

Ideation Phase

Define the Problem Statements

Date	28 june 2025
Team ID	LTVIP2025TMID50562
Project Name	Heritage Treasures: An In-Depth Analysis of UNESCO World Heritage Sites in Tableau
Maximum Marks	2 Marks

Customer Problem Statement Template:

“Researchers, heritage professionals, and educators need an interactive and visual way to explore UNESCO World Heritage Site data because the current raw format is difficult to interpret, limiting their ability to analyse trends, identify regional insights, and make informed decisions.”

Customer Problem Statement Template

I am

- A researcher or policymaker in cultural heritage
- An educator or student studying global history
- A conservation volunteer or tourism analyst

I'm trying to

- Analyse trends in UNESCO World Heritage Sites data
- Understand how heritage sites are categorized regionally
- Identify large or significant heritage sites across countries

But

- The dataset is hard to interpret and scattered
- I can't easily find or compare site information
- The data doesn't show priority or area impact clearly

Because

- It lacks interactive visuals and regional insights
- The raw data format is overwhelming and not visually structured
- There are no visual cues for site importance or area size

Which makes me feel

- Frustrated and delayed in making decisions
- Lost and disengaged
- Uncertain and less informed

A researcher or policymaker in cultural heritage

An educator or student studying global history

A conservation volunteer or tourism analyst

Analyse trends in UNESCO World Heritage Sites data

Understand how heritage sites are categorized regionally

Identify large or significant heritage sites across countries

The dataset is hard to interpret and scattered

I can't easily find or compare site information

The data doesn't show priority or area impact clearly

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There are no visual cues for site importance or area size

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Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A researcher or policymaker in heritage studies	Analyse trends in UNESCO World Heritage Sites data	The dataset is raw and hard to visualize	It lacks interactivity and insight driven summaries	Frustrated and delayed in making decisions
PS-2	An educator or student exploring global heritage	Understand the regional and category-wise distribution	It's hard to extract patterns from Spread sheets	The data isn't structured for easy exploration or comparison	Overwhelmed and confused