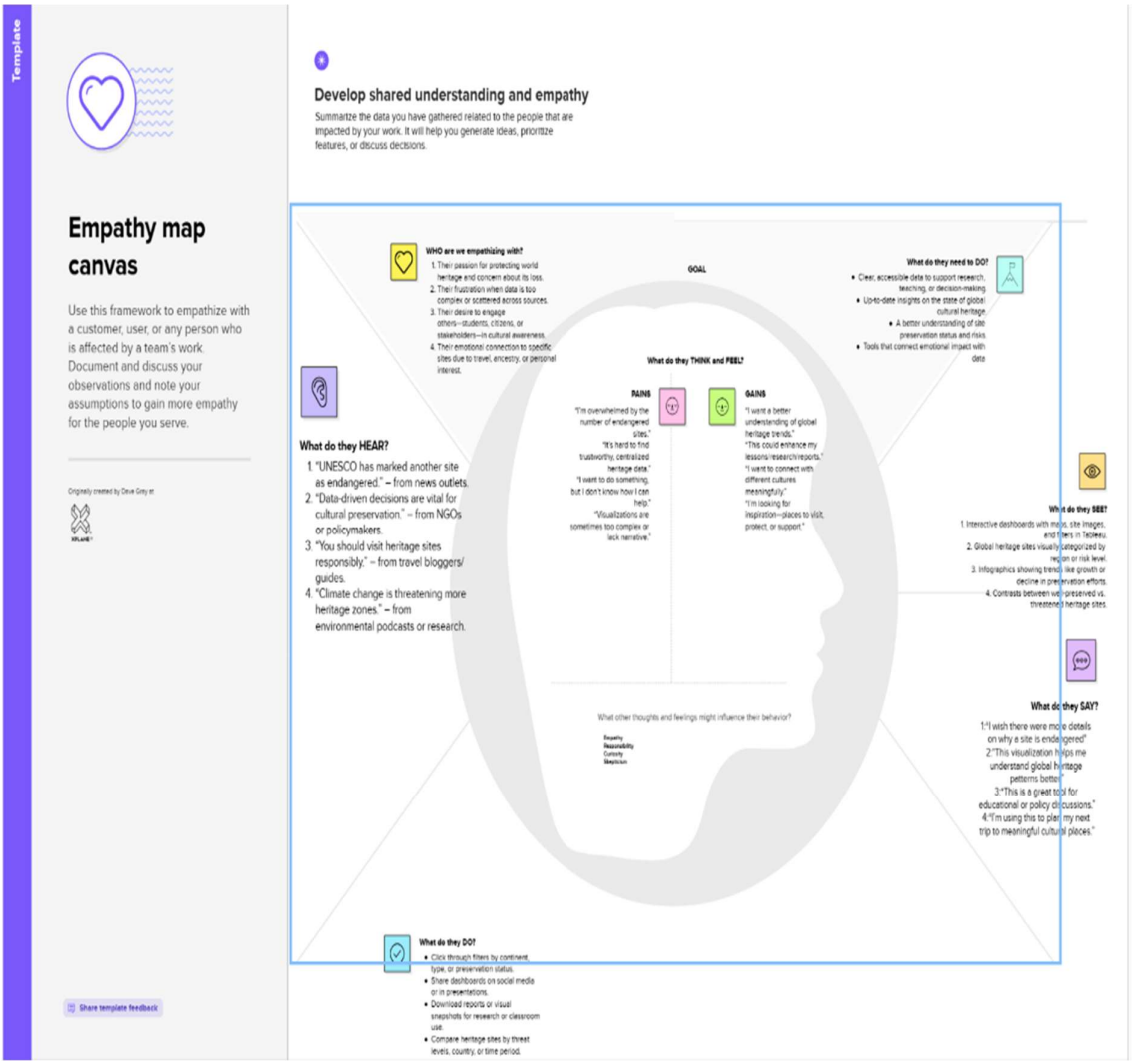
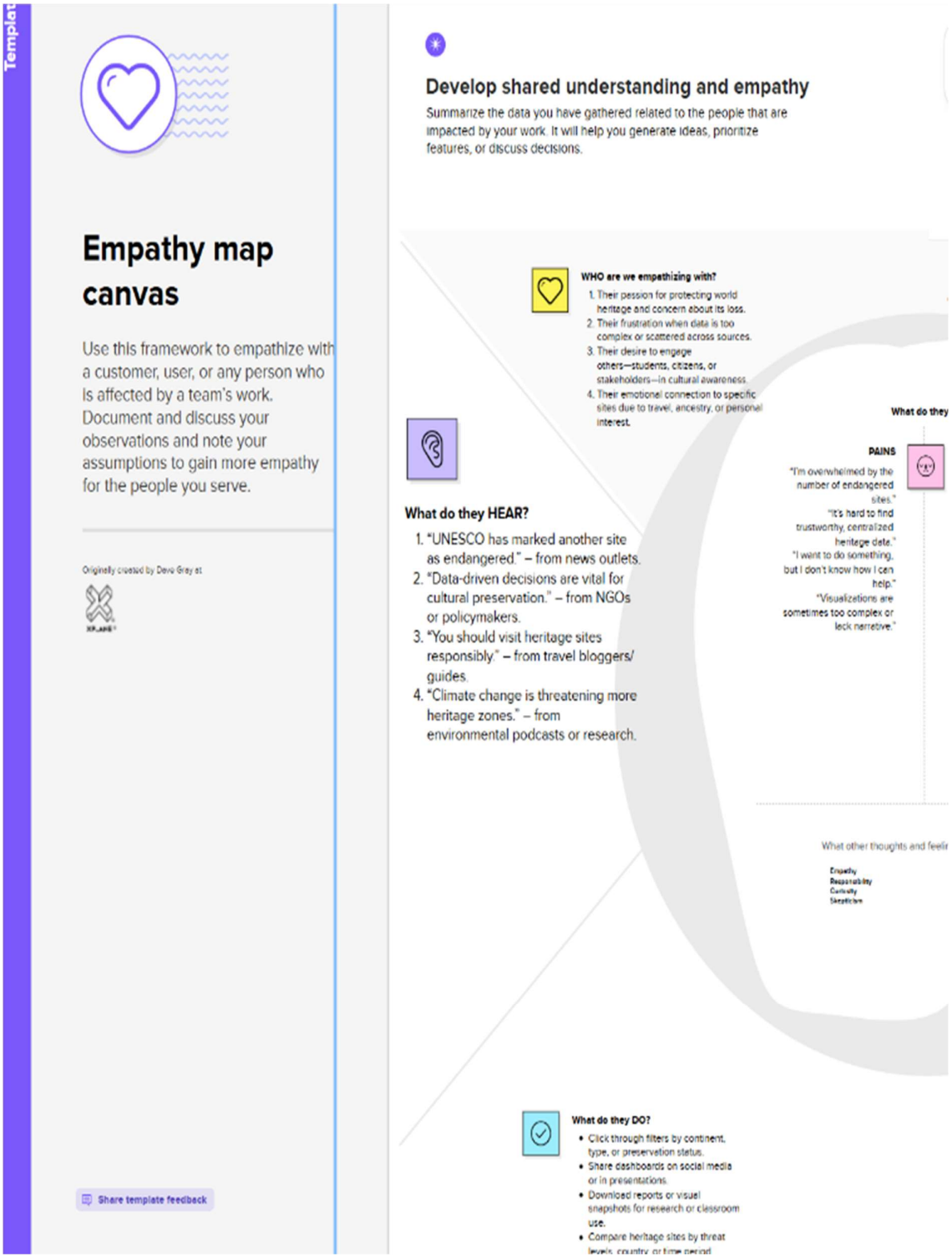
Ideation Phase
Empathize & Discover

