Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

Students studying history, archaeology, geography, and data analytics

Researchers and academicians analyzing UNESCO World Heritage data

General users interested in global heritage sites and insights

6. CUSTOMER CONSTRAINTS — CC

Difficulty in understanding raw or unstructured data

Lack of interactive tools in traditional reports

Time constraints in manual analysis

5. AVAILABLE SOLUTIONS — AS

Static reports and PDFs from UNESCO website

Raw datasets without visualization

Individual charts without integrated dashboards

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

Understand the global distribution of UNESCO World Heritage Sites

Analyze sites by country, region, category, and danger status

Identify historical trends and patterns in heritage site inscriptions

9. PROBLEM ROOT CAUSE — RC

UNESCO data is available but not presented in an interactive and user-friendly way

Lack of centralized visual dashboards for easy analysis

7. BEHAVIOUR — BE

Users search online for heritage-related statistics

Compare countries and regions manually using spreadsheets

Rely on static images or textual summaries

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS — TR

Academic projects and assignments related to data visualization

Curiosity about cultural and natural heritage around the world

Need for quick insights instead of reading large reports

4. EMOTIONS: BEFORE / AFTER — EM

Before: Confused, overwhelmed by raw data and large datasets

After: Confident, informed, and satisfied through clear visual insights

10. YOUR SOLUTION — SL

An interactive UNESCO World Heritage Dashboard built using Flask, Bootstrap, and Tableau

Provides clear visual insights such as country-wise, region-wise, category-wise analysis

Enables easy understanding of trends, distribution, and danger status without technical expertise

8. CHANNELS of BEHAVIOUR — CH

8.1 Online
Educational websites and dashboards
Tableau Public visualizations
Web browsers on desktop and mobile

8.2 Offline
Classroom discussions
Academic presentations and reports

Extract online & offline CH of BE