

## Project Design Phase-II Customer Journey map

Date	28 <sup>th</sup> May 2025
Team ID	LTVIP2025TMID48210
Project Name	Heritage Treasures: An In-Depth Analysis of UNESCO World Heritage Sites (2019)

### SCENARIO:

using a Tableau dashboard to explore UNESCO World Heritage Sites data, analyze site distribution by country, monitor endangered sites, and track inscription trends across different regions and years for informed heritage preservation decision-making.

Step	What does the user typically experience?	Goals & Motivations	Interactions	Positive Moments	Negative Moments	Areas of Opportunity
1. Enter the Dashboard	User accesses the cloud-based heritage dashboard	Help me explore heritage site data visually	Tableau dashboard, web interface	Clean layout, easy filter access	May feel overwhelmed by multiple graphs at once	Add a brief dashboard guide or pop-up tooltips
2. Apply Data Filters	User applies country, region, and year filters to narrow down site data	Help me focus on relevant data	Filter controls, search fields	Quick response and interactive filtering	Lack of advanced multi-criteria filtering (e.g. category + status)	Introduce advanced multi-filter combinations
3. View Tree map Visualization	User views a tree map showing number of sites per country	Help me see which countries have the most sites	Tree map graph	Visual size comparison is intuitive	May not easily identify smaller countries' site counts	Add value labels and tooltips on tree map blocks
4. Check 'In Danger' Sites	User reviews a pie chart showing 'In Danger' vs 'Not in Danger' site status	Help me identify at-risk sites	Pie chart visualization	Immediate clarity of risk proportions	No details on why a site is at risk	Add drill-down option with risk reasons per site
5. Track Inscription Trends	User explores line charts showing site inscriptions	Help me spot growth trends and history	Line chart visualization	Easy to see trends and compare regions	Difficult to trace exact years or peaks	Add highlight-on-hover or tooltips on key data points

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	over years by region					
6. Download Reports	User exports visual reports in PDF or image formats	Help me share insights or document findings	Export button	Simple one-click download feature	No option for custom report layouts	Provide export customization (e.g. select charts to include)
7. Summarize Insights	User forms conclusions from visual insights and recommends actions	Help me make preservation and policy decisions	Visual highlights, annotations, dashboard notes	Easy to compare and present insights	Data limitations (outdated or static data)	Future integration with live UNESCO data via API