Ideation Phase
Define the Problem Statements

Date	25th May 2025
Team ID	LTVIP2025TMID48210
Project Name	Heritage Treasures: An In-Depth Analysis of UNESCO World Heritage Sites (2019)
Maximum Marks	2 Marks

Customer Problem Statement:

I am	A heritage conservation planner, policy maker, UNESCO stakeholder, or site management authority responsible for overseeing the status, preservation, and promotion of World Heritage Sites.
I'm trying to	Gain a clear, intuitive understanding of the distribution of UNESCO World Heritage Sites by country, identify sites at risk, and track regional inscription trends over time.
But	The raw data is vast, unstructured, and difficult to interpret without efficient, visually driven tools, making it hard to extract actionable insights.
Because	There is no existing comprehensive, user-friendly visual interface to immediately show site distributions, risks, and trends, slowing down decision-making and preservation planning.
Which makes me feel	Overwhelmed, concerned, and limited in my ability to prioritize efforts and allocate resources effectively for heritage conservation and protection initiatives.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	I am a **heritage officer**.	I'm trying to **understand site distribution and risks**.	But **data is scattered and not visualized**.	Because **it's mostly in raw tables, hard to interpret**.	Which makes me feel **uncertain about priorities**.
PS-2	I am a **heritage researcher**.	I'm trying to **track inscription trends by region**.	But **there's no interactive, visual data available**.	Because **existing data lacks clear trends and insights**.	Which makes me feel **frustrated and limited in analysis**.

2.2 Empathy map

WHO are we empathizing with: Heritage officers, acrl iere ervches
Heritage officers, cultural policy makers, and researchers responsible for
analyzing. managing, and preserving UNESCO World Heritage Sites. These
professionals rely on accurate, accessible, and clear data insights for make
decisions about heritage preservation, risk assessment, and cultural conserva-
tion policies.

What do they SAY?

- "It's hard to track which sites are currently at risk."
- "We need easy to understand, visual reports to present to decision-makers"
- "Finding trends over time and across regions is too complicated with the'da we have."
- "I wish we could get interactive dashboards to explore the data

What do they THINK?

- "This raw tabular data is hard to analyze and often overwhelming."
- "We might be missing important trends or vulnerable sites that nee urgent urgent attention."
- If we had better tools and visualizations, we could it make quicker, moree ffective decisions.'
  "I'm concerned that seattered data prevents sis from seeing the full picture of heritage preservation."

What do they DO?

- Regularly work with large, complex spreadsheets containing site data.
- Review UNESCO reports and manul-identify at-risk sites.
- Prepare preservation proposals and cultural conservation plans based onn-incomplete or hard-fo-analyze data.
- Attempt to track inscription trends by year and region using basic tools.

What do they FEEL?

- Overwhelmed by the scattered and non visual nature of existing data.
- Frustrated with the inefficiency of current tools for decisionmaking.
  Concerned about site loss due to delays or missed prioritles in preservation efforts.
- Eager for accessible, interactive data visualization solutions to so-