

Project Design Phase

Problem – Solution Fit Template

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

Problem – Solution Fit Template:

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

Purpose:

- ☐ Solve complex problems in a way that fits the state of your customers.
- ☐ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- ☐ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ☐ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
- ☐ Understand the existing situation in order to improve it for your target group.

Template:

Problem-Solution fit canvas 2.0

Purpose / Vision

<div style="background-color: #f0f0f0; padding: 5px; font-weight: bold; text-align: center;">Define CS, fit into</div> <div style="background-color: #f0f0f0; padding: 5px; font-weight: bold; text-align: center;">1. CUSTOMER SEGMENT(S) CS</div> <p>Cultural Data Analysts – Professionals who work with global datasets to support heritage research, conservation funding, or planning.</p> <p>UNESCO Policy Advisors – Decision-makers tasked with prioritizing preservation, site management, or funding allocation.</p> <p>Heritage Educators – Professors, guides, or curators seeking engaging, accurate, and visual tools for teaching global history.</p> <p>NGO Advocates & Cultural Journalists – Communicators who transform complex cultural data into compelling narratives.</p>	<div style="background-color: #f0f0f0; padding: 5px; font-weight: bold; text-align: center;">6. CUSTOMER CC</div> <ul style="list-style-type: none"> Limited time, especially in academic or nonprofit settings Non-technical team members requiring clean, accessible tools Data literacy gaps among some educators or NGO staff High expectations for engaging presentations or public storytelling 	<div style="background-color: #f0f0f0; padding: 5px; font-weight: bold; text-align: center;">5. AVAILABLE SOLUTIONS AS</div> <ul style="list-style-type: none"> Downloading and slicing the UNESCO CSV manually Creating static charts in Excel or PowerPoint Using Wikipedia summaries or Google Maps for visual aid Working with outdated or niche GIS software <div style="background-color: #f0f0f0; padding: 5px; font-weight: bold; text-align: center;">Explore AS.</div>
<div style="background-color: #f0f0f0; padding: 5px; font-weight: bold; text-align: center;">Focus on J&P, tap into BE, understand</div> <div style="background-color: #f0f0f0; padding: 5px; font-weight: bold; text-align: center;">2. JOBS-TO-BE-DONE / PROBLEMS J&P</div> <p>Global Trend Analysis – Understand how cultural, natural, and mixed sites are distributed globally and how trends have evolved.</p> <p>Preservation Priority Mapping – Identify regions or site types that may be underrepresented or vulnerable.</p> <p>Visual Storytelling – Turn massive data tables into compelling narratives for awareness, funding, and education.</p> <p>Cross-Criteria Comparison – Evaluate which inscription criteria (i–x) are most common across types, countries, or decades.</p> <p>Academic Research – Enable faster pattern discovery for historical or geopolitical heritage research.</p>	<div style="background-color: #f0f0f0; padding: 5px; font-weight: bold; text-align: center;">9. PROBLEM ROOT CAUSE RC</div> <ul style="list-style-type: none"> Scattered and unclear datasets (e.g., country names vary, missing types) Lack of ready-made visualizations tailored to heritage fields No easy way to track inscription trends over time or by type Absence of tools for comparison across countries or criteria Time pressure + limited tech expertise 	<div style="background-color: #f0f0f0; padding: 5px; font-weight: bold; text-align: center;">7. BEHAVIOUR BE</div> <ul style="list-style-type: none"> Exporting CSV data from UNESCO website Cleaning metadata inconsistencies (e.g., missing coordinates, mixed types) Manually counting criteria or filtering by region Repeating the process for different audiences (e.g., donors vs. students) <div style="background-color: #f0f0f0; padding: 5px; font-weight: bold; text-align: center;">Focus on J&P, tap into BE, understand</div>
<div style="background-color: #f0f0f0; padding: 5px; font-weight: bold; text-align: center;">Identify strong TR & EM</div> <div style="background-color: #f0f0f0; padding: 5px; font-weight: bold; text-align: center;">3. TRIGGERS TR</div> <p>Requests from UNESCO or partner NGOs for visual data support</p> <p>Global conference presentations needing time-based visual trends</p> <p>Cultural reports requiring comparison between nations or site types</p> <p>Research projects or funding proposals tied to site representation</p> <div style="background-color: #f0f0f0; padding: 5px; font-weight: bold; text-align: center;">4. EMOTIONS: BEFORE / AFTER EM</div> <p>Before: Confused, time-pressured, overwhelmed by large datasets</p> <p>After: Empowered, excited, efficient, proud of producing clear insights</p>	<div style="background-color: #f0f0f0; padding: 5px; font-weight: bold; text-align: center;">10. YOUR SOLUTION SL</div> <p>The Tableau-based dashboard offers:</p> <ul style="list-style-type: none"> A clean, interactive global map of sites with region, type, and year filters Time-series visuals of site inscriptions per year Country and continent breakdowns for competitive benchmarking Filtering by inscription criteria and type (Cultural/Natural/Mixed) Ready-to-present visuals for use in classes, conferences, or reports Open access via Tableau Public for maximum reach 	<div style="background-color: #f0f0f0; padding: 5px; font-weight: bold; text-align: center;">8. CHANNELS of BEHAVIOUR CH</div> <p>8.1 ONLINE</p> <ul style="list-style-type: none"> Research via UNESCO portal, Tableau Public, or academic data repositories Publish work through ArcGIS StoryMaps, blogs, and online lectures Share dashboards on LinkedIn or academic networking sites <p>8.2 OFFLINE</p> <ul style="list-style-type: none"> Present at symposiums, cultural summits, heritage workshops Deliver reports to heritage departments or cultural ministries Collaborate through university heritage studies departments <div style="background-color: #f0f0f0; padding: 5px; font-weight: bold; text-align: center;">Extract online & offline CH or BE</div>

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References: <https://www.ideahackers.network/problem-solution-fit-canvas/>