**Project Design Phase**

**Problem – Solution Fit Template**

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| Date | 15 February 2025 |
| Team ID | LTVIP2025TMID49051 |
| 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:**

Calendar

Description automatically generated

References:

1. <https://www.ideahackers.network/problem-solution-fit-canvas/>
2. <https://medium.com/@epicantus/problem-solution-fit-canvas-aa3dd59cb4fe>

## Filled Problem – Solution Fit Table for Project

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| --- | --- |
| Target Customer Segment | Cultural policymakers, heritage researchers, UNESCO stakeholders, and the general public interested in global heritage data. |
| Top Problems Faced | 1. No easy way to visualize country-wise distribution of heritage sites 2. Lack of clarity on which sites are at risk 3. Difficulty in analyzing regional trends over time |
| Existing Alternatives | - Raw UNESCO CSV datasets - Static reports on heritage data - Government portals with limited or non-interactive views |
| Your Solution | An interactive Tableau dashboard that visualizes global UNESCO World Heritage Sites by country, danger status, and inscription trends by region/year. |
| Unique Value Proposition | Easy-to-use, insightful, and visually appealing dashboard that helps stakeholders make informed decisions and understand global heritage patterns easily. |
| Key Metrics | - Number of views on dashboard - Number of countries/sites covered - Engagement with filters and charts - Download/Export count |
| Channels | - Tableau Public platform - Shared via UNESCO portals, academic websites, cultural blogs, and social media |
| Early Adopters | - University researchers - Cultural policy consultants - NGO heritage groups - History or geography enthusiasts |