Customer Journey Map

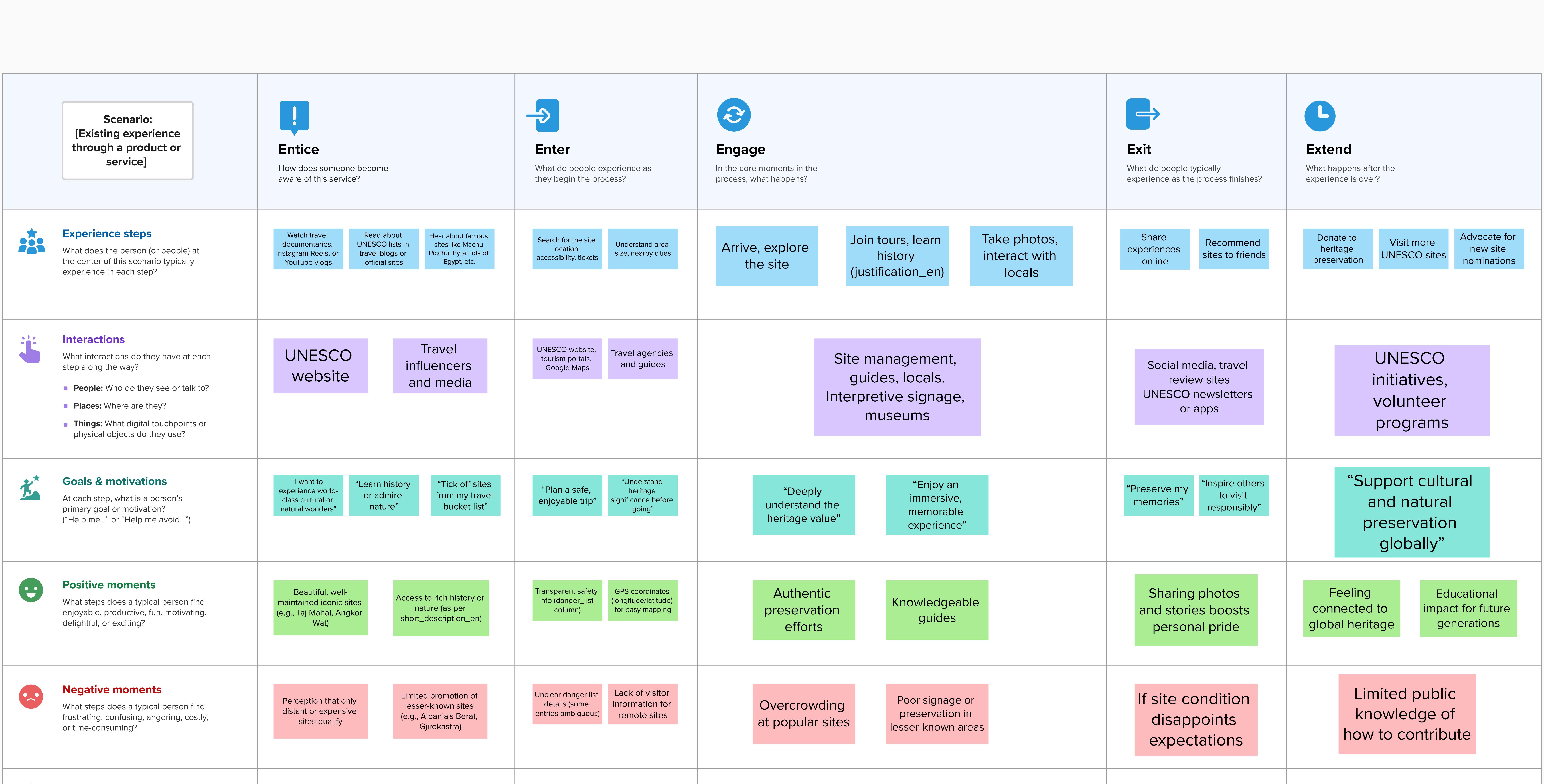
Areas of opportunity

others suggested?

Product School Created in partnership with Product School

How might we make each step better?

What ideas do we have? What have



Limit daily

visitors for

preservation

Mobile-friendly

by region_en

travel guides

Promote regional

clusters of sites for

travel planning

Highlight under-visited

sites with rich history

Encourage

responsible

travel pledges

Digital badges

for visiting

multiple sites

See an example

Create "UNESCO

Explorer" programs

for travelers

Provide UNESCO-

AR/VR

experiences for

education