

I am

A heritage
conservation
researcher

A UNESCO
site
manager

A cultural
policymak
er

A
geography
or history
educator

A student
of heritage
studies

I'm trying to

Compare
inscription
patterns
over time

Visualize at-
risk heritage
sites for
prioritization

Identify
countries with
the most
heritage sites

But

Track regional
trends in
heritage
conservation

The
distribution
and patterns
are not
visually clear

I don't have an
intuitive way
to compare
countries or
regions

The data is
large and
unstructured

Understand the
global
distribution of
UNESCO World
Heritage Sites

Risk levels
are hard to
isolate
quickly

Trends
over years
are buried
in raw data

Because

The dataset
lacks pre-
built visual
context

Raw formats
do not
highlight
insights
effectively

Frustrated by
inefficient
data analysis

Pressed for
time in
making critical
decisions

Manually
parsing data
is time-
consuming

Concerned
about
overlooked
endangered
sites

Preservation
urgency
requires
clearer threat
indicators

Decision-
makers need
fast, visual
overviews

Eager for a
clearer
overview to
support my
goals

Motivated to
adopt data
visualization
tools like
Tableau

Which makes me feel