












## Customer Journey Map:

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Project Name	Heritage Treasures: An In-Depth Analysis of UNESCO World Heritage Sites in Tableau

### Customer Journey Map:

Scenario: [Existing experience through a product or service]	Entice  How does someone become aware of this service?	Enter  What do people experience as they begin the process?	Engage  In the core moments in the process, what happens?	Exit  What do people typically experience as the process finishes?	Extend  What happens after the experience is over?
<b>Experience steps</b>  What does the person (or people) at the center of this scenario typically experience in each step?	The student sees a post about "Heritage Treasures" on LinkedIn shared by a professor	The student visits the Tableau dashboard link and explores the homepage	The student searches for heritage sites by continent, types, and historical era	The student exports insights as a report or image for project submission	The student shares the dashboard with classmates and follows project page for updates
<b>Interactions</b>  What interactions do they have at each step along the way? • <b>People:</b> Who do they see or talk to? • <b>Place:</b> Where are they? • <b>Things:</b> What digital touchpoints or physical objects do they use?	Social media, blog articles, academic forums	Webpage, intro video, project overview	Filters, interactive maps, charts	Export feature, PDF/Image tools	Email, social sharing, feedback form
<b>Goals &amp; motivations</b>  At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Curiosity about cultural diversity and data analysis tools	Understand what the dashboard does and how to use it	Analyze data for assignment and gain insights	Save the findings and present in class	Help others and stay informed about future data stories
<b>Positive moments</b>  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Visually appealing preview of dashboard, academic relevance	Clear navigation, tutorial video, beautiful UI	Interactive visualizations, site details, historical context	Export feature works smoothly, clean summary	Positive feedback from peers or instructor
<b>Negative moments</b>  What steps does a typical person find frustrating, confusing, angering, costly, or time consuming?	May be unaware of how to access it or whether it's free	Confusing layout, slow load time	Too much information or cluttered visuals	Export doesn't capture all layers or lacks context	May forget the site after submission
<b>Areas of opportunity</b>  How might we make each step better? What ideas do we have? What have others suggested?	Increase awareness via educational webinars, SEO, and targeted academic content	Add onboarding guide, tutorial pop-ups, sample queries	Streamline filters, add summarization tooltips	Improve export options with templates and briefings	Set up email alerts, badges for users, community showcase