

Ideation Phase

Empathize & Discover

Date	3 JULY 2025
Team ID	LTVIP2025TMID49283
Project Name	Heritage treasures: an in-depth analysis of unesco world heritage
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.

Empathy Map Canvas	
WHO are we empathizing with? Students, educators, heritage researchers, data analysts, and conservation advocates.	What do they need to DO? - Understand and explore UNESCO World Heritage data. - Identify endangered sites and global patterns. - Present insights visually for teaching or advocacy.
What do they SEE? - Large datasets with columns and categories. - Static tables on UNESCO sites, often in PDF or plain text. - Disconnected data sources.	What do they SAY? - "Where can I find a simple, visual overview of these heritage sites?" - "This data is overwhelming to read." - "Is there a map or dashboard for this?"
What do they HEAR? - Academic mentors saying "Data must be structured to analyze." - Team members saying "This data needs to be visualized." - Users asking for dynamic reports or site dashboards.	What do they THINK & FEEL? - Curious but confused by unstructured data. - Hopeful for simplified, visual formats. - Frustrated by the manual effort needed to extract insights. - Inspired when seeing maps, visuals, and stories that convey information clearly.
PAIN (Frustrations & Fears) - Time-consuming data search. - Lack of tools that merge <u>analytics</u> + interactivity. - No centralized dashboard for heritage exploration.	GAIN (Wants/Needs/Benefits) - An interactive web portal with visual dashboards. - Story-based presentation of insights. - Region/category filters to easily explore data. - Embedded Tableau dashboards and stories for simplified navigation.