Ideation Phase
Empathize & Discover

Date	30 June 2025
Team ID	LTVIP2025TMID47828
Project Name	Heritage Treasures: An in-depth analysis of UNESCO World Heritage Sites In Tableau

Empathy Map For Heritage Project:

The empathy map includes:

Think & Feel: Their internal thoughts and emotions about heritage preservation and data analysis needs

Hear: What they're hearing from colleagues, stakeholders, and the heritage community

See: What they observe in their current work environment and existing tools

Say & Do: Their actual behaviours and actions in their professional roles

Pain Points: Current challenges they face with data analysis and heritage site management

Gains: The benefits they would get from your Tableau visualization project

Key Personas: Four primary user types who would interact with your heritage data visualization

UNESCO World Heritage Sites

Empathy Map for Heritage Treasures Analysis Project

Think & Feel

- Need comprehensive data to make informed preservation decisions
- Concerned about heritage sites at risk
- Want to understand global heritage patterns
- Feeling overwhelmed by scattered information
- Passionate about cultural preservation
- Excited about data-driven insights
- Worried about budget allocation effectiveness

Hear

- "We need better visualization of heritage data"
- "Which regions need urgent attention?"
- "How can we identify trends in site inscriptions?"
- "Data should drive our conservation strategy"
- "Stakeholders need clear, actionable insights"
- "Tourism impact on heritage sites is concerning"
- "We need evidence-based policy recommendations"

Heritage Stakeholders

UNESCO Officials, Researchers, Policy Makers, Conservation Experts

See

- Complex spreadsheets with raw UNESCO data
- Static reports that are hard to interpret
- Colleagues struggling with data analysis
- Heritage sites facing various threats
- Growing demand for transparent reporting
- Limited interactive visualization tools
- Successful conservation case studies

Say & Do

- Analyze distribution patterns across regions
- Compare inscription trends over time
- Create reports for executive committees
- Seek funding for at-risk sites
- Collaborate with international partners
- Present findings to stakeholders
- Advocate for heritage preservation

Pain Points

- Difficulty extracting insights from raw data
- Time-consuming manual analysis processes
- Lack of interactive exploration tools
- Challenge in identifying regional disparities
- Limited ability to track trends over time
- Difficulty communicating findings to non-experts

Gains

- Clear visual insights for decision-making
- Efficient identification of patterns and trends
- Interactive exploration capabilities
- Better stakeholder communication
- Evidence-based policy recommendations
- Enhanced global heritage understanding

Key User Personas

UNESCO Program Officer
Needs comprehensive dashboards to monitor global heritage site status and make funding decisions

Heritage Researcher
Requires detailed analytics to study inscription patterns and publish academic findings

Policy Maker
Seeks clear visualizations to understand regional trends and develop conservation policies

Conservation Expert
Wants to identify at-risk sites and track conservation progress over time