

Project Design Phase

Problem – Solution Fit Template

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| Date | 15 June 2025 |
| Team ID | LTVIP2025TMID51713 |
| 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:

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|--|---|--|--|---------------------------|
| Define CS, fit into CC | 1. CUSTOMER SEGMENT(S) <small>Who is your customer? I.e. working parents of 0-5 y.o. kids</small> | 6. CUSTOMER CONSTRAINTS <small>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.</small> | 5. AVAILABLE SOLUTIONS <small>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</small> | Explore AS, differentiate |
| | 2. JOBS-TO-BE-DONE / PROBLEMS <small>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</small> | 9. PROBLEM ROOT CAUSE <small>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.</small> | 7. BEHAVIOUR <small>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)</small> | |
| Focus on J&P, tap into BE, understand RC | 3. TRIGGERS <small>What triggers customers to act? I.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</small> | 10. YOUR SOLUTION <small>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.</small> | 8. CHANNELS of BEHAVIOUR 8.1 ONLINE <small>What kind of actions do customers take online? Extract online channels from #7</small> | |
| | 4. EMOTIONS: BEFORE / AFTER <small>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.</small> | | 8.2 OFFLINE <small>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</small> | |
| Identify strong TR & EM | | | Extract online & offline CH of BE | |
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Date: 26 June 2025

Team ID: LTVIP2025TMID51713

Project Name: Heritage Treasures: An In-Depth Analysis of UNESCO World Heritage Sites in Tableau

Maximum Marks: 2 Marks

Problem – Solution Fit

Problem Statement:

Customers such as students, educators, and travel content creators want to explore and analyze UNESCO World Heritage Sites.

However, the data is difficult to visualize due to being stored in long reports or unfiltered spreadsheets, which makes it overwhelming to gain insights.

They feel discouraged and unable to engage deeply with the heritage information.

Solution:

Develop an interactive Tableau dashboard that allows users to filter, compare, and explore heritage sites by country, region, year, and classification.

The solution includes visualizations such as maps, pie charts, bar graphs, and timelines to make data easier to understand and more engaging.

This improves access to insights, supports education and content creation, and highlights global cultural and natural heritage.