

Customer Journey Map: Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau

Stage	Actions & Touchpoints	Experience & Emotions	Pain Points	Opportunities	Goals
Awareness	<ul style="list-style-type: none"> - Sees dashboard via social media, real estate newsletter, or Tableau Public - Reads project summary/title 	Curious, Interested	Unsure if dashboard is relevant	Use clear, benefit-driven headlines and visuals	Attract interest, set expectations
Consideration	<ul style="list-style-type: none"> - Clicks link to access Tableau dashboard - Reads intro, explores navigation 	Engaged, Cautious	Overwhelmed by options, unclear layout	Provide guided walkthrough, streamline navigation	Understand project scope and usability
Exploration	<ul style="list-style-type: none"> - Interacts with filters (location, price, features) - Examines charts (bar, line, bubble, etc.) 	Excited, Inquisitive	Filters confusing, charts slow to load	Add example use cases, optimize performance	Find actionable insights
Decision	<ul style="list-style-type: none"> - Exports charts - Shares insights - Bookmarks or saves dashboard 	Satisfied, Confident	Limited export/share, unclear formats	Offer multiple export/share formats, clear guides	Save/share findings for decision-making
Retention	<ul style="list-style-type: none"> - Subscribes for updates - Returns for new data - Leaves feedback 	Loyal, Empowered	No updates, ignored feedback	Enable notifications, respond to feedback	Stay informed, contribute to improvement