

Ideation Phase

Define the Problem Statements

Date	04 February 2026
Team ID	LTVIP2026TMIDS91063
Project Name	Heritage Treasures: An In-Depth Analysis of UNESCO World Heritage Sites in Tableau
Maximum Marks	2 Marks

Customer Problem Statement Template:

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

I am	<small>Describe customer with 3-4 key characteristics - who are they?</small>	Describe the customer and their attributes here
I'm trying to	<small>List their outcome or "job" the customer is trying to achieve?</small>	List the thing they are trying to achieve here
but	<small>Describe what problems or barriers stand in the way - what bothers them most?</small>	Describe the problems or barriers that get in the way here
because	<small>Enter the "root cause" of why the problem or barrier exists - what needs to be solved?</small>	Describe the reason the problems or barriers exist
which makes me feel	<small>Describe the emotions from the customer's point of view - how does it impact them emotionally?</small>	Describe the emotions the result from experiencing the problems or barriers

Reference: <https://miro.com/templates/customer-problem-statement/>

I am	I'm trying to	But	Because	Which makes me feel
I am a heritage conservation researcher and policymaker.	I'm trying to understand how UNESCO World Heritage Sites are distributed across different countries.	But the raw data is complex and spread across large datasets without clear visual representation.	Because it is difficult to quickly identify which countries have the highest concentration of heritage sites.	Which makes me feel overwhelmed and limits my ability to prioritize preservation and cultural promotion efforts effectively.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	I am a heritage conservation researcher and policymaker.	I'm trying to understand how UNESCO World Heritage Sites are distributed across different countries.	But the raw data is complex and spread across large datasets without clear visual representation .	Because it is difficult to quickly identify which countries have the highest concentration of heritage sites.	Which makes me feel overwhelmed and limits my ability to prioritize preservation and cultural promotion efforts effectively.
PS-2	I am a UNESCO stakeholder and heritage management authority.	I'm trying to identify World Heritage Sites that are at risk and analyse regional trends in site inscriptions over time.	But the information is not presented in an intuitive or comparative visual format.	Because assessing endangered sites and long-term regional conservation trends requires manual analysis of raw data.	Which makes me feel uncertain about where to focus immediate conservation actions and future heritage planning strategies.