**Smart Bridge Data Analytics Program on Tableau  
Customer Journey Map Report  
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**1. Introduction**

The Customer Journey Map illustrates the steps a typical user takes while interacting with the UNESCO World Heritage Sites Tableau Dashboard. It helps to understand the touchpoints, emotions, expectations, and challenges experienced during their engagement with the solution.

**2. Target User Personal**

**Name:** xyz  
**Role:** UNESCO Policy Analyst  
**Goals:**

* Identify endangered sites quickly
* Compare regional heritage data
* Generate visual insights for policy recommendations

**Challenges:**

* Existing data sources are scattered and in static reports
* Requires both macro (global trends) and micro (site-specific) insights
* Limited time to manually process datasets

**3. Customer Journey Stages**

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| --- | --- | --- | --- | --- | --- |
| **Stage** | **Actions** | **Touchpoints** | **Emotions** | **Pain Points** | **Opportunities** |
| **Awareness** | Learns about the dashboard through UNESCO’s portal or training session | Email, website | Curious, expectant | Unsure of dashboard’s scope | Create demo videos/tutorials |
| **Onboarding** | Accesses dashboard and explores filters | Tableau public link | Interested | Slight learning curve | Provide onboarding guide |
| **Exploration** | Uses map filters by region, category, and year | Interactive visuals | Engaged | Data overload if too many filters | Use clean UI, minimal clutter |
| **Analysis** | Compares endangered sites over decades | Drill-down charts | Informed | May miss context without narratives | Add captions/storytelling |
| **Decision-making** | Downloads filtered data for reporting | Export/Download features | Confident | Limited export formats | Enable multiple file types |

**4. Visual Representation**  
A **linear customer journey diagram** showing:  
Awareness → Onboarding → Exploration → Analysis → Decision-making,  
with emotional curve overlay (low at awareness, high at decision-making).

**5. Key Insights from Journey Mapping**

* Users value intuitive navigation and minimal learning curve.
* Visual storytelling enhances engagement and memory retention.
* Export and sharing features directly influence adoption in professional settings.