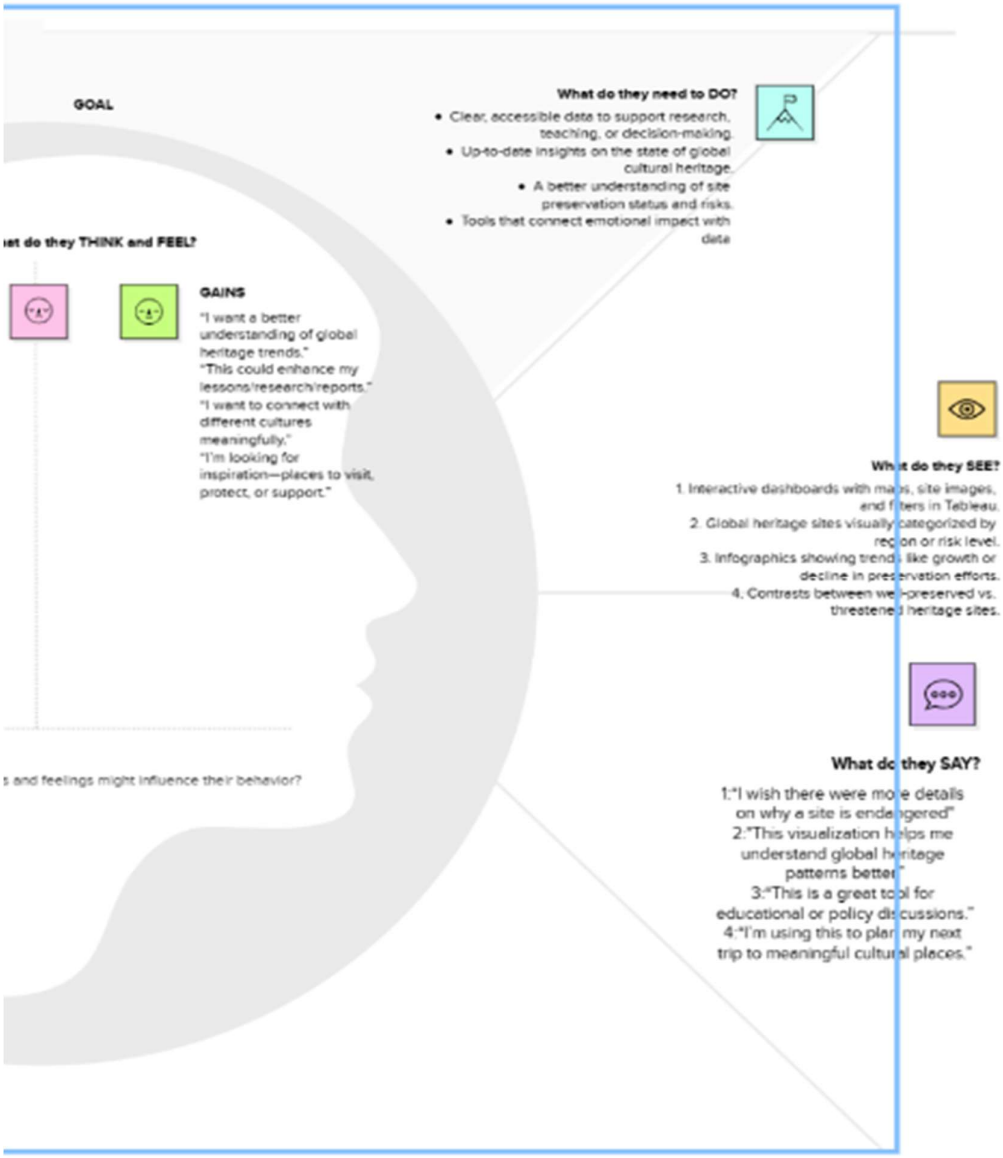
Date	31 January 2025
Team ID	LTVIP2025TMID51713
Project Name	Heritage Treasures: An In-Depth Analysis of UNESCO World Heritage Sites in Tableau
Maximum Marks	4 Marks

