

**Project Design Phase**  
**Problem – Solution Fit Template**

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

**Problem – Solution Fit Template:**

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why.

**Purpose:**

- ☐ Solve complex problems in a way that fits the state of your customers.
- ☐ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- ☐ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ☐ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
- ☐ Understand the existing situation in order to improve it for your target group.

**Template:**

Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b> Who is your customer? I.e. working parents of 0-5 y.o. kids	<b>6. CUSTOMER CONSTRAINTS</b> What constraints prevent your customers from taking action or limit their choices of solutions? I.e. spending power, budget, no cash, network connection, available devices.	<b>5. AVAILABLE SOLUTIONS</b> Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? I.e. pen and paper is an alternative to digital notetaking	Explore AS, differentiate
	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one, explore different sides.	<b>9. PROBLEM ROOT CAUSE</b> What is the real reason that this problem exists? What is the back story behind the need to do this job? I.e. customers have to do it because of the change in regulations.	<b>7. BEHAVIOUR</b> What does your customer do to address the problem and get the job done? I.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (I.e. Greenpeace)	
Focus on J&P, tap into BE, understand RC	<b>3. TRIGGERS</b> What triggers customers to act? I.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.	<b>10. YOUR SOLUTION</b> If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality. If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.	<b>8. CHANNELS OF BEHAVIOUR</b> <b>8.1 ONLINE</b> What kind of actions do customers take online? Extract online channels from #7	Focus on J&P, tap into BE, understand RC
	<b>4. EMOTIONS: BEFORE / AFTER</b> How do customers feel when they face a problem or a job and afterwards? I.e. lost, insecure -> confident, in control - use it in your communication strategy & design.		<b>8.2 OFFLINE</b> What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.	
Identify strong TR & EM				Extract online & offline CH or BE

