**Ideation Phase**

**Empathize & Discover**

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| Date | 30 June 2025 |
| Team ID | LTVIP2025TMID48780 |
| Project Name | Heritage Treasures: An in-depth analysis of UNESCO World Heritage Sites In Tableau |
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**Empathy Map For Heritage Project:**

The empathy map includes:

**Think & Feel**: Their internal thoughts and emotions about heritage preservation and data analysis needs

**Hear**: What they're hearing from colleagues, stakeholders, and the heritage community

**See**: What they observe in their current work environment and existing tools

**Say & Do**: Their actual behaviours and actions in their professional roles

**Pain Points**: Current challenges they face with data analysis and heritage site management

**Gains**: The benefits they would get from your Tableau visualization project

**Key Personas**: Four primary user types who would interact with your heritage data visualization

