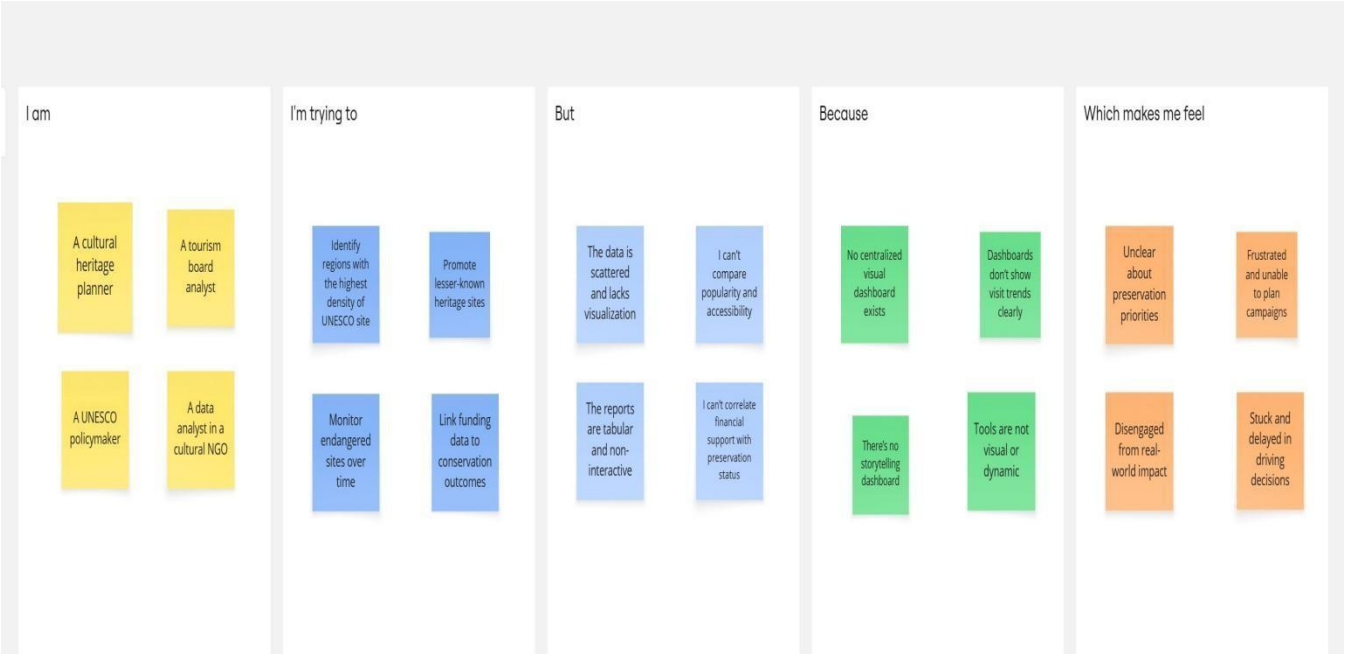
Ideation Phase
Define the Problem Statements

Date	11-02-2026
Team ID	LTVIP2026TMIDS36154
Project Name	Heritage Treasures: An In-Depth Analysis of UNESCO World Heritage Sites in Tableau
Maximum Marks	2 Marks

Customer Problem Statement Template:

The customer problem statement is prepared to clearly understand the needs and expectations of the users from their perspective. It helps the team concentrate on the most important issues so that a solution can be developed which provides a better user experience. A properly defined problem statement guides the team in identifying suitable solutions for the difficulties faced by customers. During this process, the team also develops empathy toward the users, enabling a clearer understanding of how they view and interact with the proposed product or service.



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	cultural heritage planne	identify regions with the highest density of UNESCO sites	data is scattered and not visua	There's no centralized visual dashboard	Unclear about preservation prioritieS
PS-2	tourism board analyst	promote lesser known heritage sites	I can't compare popularity and accessibili ty	dashboards don't show tourist trends clearly	frustrated and unable to plan campaigns
PS-3	UNESCO policymaker	monitor endangered heritage sites over time	reports are static and non interactiv e	there's no storytelling dashboard	disconnected from real time site conditions
PS-4	data analyst in a cultural NGO	link conservation funding to site health	can't correlate funding with site status	tools aren't visual or dynamic	stuck in a slow, manual decision process