

Customer Journey Map: Heritage Treasures: An In-Depth Analysis of UNESCO World Heritage Sites in Tableau

Stage	User Action	Touchpoints	User Goals	Emotions	Opportunities
1. Awareness	Learns about the dashboard via social media, academic circles, tourism websites, or a UNESCO newsletter	Blog post, LinkedIn, Email campaign, Tableau Public	Discover a reliable tool for exploring global heritage data	Curious, interested	Use visuals and storytelling to create a compelling first impression
2. Consideration	Visits Tableau Public or website to understand the purpose of the dashboard	Landing page, Dashboard preview, Description box	Determine usefulness and usability	Hopeful, slightly skeptical	Add clear, concise descriptions of use cases (tourism, research, education)
3. Engagement	Interacts with filters: region, country, heritage type, year of inscription, endangered status	Tableau dashboard, Filters, Tooltips	Explore specific insights and historical trends	Intrigued, engaged	Ensure filters are intuitive; provide contextual tooltips and charts
4. Analysis	Compares sites by region, analyzes cultural vs. natural sites, downloads visualizations	Charts, Tables, Download buttons	Derive insights for research, travel planning, or policy suggestions	Empowered, satisfied	Enable export options (PDF/image), allow deeper drill-downs

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5. Decision/Action	Uses insights to plan travel, write a report, or support preservation efforts	Email sharing, Report generation, Contact form	Share findings or take real-world action	Confident, excited	Integrate with travel guides, UNESCO links, or feedback forms
6. Reflection	Re-visits dashboard for updates or to explore new sites	Bookmark, Tableau Profile, Newsletter	Stay informed about global heritage trends	Loyal, informed	Provide update notifications, promote newly added insights