**Ideation Phase**

**Define the Problem Statements**

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| --- | --- |
| Date | 31 January 2025 |
| Team ID | LTVIP2025TMID49051 |
| 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/>

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Problem Statement (PS)** | **I am (Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| PS-1 | a cultural preservation policy maker or researcher | understand which countries have the highest number of UNESCO World Heritage Sites | the information is scattered and lacks a clear, visual representation | raw data doesn’t provide an intuitive way to compare country-wise site distributions | overwhelmed and unable to prioritize countries for heritage collaboration or support |
| PS-2 | a global heritage conservation organization or NGO | identify and prioritize the UNESCO World Heritage Sites that are currently at risk | I don’t have a simple overview showing the scale and proportion of endangered sites globally | the available data isn’t categorized clearly or visually to highlight these risks | uncertain about where to focus preservation efforts and funding |

**Example:**

Chart, treemap chart

Description automatically generated

2.2 EMpathy map

Diagram

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