

Project Design Phase-II

Customer Journey Map

Date	2 July 2025
Team ID	LTVIP2025TMID49900
Project Name	Heritage Treasures: An In-Depth Analysis of UNESCO World Heritage Sites
Maximum Marks	4 Marks

Customer Journey Map

Stage	Action	Tool	Emotion	Opportunity
Discover	User learns about dashboard	Tableau Public, Web Links	Curious	Engage with interactive visuals
Explore	Filters and charts are explored	Region/Type/Danger filters	Engaged	Smooth navigation and interactivity
Learn	Trends and patterns identified	Interactive charts	Surprised	Highlight endangered sites and top countries
Share	Insights shared via dashboard	Export/Share Links	Proud	Wider awareness and heritage promotion