**Ideation Phase**

**Define the Problem Statements**

|  |  |
| --- | --- |
| Date | 26 JUNE 2025 |
| Team ID | LTVIP2025TMID48508 |
| 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.

Graphical user interface, text, application, email

Description automatically generated

Reference: <https://miro.com/templates/customer-problem-statement/>

**Example:**

Chart, treemap chart

Description automatically generated

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Problem Statement (PS)** | **I am (Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| PS-1 | Dheekshitha | Book flight  On my phone | It takes a long time | Location not found | frustrated |
| PS-2 | Bhanu prakash | Book flight on tab | It takes a long time | Location not found | Too frustrated |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Ps-3 | Harish kumar | Book car on phone | It takes a long time | No trnasport | frustrated |
| Ps-4 | balaji | Book car on laptop | It takes a long time | No transport | Too frustrated |