

## Ideation Phase

### Empathize & Discover

Date	25 February 2026
Team ID	LTVIP2026TMIDS54168
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 simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes. 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.

#### Example:



## Empathy map canvas

Use the sections below to fill the empty quadrants in the template (either by typing or copying directly into the Word document):

Originally created by: Sarah Kay at



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### Develop shared understanding and empathy

Summarise the data you have gathered related to the people that are impacted by your work. It will help you generate ideas, prioritise features, or obvious decisions.

