



<div>Scenario: Exploring UNESCO Heritage Treasures through Data and Discovery</div>	<div>  <b>Entice</b>            How does someone become aware of this service?         </div>	<div>  <b>Enter</b>            What do people experience as they begin the process?         </div>	<div>  <b>Engage</b>            In the core moments in the process, what happens?         </div>	<div>  <b>Exit</b>            What do people typically experience as the process finishes?         </div>	<div>  <b>Extend</b>            What happens after the experience is over?         </div>
<div>  <b>Experience steps</b>            What does the person (or people) at the center of this scenario typically experience in each step?         </div>	<div>See info on UNESCO website, social media, or travel blogs</div> <div>Hear about the UNESCO dataset or project topic from mentor or assignment</div>	<div>Open dataset in Tableau or visit the physical heritage site</div> <div>Start navigating data or location map</div>	<div>Clean, transform, and visualize the data</div> <div>Explore site or data: read info, take photos, visualize stats</div> <div>Historian cross-references site info with historical records</div>	<div>Export dashboards and write analysis</div> <div>Take notes, screenshots, or photos</div>	<div>Reflect, share stories, or publish findings</div> <div>Present insights to class/stakeholders; share files or publish</div>
<div>  <b>Interactions</b>            What interactions do they have at each step along the way?           <ul style="list-style-type: none"> <li>■ <b>People:</b> Who do they see or talk to?</li> <li>■ <b>Places:</b> Where are they?</li> <li>■ <b>Things:</b> What digital touchpoints or physical objects do they use?</li> </ul> </div>	<div>Professors, teammates, Google search, Tableau resources</div> <div>Social media or tourist sites</div> <div>Teacher or tour guide</div>	<div>Tableau Prep Builder, Excel, peers</div> <div>Physical maps or apps at the site</div>	<div>Tableau Desktop, group members, dataset tools</div> <div>Discuss insights with group or local expert</div> <div>Read heritage background via QR codes or online info</div>	<div>Faculty, project review team</div> <div>Submit project or reflect on site experience</div>	<div>Class audience, online community, portfolio viewers</div> <div>Blog or publish summary</div>
<div>  <b>Goals &amp; motivations</b>            At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")         </div>	<div>I want to discover meaningful historical places</div> <div>Help me find something culturally rich to explore</div>	<div>Help me start my visit or research with context</div> <div>I want to analyze endangered sites and their categories</div>	<div>I want to reveal meaningful insights about categories and danger zones</div> <div>I want to learn how heritage is classified</div> <div>Let me experience, learn, or analyze this site/data deeply</div>	<div>Make sure the visuals are clear and polished.</div> <div>Make it memorable and educational</div>	<div>Let others learn or benefit from our work</div> <div>Help me share this experience/data with others</div>
<div>  <b>Positive moments</b>            What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?         </div>	<div>Excited about working on a real-world global topic</div> <div>Inspired by beautiful or historic places</div>	<div>Discovering useful patterns in the data</div> <div>Easy to navigate or open data</div>	<div>Building maps and category dashboards</div> <div>Happy to find clean insights or visualizations</div> <div>Learning something unique about history/culture</div>	<div>Seeing clean visual output &amp; group appreciation</div> <div>Proud of final work or memorable visit</div>	<div>Increased cultural awareness or academic value</div> <div>Project used in a presentation or added to portfolio</div>
<div>  <b>Negative moments</b>            What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?         </div>	<div>Confused about data structure or field names</div> <div>Too many filters or pages</div>	<div>Missing or unclear values (e.g., Date_end, Danger)</div> <div>Data is incomplete or messy</div>	<div>Tableau bugs or loading issues</div> <div>Some dashboards/tools are slow or hard to use</div> <div>Not enough historical context</div>	<div>Trouble summarizing all insights in limited slides</div> <div>Missed information</div>	<div>Not enough time to share with larger audience</div> <div>Project impact not recognized</div>
<div>  <b>Areas of opportunity</b>            How might we make each step better? What ideas do we have? What have others suggested?         </div>	<div>Provide clearer data dictionaries or simplified dataset version</div> <div>Promote endangered sites clearly</div>	<div>Add better onboarding or site intros</div> <div>Auto-suggest insights in dashboards</div>	<div>Auto-highlight outliers and missing values in Tableau</div> <div>Show cause of endangerment + solutions</div> <div>Enable site category filters</div>	<div>Offer a presentation template for dashboard walkthrough</div> <div>Offer a presentation template for dashboard walkthrough</div>	<div>publish projects on a shared class gallery or open-source board</div> <div>Create heritage learning badges or shareable recaps</div>