

Ideation Phase

Define the Problem Statements

Date	10 February 2026
Team ID	LTVIP2026TMIDS36160
Project Name	Heritage Treasures: An In-Depth Analysis of UNESCO World Heritage Sites in Tableau
Maximum Marks	2 Marks

Customer Problem Statement Template:

In this Heritage Treasures project, the Customer Problem Statement Template helps us understand the different users (like travelers, students, historians) who interact with World Heritage Sites. By putting ourselves in their shoes, we can define what problems they face, what they need, and how they feel about those challenges.

Using this approach allows us to:

- **Focus on real people affected by heritage site conditions**
- **Frame problems based on authentic data (like site status, danger listings, inscription years, categories)**
- **Develop data-driven insights and ideas that are meaningful and relevant**
- **Support awareness, tourism, education, or conservation goals in a human-centered way**

This method is not just about solving a data problem — it's about creating empathy-driven solutions that highlight the cultural and historical value of these treasures while addressing issues like neglect, lack of awareness, or endangered status.

Customer Problem Statement Template



PS-2

Customer Problem Statement Template



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
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PS-1	A historian researching global heritage sites	Understand the historical significance, evolution, and threats to these sites	Some data is missing or inaccessible, and site records are not always updated	I need reliable, detailed information to support academic or conservation work	Frustrated but determined to preserve and document historical truth
PS-2	A traveller passionate about exploring World Heritage Sites	Visit and learn the history behind culturally important places	Some sites lack clear information, guided tours, or are poorly maintained	I want to fully appreciate and understand the value and story of each site	Disappointed and disconnected, even though I'm excited to explore