Empathy Map Canvas:



Further Map:


Templat
Empathy map canvas
Use this framework to empathize with a customer, user, or any person who is affected by a team's work. Document and discuss your observations and note your assumptions to gain more empathy for the people you serve.
Originally created by Dave Gray at
Share template feedback
Develop shared understanding and empathy
Summarize the data you have gathered related to the people that are impacted by your work. It will help you generate ideas, prioritize features, or discuss decisions.
WHO are we empathizing with?
1. Their passion for protecting world heritage and concern about its loss.
2. Their frustration when data is too complex or scattered across sources.
3. Their desire to engage others—students, citizens, or stakeholders—in cultural awareness.
4. Their emotional connection to specific sites due to travel, ancestry, or personal interest.
What do they HEAR?
1. "UNESCO has marked another site as endangered." – from news outlets.
2. "Data-driven decisions are vital for cultural preservation." – from NGOs or policymakers.
3. "You should visit heritage sites responsibly." – from travel bloggers/ guides.
4. "Climate change is threatening more heritage zones." – from environmental podcasts or research.
What do they
PAINS
"I'm overwhelmed by the number of endangered sites."
"It's hard to find trustworthy, centralized heritage data."
"I want to do something, but I don't know how I can help."
"Visualizations are sometimes too complex or lack narrative."
What other thoughts and feelir
Empathy
Responsibility
Curiosity
Skepticism
What do they DO?
• Click through filters by continent, type, or preservation status.
• Share dashboards on social media or in presentations.
• Download reports or visual snapshots for research or classroom use.
• Compare heritage sites by threat



Submitted Template Link:

https://app.mural.co/t/nabiha4599/m/nabiha4599/1750416351126/d1ce3c2e1abf1e96980a2a9aa86049e1fda0f5ea?sender=ude837a1c48e5996ede1c8963

Conclusion:

By understanding the thoughts, emotions, and challenges of electricity consumers, we gain valuable insights into their behaviors and expectations. This empathy map highlights their need for control, clarity, and cost-efficiency in managing electricity consumption. These insights will guide the design of visualizations, dashboards, and storytelling in our project to create a user-centric solution that is both impactful and meaningful**.**