

Customer Journey Map: Visualizing Housing Market Trends in Tableau

Stage	User Goal	Actions	Touchpoints	Pain Points	Opportunities
1. Awareness	Understand the availability of housing data & visual tools	Searching online for real estate trend data or tools like Tableau dashboards	Google search, blog posts, social media, Tableau Public, real estate forums	Overwhelming amount of data sources, low trust in sources	Create SEO-friendly landing pages, share Tableau dashboards on popular platforms
2. Discovery	Identify relevant data visualizations for housing trends	Browses Tableau dashboards, real estate datasets, looks for ZIP-level trends	Tableau Public, Zillow Research, Redfin Data Center, local government sites	Dashboards are too complex, or not relevant to user's location	Provide clear filters by region, date, and property type; concise summary views
3. Consideration	Explore features and trends (e.g., prices, sqft, # of beds)	Uses filters in Tableau dashboard to explore data	Interactive Tableau filters, maps, charts, tooltips	Charts may be slow or not mobile-friendly; data may not be current	Optimize performance, provide refresh dates, include predictive insights
4. Engagement	Dive into detailed comparisons by neighborhood or time	Interacts with dashboards, compares ZIP codes, views time series, histograms, scatter plots	Tableau story points, dashboards, maps, price trend lines, correlation plots	Confusion over interpreting complex visualizations or statistical terms	Add explanatory tooltips, glossary popups, embed guided analysis or scenarios
5. Decision	Draw insights or make decisions (buy, wait, invest)	Screenshots or exports Tableau visuals, discusses with partner/agent	Dashboard download/export, shared links, printed visuals	Lack of ability to share/export easily, insights not personalized	Enable story exports, PDF download, user-specific bookmarks
6. Feedback/Follow-up	Revisit or subscribe to housing updates	Returns to dashboard for updated insights, subscribes to alerts	Email alerts, Tableau subscriptions, follow-up surveys	No clear way to stay updated or submit feedback	Add newsletter, alert system, feedback form or star-rating for dashboards
