Smartbridge Summer Internship Project

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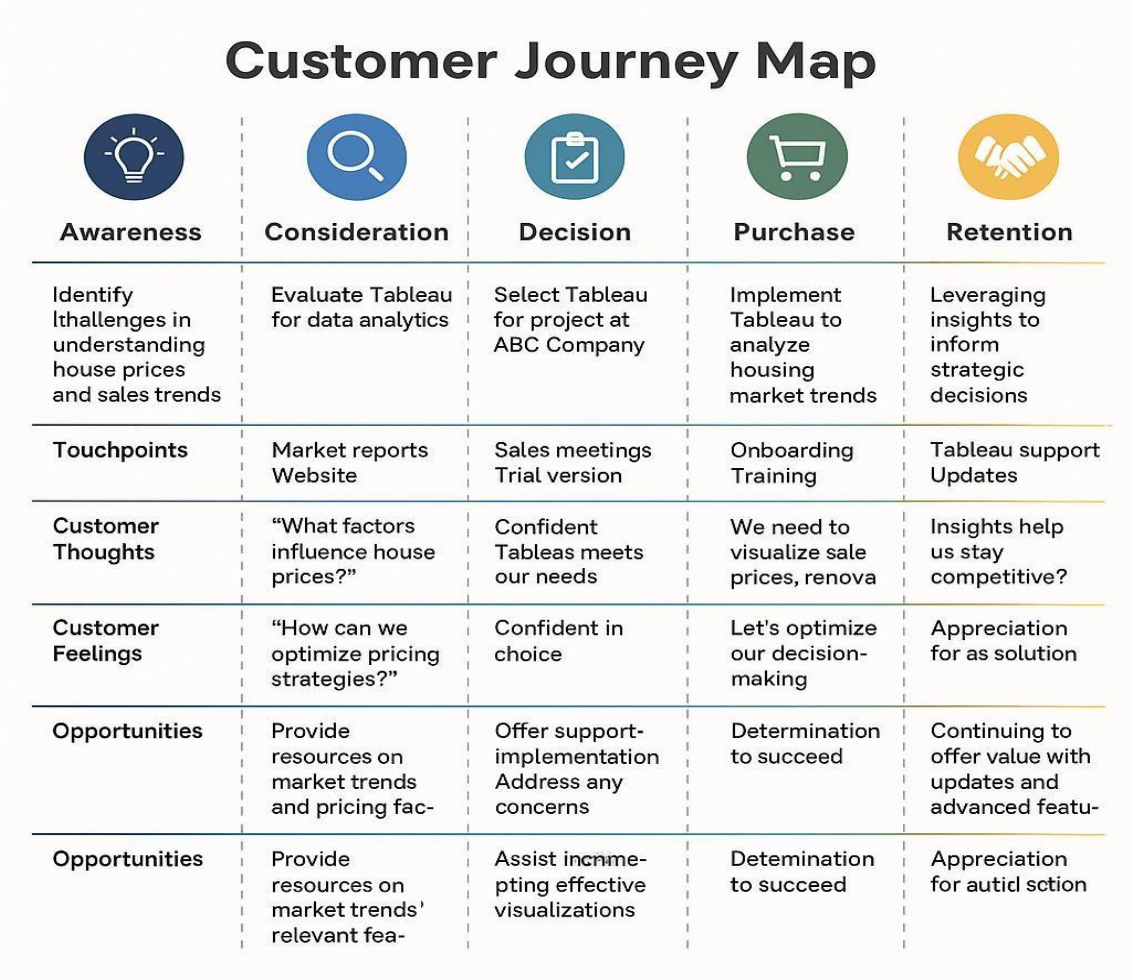
Project Name	**Housing Market Trends Analysis**

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.



2. Journey Stages Overview

Stage	Description	Touchpoints	Emotions	Pain Points	Opportunities
Discovery	Stakeholders learn about the dashboard project and its objectives.	Project briefing, initial meeting, stakeholder interviews	Curiosity, anticipation	Lack of visual tools to understand housing data	Present the project scope clearly and show a prototype
Engagement	Users begin interacting with the early versions of Tableau visualizations.	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 walkthrough, filter usage, story points	Insightful, engaged	Desire for more localized/geospatial 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 & Improvement	Stakeholders provide feedback for future enhancements.	Review sessions, project evaluation report	Appreciative, future-focused	Desire for broader dashboard scope	Iterate with new features and updates