**Project Design Phase**

**Problem – Solution Fit Template**

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| 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 |

**Problem – Solution Fit Template:**

### 1. ****Target Customer****

Tourists, researchers, cultural conservationists, educators, and policy makers interested in analyzing global or regional UNESCO World Heritage Sites data.

### 2. ****Customer Problem****

* Lack of **interactive tools** to explore and analyze UNESCO heritage data.
* Difficulty in identifying **trends**, **regional imbalances**, or **preservation statuses**.
* Raw datasets are often **non-visual, complex**, and **hard to interpret** for non-technical users.
* Difficulty in communicating **insights to the public** or stakeholders without strong visual storytelling.

### 3. ****Current Solutions or Workarounds****

* Static UNESCO reports (PDFs, spreadsheets).
* Text-heavy websites or databases with limited filter/search ability.
* Manual research or use of GIS tools (complex and not user-friendly for average users).
* Fragmented information sources – no centralized, visual access point.

### 4. ****Your Solution****

**An Interactive Tableau Dashboard** titled "Heritage Treasures: An In-Depth Analysis of UNESCO World Heritage Sites"

* Allows **exploratory visual analysis** through maps, bar charts, pie/donut charts, and filters.
* Enables users to view sites by **continent, country, type (cultural/natural/mixed), year of inscription, and threat status**.
* Combines **storytelling + data** to support decision-making and public awareness.
* Visually accessible and usable across devices (including for presentations or classroom use).

### 5. ****Why This Works (Behavior Fit)****

* Taps into the growing use of **data visualization tools like Tableau** in education, journalism, and tourism research.
* Fits existing behavior of users relying on dashboards (e.g., in policy meetings, classrooms).
* Appeals to visual learners and decision-makers who **prefer insights at a glance** over raw data.
* Bridges the gap between **UNESCO datasets** and the **general public's understanding**.

### 6. ****Success Criteria****

* Increased engagement and time-on-tool by users.
* Users (e.g., teachers, tourists, researchers) able to **draw insights** (e.g., which country has the most sites, or most endangered ones).
* Shared and embedded dashboards across blogs, university portals, and tourism websites.
* Feedback loop confirms ease of use and usefulness in understanding global heritage trends.

### 7. ****Channels to Reach Customers****

* Academic institutions and research journals.
* Cultural tourism agencies and travel platforms.
* UNESCO partner platforms and heritage newsletters.
* Social media (visual storytelling on Instagram, LinkedIn).
* Public seminars or workshops on digital heritage.

**Template:**

Calendar

Description automatically generated