

Ideation Phase

Define the Problem Statements

Date	29 June 2025
Team ID	LTVIP2025TMID50324
Project Name	Heritage Treasures: An In-Depth Analysis of UNESCO World Heritage Sites in Tableau
Maximum Marks	2 Marks

Customer Problem Statement Template:

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

I am	A data-driven policy maker, cultural heritage researcher, or UNESCO analyst who cares about preserving world heritage. They rely on accessible and insightful data to inform decisions, write reports, or educate others.
I'm trying to	Understand global patterns in UNESCO World Heritage listings — including distribution, types, and preservation needs — through clear, visual representations of the data.
But	The raw data is difficult to interpret, lacks visual context, and doesn't easily reveal trends or comparisons between countries, regions, or site categories.
Because	There are no intuitive tools or dashboards that transform this complex dataset into meaningful visual insights — most users are not data analysts and need easier access.
Which makes me feel	Frustrated, limited, and overwhelmed — because I care deeply about cultural heritage but can't draw actionable insights from the current form of the data.

I am

A cultural heritage analyst, researcher, or UNESCO decision-maker who wants to understand global heritage site distribution and trends.

I'm trying to

Explore patterns, identify preservation priorities, and communicate insights visually to support data-informed heritage protection.

But

The UNESCO dataset is too complex and scattered — it lacks clarity, visuals, and interactivity, making it hard to extract meaningful insights.

Because

The raw data is tabular, inconsistent across categories, and doesn't highlight trends or comparisons effectively without expert data skills.

Which makes me feel

Frustrated and limited — I can't quickly gain insights or advocate for preservation strategies effectively due to lack of usable visual tools.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	UNESCO Analyst / Cultural Heritage Officer	Analyze and present global heritage site trends to support policymaking and preservation strategies	The raw data is complex, scattered, and lacks interactive visualization	The dataset includes multiple columns with inconsistent formatting, criteria, and metadata across thousands of entries	Frustrated, limited, and unable to communicate insights effectively to decision-makers or the public
PS-2	Heritage Researcher / Educator	Understand patterns in site types, age, geography, and inscription criteria to educate students or the public	I can't extract insights or visualize data trends without spending hours cleaning and processing the dataset	UNESCO's official site provides basic search but lacks visual storytelling tools or downloadable interactive dashboards	Disengaged, overwhelmed by manual work, and unable to showcase the rich global context of heritage information meaningfully