

## **Ideation Phase**

### **Empathize & Discover**

Date	25 February 2026
Team ID	LTVIP2026TMIDS78135
Project Name	Heritage Treasures – A Comprehensive Analytical Study of UNESCO World Heritage Sites using Tableau
Maximum Marks	4 Marks

### **Empathy Map Canvas:**

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to help teams better understand their users.

Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

# Empathy Map

## Heritage Treasures: Analytical Study of UNESCO World Heritage Sites

### Target User

Researcher / Policy Maker / Tourism Analyst / Student

#### What the User THINKS

- Which countries have the most UNESCO sites?
- Are some sites at higher risk than others?
- How is cultural heritage distributed globally?
- Can we predict future heritage site risks?
- How can data help in preservation planning?

#### What the User FEELS

- Concerned about endangered heritage sites
- Curious about global heritage distribution
- Overwhelmed by large raw datasets
- Motivated to make data-driven decisions
- Responsible for preservation planning

#### What the User SEES

- Interactive dashboard showing:
  - Maps
  - Filters
  - Charts
  - Forecast results
- Geographic clusters of sites
- High-risk zones over years

#### What the User SAYS

- "This dashboard makes it easier to compare countries."
- "The forecast model helps understand future risks."
- "The geospatial view is very informative."
- "We need more data like this for cultural policy."

#### Pain Points

- Data scattered across sources
- Hard to interpret raw statistics
- Lack of predictive analysis
- Limited visualization tools

#### Gains

- Centralized UNESCO dataset
- Geospatial visualization
- Interactive Tableau dashboard
- Forecasting model integration

The user wants a clear, interactive, and **predictive data solution** to understand, compare, and protect UNESCO World Heritage Sites globally.