

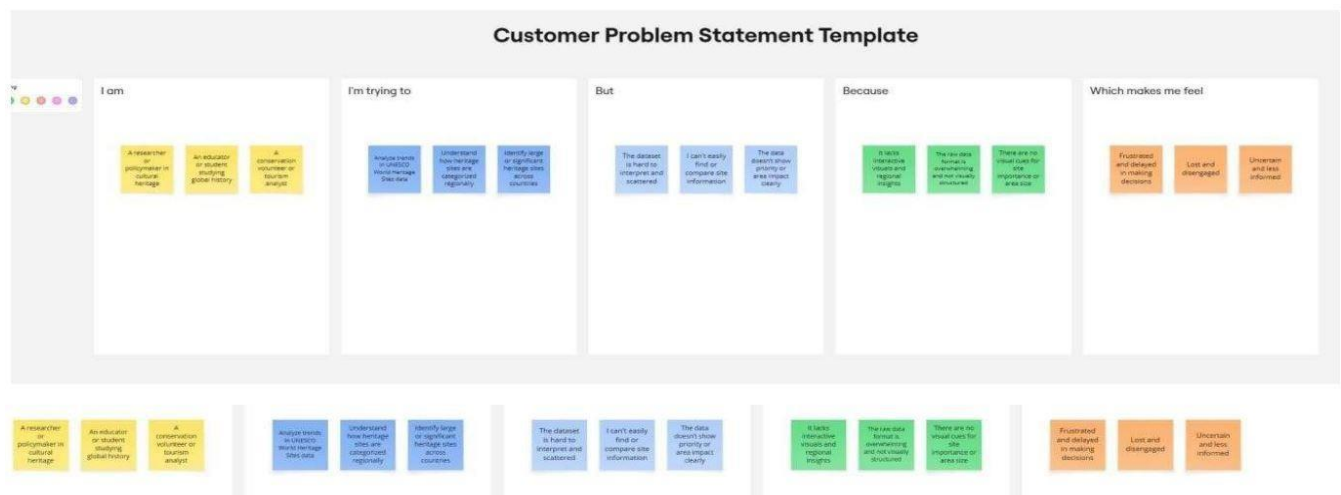
Ideation Phase

Define the Problem Statements

Date	31 January 2026
Team ID	LTVIP2026TMIDS24102
Project Name	Heritage Treasures: An In-Depth Analysis of UNESCO World Heritage Sites in Tableau
Maximum Marks	2 Marks

Customer Problem Statement Template:

“Researchers, heritage professionals, and educators need an interactive and visual way to explore UNESCO World Heritage Site data because the current raw format is difficult to interpret, limiting their ability to analyse trends, identify regional insights, and make informed decisions.”



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A researcher or policymaker in heritage studies	Analyse trends in UNESCO World Heritage Sites data	The dataset is raw and hard to visualize	It lacks interactivity and insight driven summaries	Frustrated and delayed in making decisions
PS-2	An educator or student exploring global heritage	Understand the regional and category-wise distribution	It's hard to extract patterns from Spread sheets	The data isn't structured for easy exploration or comparison	Overwhelmed and confused