

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

Students studying history, archaeology, geography, and data analytics

Researchers and academicians analyzing UNESCO World Heritage data

General users interested in global heritage sites and insights

6. CUSTOMER CONSTRAINTS

CC

Difficulty in understanding raw or unstructured data

Lack of interactive tools in traditional reports

Time constraints in manual analysis

5. AVAILABLE SOLUTIONS

AS

Static reports and PDFs from UNESCO website

Raw datasets without visualization

Individual charts without integrated dashboards

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

Understand the global distribution of UNESCO World Heritage Sites

Analyze sites by country, region, category, and danger status

Identify historical trends and patterns in heritage site inscriptions

9. PROBLEM ROOT CAUSE

RC

UNESCO data is available but not presented in an interactive and user-friendly way

Lack of centralized visual dashboards for easy analysis

7. BEHAVIOUR

BE

Users search online for heritage-related statistics

Compare countries and regions manually using spreadsheets

Rely on static images or textual summaries

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS

TR

Academic projects and assignments related to data visualization

Curiosity about cultural and natural heritage around the world

Need for quick insights instead of reading large reports

4. EMOTIONS: BEFORE / AFTER

EM

Before: Confused, overwhelmed by raw data and large datasets

After: Confident, informed, and satisfied through clear visual insights

10. YOUR SOLUTION

SL

An interactive UNESCO World Heritage Dashboard built using Flask, Bootstrap, and Tableau

Provides clear visual insights such as country-wise, region-wise, category-wise analysis

Enables easy understanding of trends, distribution, and danger status without technical expertise

8. CHANNELS of BEHAVIOUR

CH

8.1 Online

Educational websites and dashboards

Tableau Public visualizations

Web browsers on desktop and mobile

8.2 Offline

Classroom discussions

Academic presentations and reports

Extract online & offline CH of BE

