

Ideation phase

Empathize & discovery

Date	22 June 2025
Team Id	LTVIP2025TMID47828
Project Name	Heritage treasure
Maximum Marks	4 Marks

Empathy Map Canvas:

An empathy map is a simple,easy-to-digest visual that captures knowledge about a users's behaviours and attitudes

It is a useful tool to helps teams better understand their users.

Empathy Map



Says

What have we heard them say?
What can we imagine them saying?

We need
to act fast!

Which
regions
are
improving

Give me
trends and
risks
visually



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Are we losing
valuable
cultural and
natural
treasures?

Which
countries or
regions need
immediate
attention

I our
preservation
strategy
working?



Persona's name

Short summary of
the persona

Analyzes
yearly
reports

Compares
regions or
sites

Prioritizes
funding

Worried about
the rising
number of
endangered
sites

Inspired by
global
efforts in
preservation

Frustrated by
lack of
accessible
insightful data



Does

What behavior have we observed?
What can we imagine them doing?

Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



[See an example](#)

Pain

Scattered or
static data
sources

Difficulty
communic
ating

Limited
funding
without

Gain

Clear visuals
to support
decisions

Easy
storytelling
with data

and

insights