

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) 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	CS	6. CUSTOMER CONSTRAINTS Difficulty in understanding raw or unstructured data Lack of interactive tools in traditional reports Time constraints in manual analysis	CC	5. AVAILABLE SOLUTIONS Static reports and PDFs from UNESCO website Raw datasets without visualization Individual charts without integrated dashboards	AS	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS 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	J&P	9. PROBLEM ROOT CAUSE UNESCO data is available but not presented in an interactive and user-friendly way Lack of centralized visual dashboards for easy analysis	RC	7. BEHAVIOUR Users search online for heritage-related statistics Compare countries and regions manually using spreadsheets Rely on static images or textual summaries	BE	
Focus on J&P, tap into BE, understand RC	3. TRIGGERS 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	TR	10. YOUR SOLUTION 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	SL	8. CHANNELS of BEHAVIOUR 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	CH	Extract online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER Before: Confused, overwhelmed by raw data and large datasets After: Confident, informed, and satisfied through clear visual insights	EM					

