

Project Design Phase

Problem – Solution Fit Template

Date	28 June 2025
Team ID	LTVIP2025TMID49408
Project Name	Heritage Treasures: An In-depth Analysis of UNESCO World Heritage
Maximum Marks	2 Marks

Problem – Solution Fit Template:-

Problem – Solution Fit

1. Target Customer

- Students and researchers
- Cultural heritage analysts
- Policy makers and educators
- General public enthusiasts

2. Problems

- Heritage data is scattered and unorganized
- Hard to compare sites by year, type, or country
- No visual way to explore endangered sites
- Raw data is complex and not user-friendly

3. Existing Alternatives

- Manually checking UNESCO website pages
- Using raw CSV files in Excel or Sheets
- Reading Wikipedia lists of heritage sites
- Viewing static graphs or printed reports
- Watching documentaries or YouTube videos

4. Your Solution

- Interactive dashboard built with Tableau
- Filters by country, type, year, and status
- Visuals: maps, bar charts, and timelines
- Highlights endangered and top-ranked sites
- Easy comparison between regions and trends

5. Key Benefits

- Makes heritage data easy to explore
- Saves time with ready-made visual insights
- Helps users identify endangered sites fast
- Supports research, education, and awareness
- Accessible to anyone via Tableau Public

6. Unique Value Proposition (UVP)

- Unlike raw datasets or static heritage pages, this dashboard combines cultural insights, filters, and visual clarity in one place.
- It's user-friendly, built using Tableau, and customized to users' goals (whether learning, researching, or analyzing heritage trends).

Purpose:-

- ☐ Solve data complexity by making UNESCO heritage insights visual, filterable, and easy to understand.
- ☐ Succeed faster and boost user adoption by aligning with existing research and academic behavior.
- ☐ Sharpen communication through visual storytelling and simplified data exploration.
- ☐ Increase public engagement and researcher trust by addressing frequent data accessibility issues.
- ☐ Understand heritage patterns globally to support preservation, awareness, and education.

Template:-

CUSTOMER PROBLEM/OPPORTUNITY DISCOVERY CANVAS 1.1. Z.

1. CUSTOMER SEGMENT(S)

- Students and researchers
- Cultural heritage analysts
- General public enthusiasts

3. CUSTOMER SOLUTIONS A

- First-time home-buyers
- Real estate analysts

2. PROBLEMS

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- Interactive dashboard across CultAr organized
- Hard to compare type, year, type, or country
- No visual way to explore endangered sites
- Raw data is complex and not user-friendly

4. YOUR SOLUTION

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- Interactive dashboard built with Tableau.
- Filters by country, type, year, and status
- Visuals: maps, bar charts, and timelines
- Easy comparison between regions and trends

5. CHANNELS OF BEHAVIOUR

5.1. ONLINE

- Manually checking UNESCO website pages
- Using raw CSV files in Excel or Sheets

6. PROBLEM ROOT CAUSE RE

- A centralizing,
- Simplifies decision-making to available
- Saves time with ready-made visual insights
- Helps users identify endangered sites fast
- Assures comparison between regions and trends

8. KEY BENEFITS / RESOURCES RE

8.1. ONLINE

- Real estate or real estate analysts

8.2. OFFLINE

10. PROSOLUTION-FIT

Heritage Treasures: An In-depth Analysis of UNESCO World