

# CUSTOMER JOURNEY MAP

| Steps    | Experience  | Interactions  | Things                                    | Places                         | People                    |
|----------|---|---|---|--------------------------------|---------------------------|
| Entice   | Curiosity to understand housing market trends               | Discussions with team, online research                | Housing market reports, real estate blogs | Classroom, home                | Team members, mentor      |
| Enter    | Project topic selected and approved                         | Project proposal, mentor feedback                     | Project document, goal statement          | Academic setting               | Faculty guide, peers      |
| Explore  | Gathering housing dataset from Kaggle or government portals | Dataset selection, feature analysis                   | CSV files, Excel sheets                   | Online data portals            | Data providers, teammates |
| Engage   | Data cleaning and preparing for visualization               | Using Tableau, Excel, Python                          | Tableau Prep, Excel                       | Lab or personal computer       | Team collaborators        |
| Create   | Designing visualizations in Tableau                         | Choosing charts (bar, pie, line, stacked bar, bubble) | Tableau Desktop                           | Computer lab                   | Team members, mentor      |
| Reflect  | Interpreting insights from dashboard                        | Reviewing charts, making decisions                    | Tableau dashboards                        | Presentation room              | Mentor, peers             |
| Extend   | Sharing dashboard results                                   | Creating reports and PowerPoint presentations         | PowerPoint, Tableau exports               | Seminar or online presentation | Audience, evaluators      |
| Evaluate | Collecting feedback   | Feedback forms, Q&A                                   | Evaluation sheets, surveys                | Review meeting                 | Jury, reviewers           |