

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

 Awareness	 Consideration	 Decision	 Purchase	 Retention
Identify challenges 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 support Updates
Customer Thoughts	"What factors influence house prices?"	Confident Tableau meets our needs	We need to visualize sale prices, renovation	Insights help us stay competitive?
Customer Feelings	"How can we optimize pricing strategies?"	Confident in choice	Let's optimize our decision-making	Appreciation for our solution
Opportunities	Provide resources on market trends and pricing factors	Offer support-implementation Address any concerns	Determination to succeed	Continuing to offer value with updates and advanced features
Opportunities	Provide resources on market trends' relevant features	Assist in implementing effective visualizations	Determination to succeed	Appreciation for our solution

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