

Ideation Phase

Define the Problem Statements

Date	31 January 2025
Team ID	LTVIP2025TMID51713
Project Name	Heritage Treasures: An In-Depth Analysis of UNESCO World Heritage Sites in Tableau
Maximum Marks	2 Marks

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

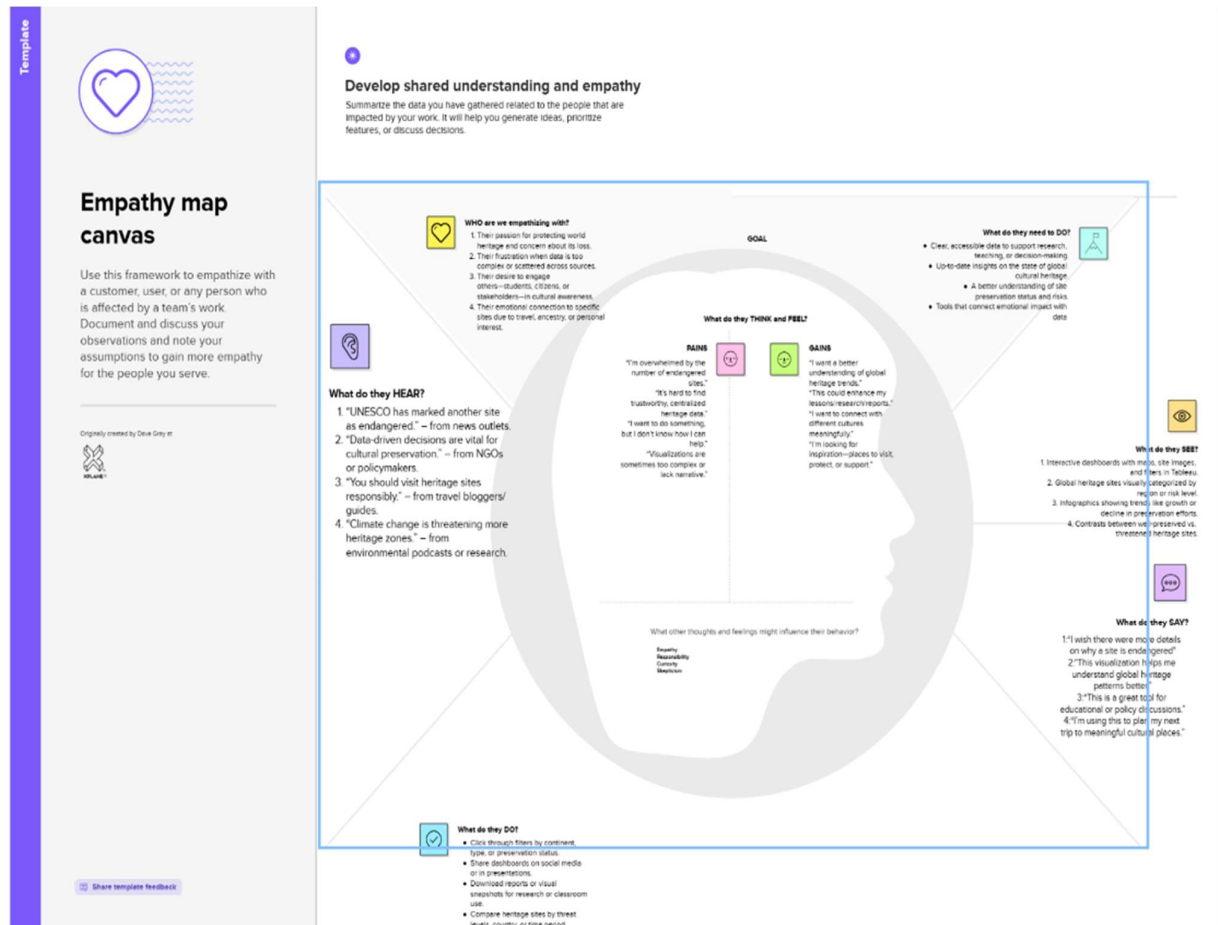
Customer Problem Statement Template:

Customer Problem Statement Template

I am	I'm trying to	But	Because	Which makes me feel
<div style="background-color: #fff9c4; padding: 10px; margin-bottom: 10px;">a student working on a project about cultural heritage.</div> <div style="background-color: #fff9c4; padding: 10px;">a travel content creator.</div>	<div style="background-color: #bbdefb; padding: 10px; margin-bottom: 10px;">explore and compare UNESCO World Heritage Sites by continent.</div> <div style="background-color: #bbdefb; padding: 10px;">show my audience interesting stats about UNESCO heritage globally.</div>	<div style="background-color: #bbdefb; padding: 10px; margin-bottom: 10px;">I can't find an easy-to-use tool to visualize the data.</div> <div style="background-color: #bbdefb; padding: 10px;">I can't create appealing visuals easily</div>	<div style="background-color: #c8e6c9; padding: 10px; margin-bottom: 10px;">most sources are in long reports or spreadsheets</div> <div style="background-color: #c8e6c9; padding: 10px;">I don't have access to ready-made visual dashboards</div>	<div style="background-color: #ffccbc; padding: 10px; margin-bottom: 10px;">overwhelmed and discouraged from digging deeper</div> <div style="background-color: #ffccbc; padding: 10px;">creatively limited and stuck.</div>

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	a student working on a project about cultural heritage.	explore and compare UNESCO World Heritage Sites by continent.	I can't find an easy-to-use tool to visualize the data.	most sources are in long reports or spreadsheet	overwhelmed and discouraged from digging deeper.
PS-2	a travel content creator.	identify trends in heritage site inscriptions over the decades.	the data isn't presented in a visual or comparative format.	the current tools don't allow for customized filtering.	like I'm missing important insights.

2.2 Empathy map



Submitted Template Link:

https://miro.com/welcomeonboard/OFhjUU81eWJ1enRQUkMrUkNUNzhQeE5rZVFLc2h0U3ZSWjdkRk8xcjRzTisvcDVQTWHPVjBaM1RwcUJCby93SXROak1zdFJ5WkRrUUICVXhXbXRteU9DY3Qreno4MmVacVBiVUIraDhudkZPMzdBTE1sbm5PZ0dhcUp4OWJNbldBS2NFMDFkcUNFSnM0d3FEN050ekl3PT0hdjE=?share_link_id=161227200129

Conclusion:

The customer problem statements reveal the real-world challenges faced by electricity consumers — from a lack of visibility into usage patterns to the absence of user-friendly tools for monitoring and forecasting. By understanding these pain points, we ensure that our project directly addresses their needs, offering meaningful solutions that simplify energy tracking, reduce costs, and promote sustainable behavior. These insights will guide our data visualization and dashboard design to create a powerful and user-centric experience.