

## **Ideation Phase**

### **Empathize & Discover**

Date	11 February 2026
Team ID	LTVIP2026TMIDS36160
Project Name	Heritage Treasures: An In-Depth Analysis of UNESCO World Heritage Sites in Tableau
Maximum Marks	4 Marks

#### **Empathy Map Canvas:**

An **Empathy Map** is a visual and strategic tool used to **understand the emotions, thoughts, and behaviors** of a specific person or group. It helps us step into their shoes and see the world from their perspective.

In the context of a **Heritage Treasures project**, the Empathy Map helps us explore how people such as students, tourists, historians, or local communities — **interact with, value, and respond to** heritage sites

It is a useful tool to help teams better understand their users.

Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges

#### **Empathy Map**

