

CUSTOMER JOURNEY MAP

Visualizing Housing Market Trends: An Analysis of Sales Prices and Features Using Tableau

Steps	Entice	Enter	Browse	Engage	Present	Extend	Extend
Steps	Hears about a new Tableau dashboard	Visits Tableau Public or organization's portal	Looks at housing section - visualizations like	Interprets visualized data with the help of easy-to-use tools	Share findings in new trends effectively	Return for updated data on new trends	Help me stay updated on new trends
Goals & motivations	Hear about a product or service or motivation	Visit Tableau Public or organization's portal	Look at housing section - visualizations like	Help me access the dashboard easily and securely	Help me draw insights for informed decision-making	Help me stay updated on new trends (for future in the dashboard)	Help me stay updated on new trends
Positive moments	Help me discover useful tools for understanding housing market	Help me access the dashboard easily and securely	Help me understand patterns and outliers through clear visualizations	Help me draw insights for informed decision-making	Help me communicate findings effectively to my team or stakeholders	Help stay updated on new trends or features in the dashboard	Help stay updated on new trends or features in the dashboard
Challenges	*Help me discover useful tools for understanding housing market	Help me access the dashboard easily and securely.	Help me draw insights for informed decision making	<ul style="list-style-type: none"> Slow performance with large datasets Optimizing dashboard queries and datasets 	<ul style="list-style-type: none"> Overwhelming options - confusing first-time users Slow performance with large datasets Optimize dashboard queries and datasets 	Add timeline sliders or dynamic annotations	Add timeline sliders or dynamic annotations
Areas of opportunity	Help me discover useful tools for understanding housing market	Help me access the dashboard easily and securely	<ul style="list-style-type: none"> Slow-loading filters are easy to use 	<ul style="list-style-type: none"> Slow performance with large datasets Optimizing dashboard queries and datasets 	<ul style="list-style-type: none"> Overwhelming options - confusing first-time users Slow performance with large datasets Optimize dashboard queries and datasets 	Add timeline sliders or dynamic annotations	Add timeline sliders or dynamic annotations