

Ideation Phase

Define the Problem Statements

Date	25 February 2026
Team ID	LTVIP2026TMIDS54168
Project Name	Heritage Treasures: An In-Depth Analysis of UNESCO World Heritage Sites in Tableau
Maximum Marks	2 Marks

Customer Problem Statement :

"Researchers, heritage professionals, and educators need an interactive and visual Way to explore UNESCO World Heritage Site data because the current raw format is difficult to interpret, limiting their ability to explore trends, identify regional insights, and make informed decisions."

Customer Problem Statement Template

I am	I'm trying to	But	Because	Which makes me feel
<div><div>A researcher or professional in cultural heritage</div><div>An educator or student studying global history</div><div>A conservationist focused on ancient ruins</div></div>	<div>Explore World Heritage Sites in a structured way</div> <div>Understand the historical significance of various sites</div> <div>Identify trends or insights in the data across regions</div>	<div>The dataset is hard to interpret and understand</div> <div>Current tools find or compare data information</div> <div>The data is not interactive, limiting or obscuring clarity</div>	<div>I need a way to explore regional insights</div> <div>The current tools are not interactive enough</div> <div>There is a lack of visual representation of the data</div>	<div>Frustrated and stressed in making decisions</div> <div>Lack of engagement</div> <div>Uncertain and not informed</div>

A researcher or professional in cultural heritage | An educator or student studying global history | A conservationist focused on ancient ruins | Explore World Heritage Sites in a structured way | Understand the historical significance of various sites | Identify trends or insights in the data across regions | The dataset is hard to interpret and understand | Current tools find or compare data information | The data is not interactive, limiting or obscuring clarity | I need a way to explore regional insights | The current tools are not interactive enough | There is a lack of visual representation of the data | Frustrated and stressed in making decisions | Lack of engagement | Uncertain and not informed

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A researcher or policymaker in heritage studies	Analyse trends in UNESCO World Heritage Sites data	The dataset is raw and hard to visualize	It lacks interactivity and insight driven summaries	Frustrated and delayed in making decisions
PS-2	An educator or student exploring global heritage	Understand the regional and category-wise distribution	It's hard to extract patterns from Spread sheets	The data isn't structured for easy exploration or comparison	Overwhelmed and confused