Heritage Treasures:

An-Depth Analysis of *UNESCO World Heritage Sites in Tableau*

Empathy Map

Think

What does the user think and feel?

- Where are the most visited heritage sites?
- How can I compare sites in different regions?
- Is conservation status affecting heritage sites?
- I want to know the history and significance of these places.

See

What does the user see?

- Interactive maps with site markers and photos
- Ratings and visitor trends
- Data visualizations and comparisons
- News stories on heritage and conservation issues

Hear

What do others say?

- These sites are ranked as the top must-visits
- Here's what other travelers experienced
- Conservation efforts are critical
- These places are at risk of losing their heritage status

Say & Do

What does the user say and do?

- I want to explore UNESCO sites.
- Interesting risk analysis. Let's dive deeper!
- I'll bookmark my favorite places.
- I'll share this dashboard with my friends.

Pains

- Too much data, not enough insights
- Difficult to compare sites
- Is this information up-to-date?

Gains

- Clear visuals and trends
- Easy to compare key stats
- Educational and shareable.