

Ideation Phase

Empathize & Discover

Date	1 July 2025
Team ID	LTVIP2025TMID49900
Project Name	Heritage treasures: an in-depth analysis of unesco world heritage
Maximum Marks	4 Marks

Empathy Map:

What does he THINK AND FEEL?

Worries about the lack of accessible insights for UNESCO site preservation.

Wants to identify endangered sites and understand global heritage trends.

Aspires to create policies or strategies that promote heritage conservation.

Feels overwhelmed by raw data without visualization tools.

What does he SEE?

Sees scattered datasets and static reports that lack interactive analysis.

Notices gaps in public awareness of endangered heritage sites.

Observes that decision-makers lack a global visual perspective.

Sees the potential of Tableau dashboards to bridge this gap.

What does he HEAR?

Experts and historians discussing the importance of heritage site preservation.

Policymakers asking for clear data insights to support cultural strategies.

NGOs and tourism boards emphasizing heritage promotion and protection.

Feedback from peers that visual dashboards are impactful and easy to interpret.

What does he SAY AND DO?

Advocates for data-driven decision-making in heritage conservation.

Frequently discusses the need for interactive and user-friendly dashboards.

Promotes awareness campaigns around endangered sites.

Shares findings from the project with stakeholders and communities.

Pain

Difficulty identifying patterns from raw, unstructured datasets.

Lack of interactive tools to analyze trends of heritage sites.

Frustration over not being able to visualize endangered sites quickly.

Obstacles in combining multiple attributes (region, danger status, country) into a single view.

Gain

Interactive Tableau dashboards that make insights easy and fast.

Better understanding of global and regional trends in heritage site inscriptions.

Ability to highlight at-risk sites for targeted preservation efforts.

Increased awareness and informed decision-making among stakeholders.
