Ideation Phase
Empathize & Discover

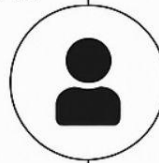|	
Date	25th May2025
Team ID	LTVIP2025TMID48210
Project Name	Heritage Treasures: An In-Depth Analysis of UNESCO World Heritage Sites (2019)
Maximum Marks	4 Marks

Empathy Map:

WHO are we empathizing with?

Heritage officers, cultural policy makers, and researrchers. These professionals analyze, manage, and preserve UNESC World Heritage Sites. They rely on accurate, accessible, and clear data insights for decision-making around preservation, risk assessment, and cultural conservation.

SAY

- "It's hard to. track which sites are currently at risk."
- We need easy-to-und erstand, visual reports to present to decision-makers."
- Finding trends over ttime and across regions is too complicated with the data we have."
- I wish we could get intieractive dashboards to explore the datatar.

THINK

- This rew tabullar·datals hard to analyze and often overweling.
- We might be missing important trends or vuinerable sites that need urgent attention.
- If we had better tools and visualizations, we could m ake quicker, more effective decisions.
- I'm concerned that scattered data prevents us from seeing the full picture of heritage prese-

DO

- Work, with targe, complex spreadsheets and UNESCO dalasets.
- Manually identify at-risk sites from reports.
- Draft preservation proposals using partial or hard-to-interpert data

FEEL

- Overwheimed by scattered, non-visual data formats.
- Frustrated with the inefficiency of current tools.
- Concerned about delays causing irreversible site damage.

WHO are we empathizing with: Heritage officiers, acrl iere ervches Heritage officers, cultural policy makers, and researchers responsible for analyzing. managing, and preserving UNESCO World Heritage Sites. These professionals rely on accurate, accessible, and clear data insights for make decisions about heritage preservation, risk assessment, and cultural conservation policies.

What do they SAY?

- "It's hard to track which sites are currently at risk."
- "We need easy to understand, visual reports to present to decision-makers"
- "Finding trends over time and across regions is too complicated with the'da we have."
- "I wish we could get interactive dashboards to explore the data

What do they THINK?

- "This raw tabular data is hard to analyze and often overwhelming."
- "We might be missing important trends or vulnerable sites that nee urgent urgent attention."
- If we had better tools and visualizations, we could it make quicker, moree ffective decisions.'
  "I'm concerned that seattered data prevents sis from seeing the full picture of heritage preservation."

What do they DO?

- Regularly work with large, complex spreadsheets containing site data.
- Review UNESCO reports and manul-identify at-risk sites.
- Prepare preservation proposals and cultural conservation plans based onn-incomplete or hard-fo-analyze data.
- Attempt to track inscription trends by year and region using basic tools.

What do they FEEL?

- Overwhelmed by the scattered and non visual nature of existing data.
- Frustrated with the inefficiency of current tools for decisionmaking.
  Concerned about site loss due to delays or missed prioritles in preservation efforts.
- Eager for accessible, interactive data visualization solutions to so-