CUSTOMER JOURNEY MAP

Visualizing Housing Market Trends: An Analysis of Sales Pricees aand Features Using Tableau

Steps	Entice	Enter	Browse	Engage	Present	Extend	Extend
Steps	Hears about a new Tableau dashboard	Visits Tableau Public or organ- ization's portal	Looks at hun; spete nesection- vizations like	Interprets viuua- lized data ivithealily en- hassloe users	Share findings In new trends effectivile	Return for updated data on-new frends	Help me stay unda- tacions
Goals & motivations	Heariq abous a prizárts gol or motivatu	Visit Tableau Public or organization's portal	Loks at mracivo- clos officers (dec- tauslev Tableau a q. of ø.rstem)	Help me access the dashboard easily and securely	Help me * draw insights for informed decision-mocking	Help me stay updated one trends (for for tures in the clado-	Help me stay updoted on now trends
Positive moments	Help me discover useful Tools for understanding in- housing market	Help me access the dashboard essily and securely	Help me understoand patterns and of- utiers through clear visualizations	Help me graw insights for infornned decision-macking	Help me commumtgate findings effectively to my team or take- koldets	Help stay updated on now frends or features in the dashboard	Help stay updated on new trends or features in the dail-
Qogral s moments	*Help me discover useful tools for understa nding housing market	Help me access the dashboard easily and securely."	Help me draw insights for informed decision making	 Stølar-+ everketkuning options contuse ftirstirtime esers Slow perfemance 	 Overwheliming options-confusing first-time-users Slow performa- 	Add-timeline sliders or dynamic annotations	Add timeline sliders dynamic annotations
Areas of opportunity	Hepþ më dist over useful tools for under stancling nouising market	Help me eccess the dashboard easily and securely	 Slow-Tolla- ming *vf filters are easy to-ex 	with large detasets Optimizing dashboard quarles and datas	nce with lange dietasets Optimize dashboard queries and datasets	Lcid timeline claresit-dynam annotacions	Add timeline sliders or dlina-» annotations