

# I am

A student  
researching  
world  
heritage sites

A traveler  
exploring  
historical  
places

A data analyst  
studying  
global  
datasets

A history  
enthusiast

An educator  
teaching  
geography or  
culture

# I'm trying to

Explore  
UNESCO  
heritage sites  
worldwide

Understand  
regional  
distribution  
of sites

Analyze  
endangered  
heritage  
locations

Compare  
countries  
based on  
heritage count

Visualize  
heritage data  
interactively

# But

Data is  
scattered  
across  
different  
sources

Information  
is hard to  
interpret  
quickly

Most  
websites lack  
interactive  
dashboards

Raw datasets  
are difficult  
to  
understand

Searching  
manually  
takes too  
much time

# Because

Existing  
platforms  
show mostly  
text reports

Visualization  
tools are  
complex to  
use

Data isn't  
centralized in  
one place

Not everyone  
understands  
raw data  
formats

Reports are  
not designed  
for easy  
insights

# Which makes me feel

Frustrated

Confused

Overwhelme  
d

Less  
productive

Curious but  
unable to  
explore  
easily