Smartbridge Summer Internship Project

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Project Name	Housing Market Trends Analysis

Customer Journey Map

1. Introduction

The Customer Journey Map illustrates the typical experience of stakeholders engaging with the housing market dashboard created for ABC Company. It outlines each phase of their interaction, identifying expectations, experiences, challenges, and opportunities for improvement.

Customer Journey Map							
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Awareness	Consideration	Decision	Purchase	Retention			
Identify Ithallenges in understanding house prices and sales trends	Evaluate Tableau for data analytics	Select Tableau for project at ABC Company	Implement Tableau to analyze housing market trends	Leveraging insights to inform strategic decisions			
Touchpoints	Market reports Website	Sales meetings Trial version	Onboarding Training	Tableau suppor Updates			
Customer Thoughts	"What factors influence house prices?"	Confident Tableas meets our needs	We need to visualize sale prices, renova	Insights help us stay competitive?			
Customer Feelings	"How can we optimize pricing strategies?"	Confident in choice	Let's optimize our decision- making	Appreciation for as solution			
Opportunities	Provide resources on market trends and pricing fac-	Offer support- implementation Address any concerns	Determination to succeed	Continuing to offer value with updates and advanced featu			
Opportunities	Provide resources on market trends' relevant fea-	Assist income- pting effective visualizations	Detemination to succeed	Appreciation for auticl setion			

2. Journey Stage	ges Overview Description	Touchpoint s	Emotions	Pain Points	Opportuniti es
Discovery	Stakeholders learn about the dashboard project and its objectives.	Project briefing, initial meeting, stakeholder interviews	Curiosity, anticipatio n	Lack of visual tools to understand housing data	Present the project scope clearly and show a prototype
Engagemen t	Users begin interacting with the early versions of Tableau visualization s.	Initial dashboard preview, live Tableau session	Interest, mild confusion (at early stage)	Limited interactivity or data clarity in early versions	Refine filters and layout, simplify labels
Exploration	Users explore data trends using dashboards and stories.	Dashboard walkthroug h, filter usage, story points	Insightful, engaged	Desire for more localized/geospat ial data	Add maps and more drill-down capabilities
Analysis & Decision- Making	Insights from the dashboard influence strategic decisions.	Sales strategy meetings, renovation planning	Confident, data-driven	Need for additional real- time or predictive data	Connect with live databases and enhance with forecasts
Feedback & Improveme nt	Stakeholders provide feedback for future enhancemen ts.	Review sessions, project evaluation report	Appreciativ e, future- focused	Desire for broader dashboard scope	Iterate with new features and updates