

## Project Design Phase

### Problem – Solution Fit

Date	25 February 2026
Team ID	LTVIP2026TMIDS35848
Project Name	Heritage Treasures: An In-Depth Analysis of UNESCO World Heritage Sites in Tableau
Maximum Marks	2 Marks

#### Problem – Solution:

The Problem–Solution Fit ensures that the identified customer problem is clearly understood and that the proposed solution effectively addresses that problem. For our project, we identified challenges faced by users while accessing and analyzing UNESCO World Heritage Sites data, and designed an interactive visualization platform to solve those challenges.

#### Purpose:

- Solve complex data interpretation problems** by transforming large and unstructured UNESCO World Heritage datasets into interactive and user-friendly visual dashboards that suit the needs of students, researchers, and explorers.
- Increase solution adoption** by leveraging widely used platforms such as Tableau and web-based interfaces, enabling users to explore heritage data through familiar and accessible digital tools.
- Improve communication and insight delivery** by presenting heritage information using visual storytelling techniques, interactive filters, maps, and comparative charts that clearly highlight patterns and trends.
- Enhance user engagement and trust** by addressing frequent challenges such as difficulty in comparing countries, identifying category-wise distribution (Cultural, Natural, Mixed), and understanding global heritage spread.
- Analyze the existing heritage data landscape** to identify gaps in static information platforms and improve accessibility through structured, interactive, and data-driven exploration tools.

#### Template:

Defining CS, MI, and CC  Identifying JPs and TRs  Identifying ERs and CHs	<b>1. CUSTOMER SEGMENT(S) <span style="background-color: #0070C0; color: white; padding: 2px 5px;">CS</span></b>	<b>6. CUSTOMER CONSTRAINTS <span style="background-color: #E69138; color: white; padding: 2px 5px;">CC</span></b>	<b>5. AVAILABLE SOLUTIONS <span style="background-color: #0070C0; color: white; padding: 2px 5px;">AS</span></b>
	<ul style="list-style-type: none"> <li>Students (Geography/Data)</li> <li>Researchers</li> <li>Travelers</li> <li>Heritage enthusiasts</li> </ul> <p>(Limited interaction &amp; comparison)</p>	<ul style="list-style-type: none"> <li>UNESCO website</li> <li>Wikipedia</li> <li>Travel blogs</li> <li>Raw datasets</li> </ul>	<ul style="list-style-type: none"> <li>Limited time</li> <li>Data complexity</li> <li>Lack of visualization/UNESCO</li> <li>Static information sources</li> </ul>
<b>JPs and TRs</b>	<b>2. JOBS-TO-BE-DONE / PROBLEMS <span style="background-color: #F0A0A0; color: black; padding: 2px 5px;">J&amp;P</span></b>	<b>9. JOBS-TO-BE-DONE / PROBLEMS <span style="background-color: #F0A0A0; color: black; padding: 2px 5px;">J&amp;P</span></b>	<b>7. BEHAVIOUR <span style="background-color: #FFB6C1; color: black; padding: 2px 5px;">BE</span></b>
<b>Identifying ERs</b>	<ul style="list-style-type: none"> <li>Compare countries</li> <li>Analyze site categories</li> <li>Identify trends</li> <li>Use data for projects</li> </ul>	<ul style="list-style-type: none"> <li>Compare countries</li> <li>Analyze site categories</li> <li>Identify trends</li> <li>Use data for projects</li> </ul>	<ul style="list-style-type: none"> <li>Google search for heritage lists</li> <li>Refers to Wikipedia/UNESCO</li> <li>Downloads datasets</li> <li>Uses charts in projects</li> <li>Looks for comparison tools</li> </ul>
<b>Identifying CHs</b>	<b>3. TRIGGERS <span style="background-color: #0070C0; color: white; padding: 2px 5px;">TR</span></b>	<b>4. EMOTIONS: BEFORE / AFTER <span style="background-color: #0070C0; color: white; padding: 2px 5px;">EM</span></b>	<b>9. PROBLEM ROOT CAUSE <span style="background-color: #0070C0; color: white; padding: 2px 5px;">RC</span></b>
	<ul style="list-style-type: none"> <li>Academic assignments</li> <li>Research needs</li> <li>Travel planning</li> <li>Curiosity about heritage</li> </ul>	<ul style="list-style-type: none"> <li>Confused</li> <li>Overwhelmed</li> <li>Time-consuming analysis</li> </ul>	<ul style="list-style-type: none"> <li>Heritage data <b>complexity</b></li> <li>Platforms mainly <b>static</b></li> <li>No interactive dashboard</li> </ul>
<b>Identifying ERs</b>	<b>4. EMOTIONS: BEFORE / AFTER <span style="background-color: #0070C0; color: white; padding: 2px 5px;">EM</span></b>	<b>9. CHANNELS OF BEHAVIOUR <span style="background-color: #0070C0; color: white; padding: 2px 5px;">CH</span></b>	<b>10. YOUR SOLUTION <span style="background-color: #0070C0; color: white; padding: 2px 5px;">SL</span></b>
		<b>8.1 ONLINE:</b> <ul style="list-style-type: none"> <li>Search engines</li> <li>Educational websites</li> <li>UNESCO portal</li> <li>Tableau dashboards</li> </ul>	<ul style="list-style-type: none"> <li>Interactive Tableau dashboard with:           <ul style="list-style-type: none"> <li>Global maps &amp; filters</li> <li>Country/category comparisons</li> <li>User-friendly interface</li> </ul> </li> </ul> <p>Core Value: Makes heritage data simple &amp; insig...</p>