

Ideation Phase

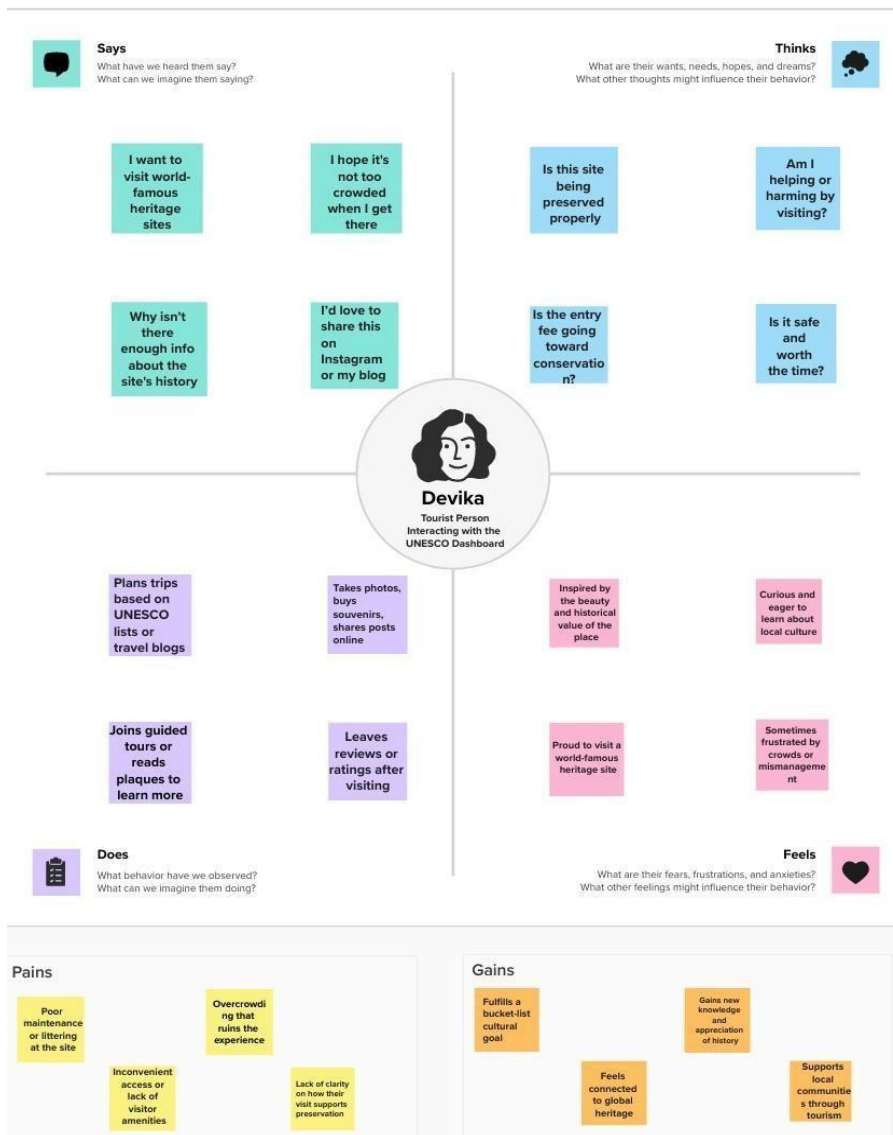
Empathize & Discover

Date	18 February 2026
Team ID	LTVIP2025MID50263
Project Name	Heritage Treasures
Maximum Marks	4 Marks

Empathy Map Canvas:

An international traveler planning a cultural trip to UNESCO World Heritage Sites seeks meaningful, authentic experiences while exploring globally recognized landmarks. They are excited to learn about history and culture, but are also concerned about overcrowding, site preservation, and whether their visit supports sustainable tourism. They rely on online research, social media, and local guides to shape their journey.

Example:



Reference: <https://www.mural.co/templates/empathy-map-canvas>