Problem–Solution Fit canvas

Purpose / Vision

1. CUSTOMER SEGMENTIS) `CS`

- Young travelers
- History and culturs enthuslasts
- Students and educators
- Policy makers and NGOs focused on heritage

6. CUSTOMER CONSTRAINTS `CC`

- Lack of awareness or access to accurate information
- Limited budgets for travel or educational resources
- Desire to engage in preservation or education iniitatives

5. AVAILABE SOLUTIONS `AS`

- Government websites and brrochures
- UNESCO's official listings
- Travel blogs (may lack-acacuracy)
- Museum visits or documentarles

2. JOBS TO-BE-DONE /PROBLEMS `UP`

- Want to learn about the cultural and historical value of world heritage sites
- Need a reliable platform for virtutual or physical exploration
  Desire to engage in preservation or education initiatives

9. PROBLEM ROOT CAUSE `RC`

- Insufficient interactive edu cational triols
- Lack of storytelling around sites
- Minimal involvement of youth in preserva-tion dialogue

7. BEHAVIOUR `BE`

- Users usually browse briery gtmove on
- Horely take action to learn deeper or get involved

3. TRIGGERS `TR`

- Planning a trip
- School/college project
- Social media or news artricle about heritage in dan
- Curiostly about global cultures

10 YOUR SOLUTION `SL`

Create a UNESCO Heritage Treasures Platform:

- Offers immersive virtual tours using AR/VR and storytelling
- Integrates educatioal content (quizzes, games, projects)
- Allowousers "adopt" a site and engage in compalans
- Multillingual, accessible, and includes local perspectives

8. CHANNELS OF BEHAVIOUR `CH`

- Youtube / Instagram (for virtual Tours)
- Educational apps and online courses
- School programs or workshops

4. EMOTIONS: BEFORE / AFTER `EM`

- Before: Confused, unaware: disconnected
- After: informed; Inspired: connected to global

★ AMALTAMA