**Smart Bridge Data Analytics Program on Tableau  
Empathy Map Report  
Name: Yusuf Pipalrawanwala  
College: Avantika University**

**Empathy Map for UNESCO Dashboard Users**

**1. Who is the User?**

* Cultural heritage researchers
* Policy makers in UNESCO or heritage conservation bodies
* Tourism boards
* Students and educators in history/geography
* General public interested in world heritage

**2. What do they THINK and FEEL?**

* Curious about global heritage distribution
* Concerned about endangered sites
* Motivated to protect cultural/natural heritage
* Interested in patterns over time and region

**3. What do they SEE?**

* Large global spread of sites
* Some countries having concentrated numbers
* Historical patterns in preservation efforts

**4. What do they SAY and DO?**

* Discuss heritage site preservation policies
* Use dashboard insights for awareness campaigns
* Make decisions about funding or tourism promotion

**5. Pain Points**

* Data scattered across different sources
* Lack of clear visualization in official reports
* Difficulty in comparing historical and current status of sites

**6. Desired Gains**

* Centralized, interactive tool for all heritage data
* Easy-to-use filters to explore specific interests
* Data-backed stories to influence decisions and awareness