


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:

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  Xplane

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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 lawmakers—in cultural awareness.
4. Their emotional connection to specific sites due to travel, ancestry, or personal interest.

GOAL

AINS

"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."

AINS

"I want a better understanding of global heritage trends."

"This could enhance my lessons/research reports."

"I want to connect with different cultures meaningfully."

"I'm looking for inspiration—places to visit, protect, or support."

What other thoughts and feelings might influence their behavior?

Poverty
Accessibility
Culture
Migration

What do they need to DO?

- Clear, accessible data to support research, teaching, or decision-making.
- Up-to-date insights on the state of global cultural heritage.
- A better understanding of the preservation status and risks.
- Tools that connect emotional impact with data.

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 SEE?

1. Interactive dashboards with maps, site images, and filters in Tableau.
2. Global heritage sites visually categorized by region or risk level.
3. Infographics showing trends: site growth or decline in preservation efforts.
4. Contrasts between well-preserved vs. threatened heritage sites.

What do they SAY?

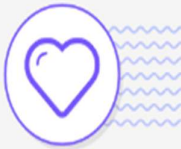
1. "I wish there were more details on why a site is endangered."
2. "This visualization helps me understand global heritage patterns better."
3. "This is a great tool for educational or policy discussions."
4. "I'm using this to plan my next trip to meaningful cultural places."

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 levels, country, or time period.


Further Map:

Template




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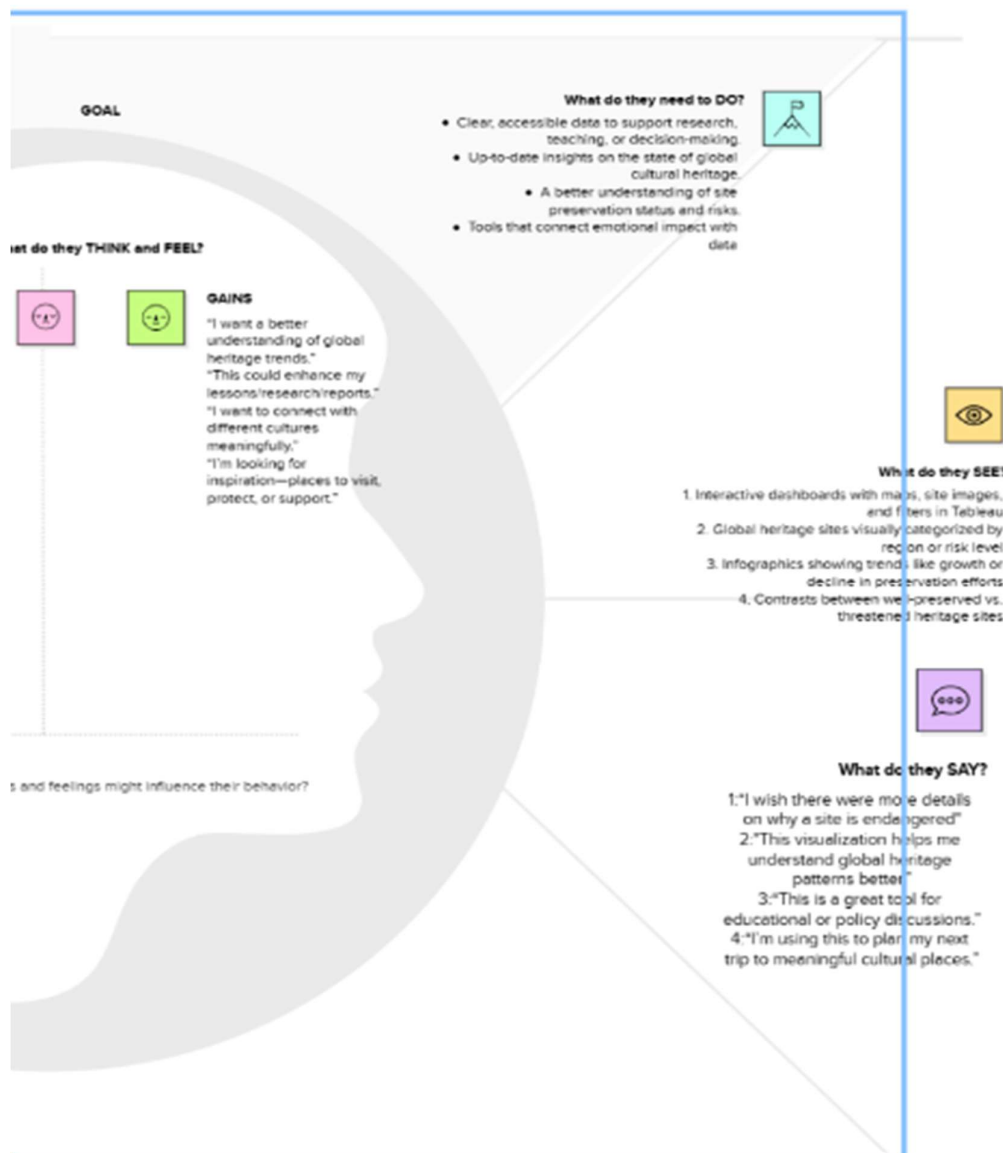
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What other thoughts and feelings

Equality
Sustainability
Curiosity
Skepticism



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.