

# 1. Customer Journey Map

Stage	Need	Action	Touchpoint	Pain Point	Opportunity
Discover	Understand global distribution of heritage sites	Searches for UNESCO datasets and reports	UNESCO website, research portals, CSV files	Data scattered across sources	Provide a single cleaned dataset & dashboard entry
Explore	Compare sites by country & category	Imports data into Tableau and creates initial charts	Tableau worksheets, Excel sheets	Manual filtering is time-consuming	Add interactive filters (Country, Category, Year)
Analyze	Identify trends over years & regions	Builds maps, bar charts, and timelines	Tableau dashboards	Hard to find meaningful insights quickly	Use calculated fields & highlight key metrics
Engage	Create compelling visual storytelling	Designs dashboard layout with tooltips & captions	Tableau Dashboard view	Dashboard may look plain or less interactive	Add actions, story points, and dynamic tooltips
Present / Decide	Present findings clearly for evaluation	Publishes dashboard or presents slides	Tableau Public / Presentation mode	Data may appear technical & complex	Use Tableau Story feature with insights & summaries