

## 1.Customer Journey Map

This map representing how a product strategist or analyst interacts with the Heritage Treasures dashboard from need to insight

Stage	Need	Action	Touchpoint	Pain point	oppurtunity
Discover	Wants overview the global heritage site distribution	Searches UNESCO lists,open data	UNESCO site,Excel,PDF's	Data is scattered&inconsistent	Unified dashboard entity point
Explore	Need insights by region,site,type ,or criteria	Browses raw data,maps manually	Government sites,GIS tools	Time-consuming &lacks filtering	Interactive, filterable
Engage	Wants to Compare sites by Country or preservation risk	Tries custom Visualizations	Excel maps,reports	Lacks visual storytelling	Pre-built comparative dashboard
Decide	Prepares reports for policy or funding decisions	Creates graphs,screenshots	Presentations, word docs	Static content,lacks interactivity	Use tabl&exportseu stort points with captions