

• Customer Journey Map:-

Date	28 June 2025
Team ID	LTVIP2025TMID49408
Project Name	Heritage Treasures: An In-depth Analysis of UNESCO World Heritage

SNO	Perspective	Discover	Explore & Compare	Analyse insights	Decide & Act	Reflect & Reuse
Sapidicf Venata Lavanya Herirage Treasures: ANIID Tvaro: TMID46808						
1	Goals & Motivations	Help me find a vis way to explore.com- pare herltage sites I	Fitter ind interactt explore and compare sites	Use insights in firact with dashboards to explore sinolr, ret) wate	Use naights in track hell agas trends easily in smard-	Revisit & track are- as interest easily
2	Actions/Interactions	Search online for heritage site databa se	Reveal endangered sites and heritage trends	Reveal Insights identify heritage trends	Explore end conaare sites or references easily	Reviset in a school project
3	Touch Points	Google search for heritage site database	Using map"vualiza- tions, or evaplore using sites	Feasing remegaring using map visualiza- tions, & read' charts	Using dashboards or saving visuals, ar	Emails or links to take
4	Positive Moment	Findusconfusion a visual mnd avrse /Usua ead easy-to useblatform	Fecus informed sites by -type, co country, inscription year	Feeling"informd and better able to talk about risks and preservation	Confidently brodge this into project or preservation	Emails dinks to visual dashboards
5	Pain Points	Confusion due to scattered hentage databases	Feeling informed and better able to talk about risks and preservation	Feeling informs and bettendale to interpret dacden- sity shat ux	Guide userd withlerief summaries like 20 sike endangerment risk" or "AFri .	Emails/ links to take use easy
6	Opportunity'	Create visual maps categorizing sites by continent in a single	Feeling informed by too much text fliter toggles by the	Feeling confident lv to belundeed and lu- understandable	Emails/links to take user back to visual dashboards	Emails/ links to visual/ore-
6	Opportunity	Create visual map interactivity ssing visual maps etsy	Feel informed and better able to tak about risks and	Make better remi- nder or summary em- all about recent dash-	Emails or links to take user to etua. dashboard of	Emails or links to visual desh