







# CUSTOMER JOURNEY MAP

Project: Heritage Treasures: An In-Depth Analysis of UNESCO World Heritage Sites in Tableau

Stage	 Awareness	 Interest	 Consideration	 Data Collection	 Validation	 Planning
User Goals	Discover need for data on UNESCO sites	Evaluate usefulness of Tableau for this research	Think about what data is needed & what insights are possible	Decide on using Tableau for the project	Confirm requirements with stakeholders	Plan how visualizations will tell the story
Actions & Interactions	Search for heritage site Tableau for this research	Visit Tableau website, view sample dashboards, read forums or reviews	Finalize Tableau as the tool decide on datasets to gather (e.g., from UNESCO, UNWTO etc.)	Finalize Tableau as the tool decide on datasets to gather (e.g., from UNESCO, UNWTO, etc.)	Validate if requirements meet user match and availability	Sketch dashboard-like "Top 10 countries with most heritage sites." "Criteria-wise site analysis." "Threatened sites etc."
Touchpoints	Search engines, blogs, government portals, UNESCO official website, Tableau Public	Analyze sample dashboards related to tourism, heritage, or geography, Discuss with stakeholders	Requirement meeting notes, client approvals datasets	Requirement meeting notes, client approvals, datasets	Stakeholder review meetings, data documentation, wireframes	Storyboarding tools, Tableau dashboard planner requirement documents