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

Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b> <ul style="list-style-type: none"> <li><b>Researchers &amp; Academics:</b> <ul style="list-style-type: none"> <li>History, archaeology, and cultural studies researchers</li> <li>Use data-driven visuals to study global patterns, danger statuses, and trends in heritage conservation</li> </ul> </li> <li><b>Policy Makers &amp; Government Bodies:</b> <ul style="list-style-type: none"> <li>UNESCO affiliates, cultural ministries, tourism boards</li> <li>Need summarized, visual insights for policy design and funding allocation</li> </ul> </li> <li><b>Tourism Planners:</b> <ul style="list-style-type: none"> <li>Travel agencies, eco-tourism firms, and NGOs</li> <li>Use region-wise and category-wise data to design cultural tourism circuits</li> </ul> </li> </ul>	<b>6. CUSTOMER CONSTRAINTS</b> <ul style="list-style-type: none"> <li>Common Constraints Faced by Users:               <ul style="list-style-type: none"> <li>Lack of Technical Expertise</li> <li>Many users are not skilled in coding or data analysis and find it difficult to explore large datasets.</li> <li>Time Constraints</li> <li>Researchers and policymakers need fast, ready-to-use insights without manually processing data.</li> <li>Limited Access to Analytical Tools</li> <li>Some users do not have access to paid or complex analytical tools like Excel Pro or SPSS.</li> <li>Overwhelming Raw Data</li> <li>Raw CSVs with 20+ columns (as in the UNESCO dataset) are hard to interpret without proper tools.</li> </ul> </li> </ul>	<b>5. AVAILABLE SOLUTIONS</b> <ul style="list-style-type: none"> <li>Used UNESCO Official Website</li> <li>Offers site listings and static maps but lacks interactive filtering and deep visual analytics.</li> <li>Wikipedia / Cultural Databases</li> <li>Provide textual summaries or lists but lack spatial or data-driven insights.</li> <li>Academic Research Papers</li> <li>Present detailed analysis, but typically non-interactive and inaccessible to general users.</li> <li>Basic CSV Downloads</li> <li>Allow access to raw data, but require technical knowledge for analysis (e.g., coding or Excel formulas).</li> </ul>	Explore AS, differentiate
	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <ul style="list-style-type: none"> <li><b>Jobs to be Done:</b> <ul style="list-style-type: none"> <li>Explore and compare UNESCO World Heritage Sites based on geography, type, and year.</li> <li>Identify endangered or delisted sites using dynamic, interactive filters.</li> <li>Analyze historical trends in heritage site inscription over time.</li> <li>Discover insights without the need for complex data processing or coding.</li> <li>Access a centralized dashboard for educational, planning, or awareness purposes.</li> </ul> </li> <li><b>Problems Faced by Users:</b> <ul style="list-style-type: none"> <li>Raw CSV datasets (like the UNESCO list) are difficult to interpret without data skills.</li> <li>Lack of centralized, user-friendly visualization tools for cultural site analysis.</li> <li>Difficulty in identifying high-risk or endangered heritage zones quickly.</li> <li>Manual efforts required to compare sites across countries or regions.</li> <li>Absence of dynamic tools that help users extract insights interactively and visually.</li> </ul> </li> </ul>	<b>9. PROBLEM ROOT CAUSE</b> <ul style="list-style-type: none"> <li>Raw Data Complexity</li> <li>The UNESCO dataset is provided in large tabular format (CSV) with over 20 columns, making it hard to interpret without technical knowledge.</li> <li>Lack of Visualization Tools</li> <li>No centralized, interactive platform exists to visualize or explore heritage site data with filtering capabilities (region, category, danger status, etc.).</li> <li>Low Data Accessibility for Non-Experts</li> <li>Non-technical users like tourists, educators, or general public cannot easily extract insights from raw datasets without coding or analysis tools.</li> <li>Scattered Information Sources</li> <li>Users must refer to multiple websites (UNESCO portal, Wikipedia, academic sources) to get a complete picture, which is time-consuming.</li> <li>No Real-Time Interaction</li> <li>Static sources or reports don't support dynamic interaction like filtering by region, visualizing on a map, or viewing trends over time.</li> </ul>	<b>7. BEHAVIOUR</b> <ul style="list-style-type: none"> <li>Users typically search for information on heritage sites through search engines, Wikipedia, or the UNESCO website.</li> <li>Data-savvy users may download CSVs and use Excel or coding tools (Python, R) to analyze.</li> <li>Researchers manually scan multiple sources to compare countries, regions, or years.</li> <li>Non-technical users avoid working with datasets due to complexity.</li> <li>Users are increasingly drawn to visual content and dashboards.</li> <li>Tableau dashboards provide a drag-and-drop interface and interactive filters – matching users' preference for simplicity.</li> <li>Maps, charts, and KPIs align with how users like to consume insights quickly.</li> <li>Making the dashboard publicly available ensures users can explore freely without installation or setup.</li> </ul>	
Focus on J&P, tap into BE, understand RC	<b>3. TRIGGERS</b> <ul style="list-style-type: none"> <li>Academic Research Projects: Students or scholars need visual summaries of cultural heritage data for papers, theses, or presentations.</li> <li>Travel &amp; Tourism Planning: Travel firms or tourists want insights into heritage-rich regions or identify UNESCO sites by country or category.</li> <li>Endangerment Alerts: Cultural organizations want to monitor trends in endangered or threatened heritage sites.</li> <li>Policy Analysis &amp; Funding Decisions: Government officials use regional and temporal data trends for cultural preservation planning.</li> </ul>	<b>10. YOUR SOLUTION</b> <ul style="list-style-type: none"> <li>An Interactive Filtering</li> <li>Users can filter by region, country, site category (Cultural/Natural/Mixed), year of inscription, and danger status.</li> <li>Map-Based Visualization</li> <li>Sites are plotted on a geographic map using latitude and longitude, helping users visualize the global distribution of heritage sites.</li> <li>Trend Analysis</li> <li>Year-wise charts show how many sites were added or endangered over time.</li> <li>Category &amp; Region Insights</li> <li>Pie charts and bar graphs reveal patterns by continent or site type.</li> <li>No Coding Required</li> <li>Built on Tableau Public for open access and easy usability by non-technical users</li> </ul>	<b>8. CHANNELS OF BEHAVIOUR</b> <b>8.1 ONLINE</b> <ol style="list-style-type: none"> <li>Tableau Public Dashboard</li> <li>Hosted online through a link; users can filter, explore, interact with visual insights directly in a browser.</li> <li>Google Drive / Cloud Sharing</li> <li>Cleaned datasets &amp; documentation can be shared with collaborators, educators, or evaluators for review.</li> <li>Final output is submitted digitally for evaluation, feedback, and demonstration.</li> <li>Web Embeds &amp; Presentation Links</li> <li>Dashboard can be embedded in blogs, portfolios, or SmartBridge reports for public or academic use.</li> </ol>	Focus on J&P, tap into BE, understand RC
	<b>4. EMOTIONS: BEFORE / AFTER</b> Before (When Facing the Problem): <ul style="list-style-type: none"> <li>Confused: Overwhelmed by raw unstructured CSV files with too many fields and no visuals</li> <li>Frustrated: Unable to filter or search sites by region, danger status, or category easily</li> </ul> After (Post-Solution or Job Completion): <ul style="list-style-type: none"> <li>Empowered: Able to interactively explore global heritage data without needing technical skills</li> <li>Informed: Gained insights on endangered sites, regional trends, and historical patterns</li> </ul>		<b>8.2 OFFLINE</b> <ol style="list-style-type: none"> <li>Downloadable Visual Reports</li> <li>Dashboards and charts can be exported to PDF or images for offline presentations, handouts, or reports.</li> <li>Local Data Access</li> <li>Users can access .csv or .xlsx files locally in Excel or Python without needing an internet connection.</li> <li>Offline Presentations</li> <li>Dashboards and visual findings can be shown in PowerPoint or PDF formats during in-person seminars or reviews.</li> <li>Documentation &amp; Insights Sheets</li> <li>Insights summary and KPIs can be printed or stored locally for academic or institutional reporting.</li> </ol>	
Identify strong TR & EM				Extract online & offline CH or BE