Features like filters, download options, and tooltips enhance usability.

**Goals & Motivations**

* Users want to understand pricing trends and renovation effects without having to scroll through spreadsheets.
* They aim to share insights quickly with stakeholders and make data-driven decisions.
* Easy-to-use dashboards support guided storytelling and real-time exploration.

**Opportunities to Improve**

* Add version history and update notifications for better change tracking.
* Improve filter performance and allow seamless switching between views.
* Enable snapshot downloads and reloading without losing filters.

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