

Ideation Phase

Define the Problem Statements

Date	29 June 2025
Team ID	LTVIP2025TMID50950
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.

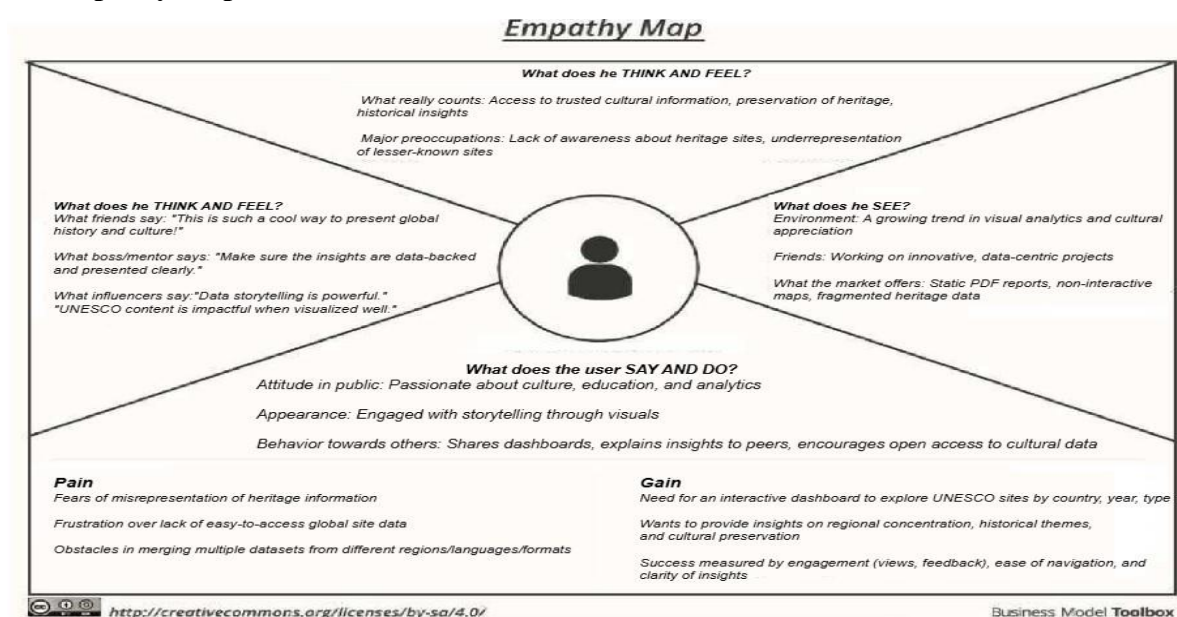
I am	<small>Describe customer with 3-4 key characteristics - who are they?</small>	Describe the customer and their attributes here
I'm trying to	<small>List their outcome or "job" the care about - what are they trying to achieve?</small>	List the thing they are trying to achieve here
but	<small>Describe what problems or barriers stand in the way – what bothers them most?</small>	Describe the problems or barriers that get in the way here
because	<small>Enter the "root cause" of why the problem or barrier exists – what needs to be solved?</small>	Describe the reason the problems or barriers exist
which makes me feel	<small>Describe the emotions from the customer's point of view – how does it impact them emotionally?</small>	Describe the emotions the result from experiencing the problems or barriers

Example: Heritage Treasures: An In-Depth Analysis of UNESCO World Heritage Sites in Tableau

I am	I'm trying to	But	Because	Which makes me feel
Heritage researcher	Identify trends	No visual Insights	Data-driven decisions	Insight - Driven

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A heritage researcher aiming to understand global patterns of cultural and natural sites for academic research and publications.	Create insightful visualizations that reveal trends in UNESCO World Heritage Site inscriptions by country, region, and type over time.	The dataset contains vast amounts of scattered information, making it difficult to consolidate for analysis without advanced tools.	Stakeholders need concise, data-driven visuals to understand heritage site risks, recognize underrepresented regions, and support global conservation efforts.	Eager to leverage Tableau's capabilities to simplify complex heritage datasets and present the information in an engaging, accessible format.
PS-2	A policymaker or cultural heritage officer responsible for making informed decisions on site preservation and resource allocation.	Develop interactive dashboards that allow stakeholders to explore site distributions, endangered locations, and category-wise comparisons.	Existing reports lack interactive visual elements, limiting their usefulness for awareness campaigns or strategic decisionmaking.	Heritage data, when visualized effectively, can empower communities, researchers, and governments to prioritize preservation efforts efficiently.	Challenged by the technical complexities but committed to transforming raw heritage data into meaningful stories that raise awareness and influence policy.

2.2 Empathy map



Example: Heritage Treasures: An In-Depth Analysis of UNESCO World Heritage Sites in Tableau