

Project Design Phase
Problem – Solution Fit Template

Date	3 JULY 2025
Team ID	LTVIP2025TMID49283
Project Name	Heritage Treasures: An In-Depth Analysis of UNESCO World Heritage Sites
Maximum Marks	2 Marks

Problem – Solution Fit Template:

To demonstrate that the solution we've implemented aligns well with the actual needs and behavior patterns of our end users — students, researchers, conservationists, and educators interested in heritage data.

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.**

The Problem

- Users face difficulty understanding global heritage site data due to unstructured reports and lack of visualization.
- No single platform provides interactive dashboards or trend insights related to endangered sites and category breakdowns.
- Educators and conservationists need tools to highlight heritage site patterns in an engaging, visual format.

The Solution

- We built an interactive web platform integrating **Tableau dashboards and stories** within a **Flask** web app.
- Dashboards present insights into **regional distribution, site categories, danger status,** and **historical trends.**
- The platform is deployed using **Render.com**, ensuring public access with a responsive user interface.

How It Fits

- The solution aligns with the **user's behavior** — consuming visual, simplified content through web interfaces.
- We used **Tableau Public**, a familiar visualization tool, to build trust and lower the

learning curve.

- Hosting on Render and sharing links ensures **easy distribution** through educational and awareness channels.

Adoption Triggers

- Familiar interface (website layout with navigation)
- Interactive dashboards instead of static PDFs
- Direct sharing of insights for educational or advocacy use
- Embedding trusted sources (UNESCO data + Tableau)