

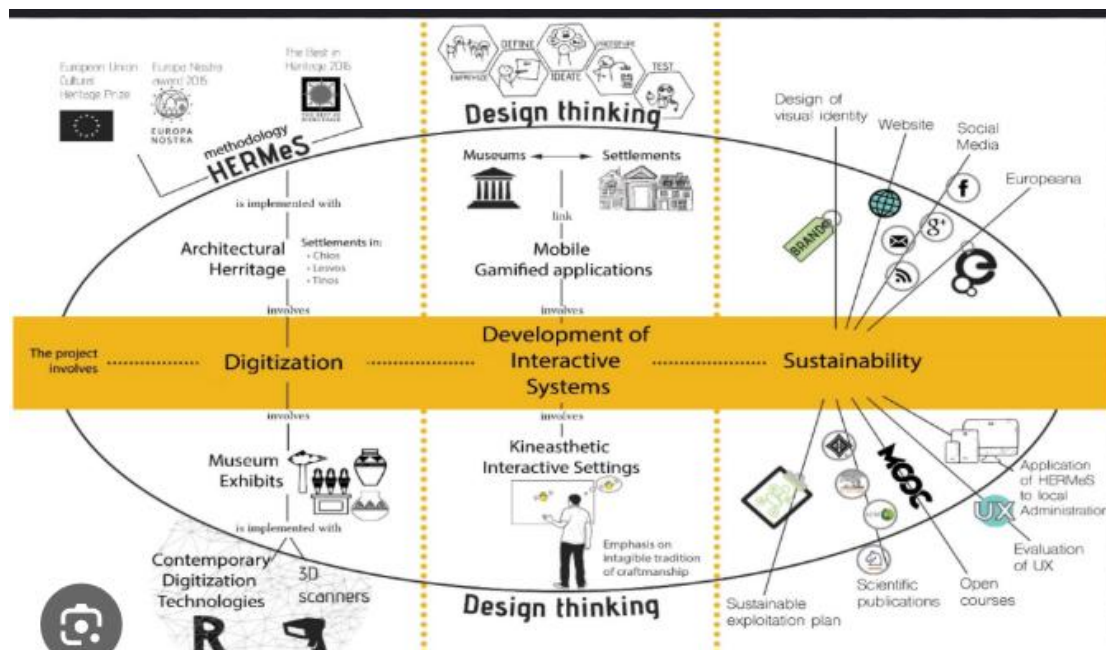
Ideation Phase Define the Problem Statements

Date	17 June 2025
Team ID	LTVIP2025TMID49908
Project Name	An In Depth Analysis Of UNESCO World Heritage Sites In Tableau :HERITAGE TREASURES
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.



Problem Statement (PS)	I am	I'm trying to	But	Because	Which makes me feel
PS-1	a product strategist	find which features drive adoption in urban India	data is scattered and not visual	there's no unified dashboard	unsure about feature decisions
PS-2	a marketing lead	track regional performance for campaigns	I can't compare trends across quarters and states	dashboards aren't India-specific	frustrated and uncertain on promotions
PS-3	Senior executive	present growth in India clearly	reports lack storytelling and visual appeal	there's no narrative-driven dashboard	disengaged and ineffective
PS-4	market analyst	link features like to price	I can't visualize patterns easily	tools are static and not interactive	slowed down and stuck