

Project Design Phase

Problem – Solution Fit Template

Date	27 th May 2025
Team ID	LTVIP2025TMID48210
Project Name	Heritage Treasures: An In-Depth Analysis of UNESCO World Heritage Sites (2019)
Maximum Marks	2 Marks

Problem – Solution Fit :

Problem Statement:

There is a lack of accessible and comprehensive insights into the global distribution, risk status, and temporal trends of UNESCO World Heritage Sites. Stakeholders—including conservationists, researchers, policymakers, and cultural institutions—face difficulty in identifying patterns, allocating resources, and prioritizing preservation efforts due to scattered and non-visualized data.

Solution Overview:

This project uses Tableau to explore and visualize the UNESCO World Heritage Sites dataset from 2019. Through interactive dashboards and insightful visualizations, the project aims to reveal trends, regional dynamics, and at-risk heritage zones. The solution helps stakeholders better understand the heritage landscape, allowing them to make data-driven decisions for safeguarding global cultural and natural heritage.

PROBLEM-SOLUTION FIT CANVAS

1. CUSTOMER SEGMENT[S] CS UNESCO analysts, cultural conservation organizations, tourism policymakers, NGOs, educators, heritage researchers interested in exploring and preserving global heritage sites	6. CUSTOMER CONSTRAINT CC <ul style="list-style-type: none"> Lack of technical skills to analyze large datasets Limited access to intuitive tools Budget constraints in conservation groups Time limitations to annual data processing
2. JOBS-TO-BE-DONE / PROBLEM J&P Identify which countries and regions have the most heritage sites <ul style="list-style-type: none"> Recognize sites at "risk" Monitor inscription trends over time by region Prioritize resource allocation to decision-makers or public 	5. AVAILABLE SOLUTIONS AS <ul style="list-style-type: none"> Static PDF reports from UNESCO Excel-based tables or databases Manual GIS mapping tools Academic literature and journals' data not interactive or visual
3. TRIGGERS TR <ul style="list-style-type: none"> Seeing media coverage on endangered world heritage sites Internal deadlines for preservation planning and policy-making Need to report or present heritage trends in global conferences Increased risk reports from UNESCO 	8. CHANNELS OF BEHAVIOUR BE <ul style="list-style-type: none"> ONLINE (including) <ul style="list-style-type: none"> UNESCO WHC database Tableau Public-dashboards Data repositories and research portals 6.2 OFFLINE <ul style="list-style-type: none"> Heritage conservation conferences Policy meetings Cultural workshops and NGO strategy sessions
4. EMOTIONS: BEFORE / AFTER AFTER <ul style="list-style-type: none"> Downloading UNESCO data unwieldily Read articles or government reports Reliving past trends/ anecdotal 	10. YOUR SOLUTION SL An interactive Tableau dashboard project visualizing: <ul style="list-style-type: none"> Distribution of sites by country Sites at risk i.e. "In Danger" vs "Not in