

Think & Feel

How can I access reliable information on the historic buildings of Syria?
Where can I find credible and authentic content?
Will I be able to access this content?
Can I trust these resources?
How much of the heritage in Syria is lost?

Say & Do

I can't find reliable sources.
I can't find high-quality images.
It's so difficult to find good-quality content online that is reliable.
So much of the information I find has missing pieces.
Traveling there is so risky.
I need credible and accessible content.

EMPATHY MAPPING

See

Scattered and incomplete information.
Low-quality photos and content.
Generic photos only available.
Most content is only available in Arabic.
Low awareness of the historical culture of Syrian buildings.
Limited documentation of such historical sites.
Outdated and low-quality content.

Pain Points

Frustrated that it's so difficult to access good-quality content these days.
Curious about the history of these homes and where they are today.
Excited to learn more about such a rich culture.
Disappointed at the lack of quality in content.
Hopeful that proper content will come to light soon.