

**Ideation Phase**  
**Define the Problem Statements**

Date	1 July 2025
Team ID	LTVIP2025TMID49753
Project Name	<b>Heritage Treasures: An In-Depth Analysis of UNESCO World Heritage Sites in Tableau</b>
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.

# Problem Statement Template

## Project Title:

Heritage Treasures: An In-Depth Analysis of UNESCO World Heritage Sites

## 1. Background / Context:

UNESCO World Heritage Sites represent some of the most significant cultural and natural landmarks in the world. With over 1,000 sites globally, it becomes essential to understand their distribution, categorization, trends, and conservation challenges. Governments, educators, historians, and data analysts need effective ways to interpret this data for decision-making and awareness.

## 2. Problem Statement:

Despite the availability of data on UNESCO World Heritage Sites, there is no comprehensive, visual, and interactive analysis available that showcases:

- The distribution by country and region
- The types of sites (Cultural, Natural, Mixed)
- Yearly trends in site inscriptions
- Areas with endangered heritage sites
- Regional and global site density and area analysis

This lack of visualization makes it difficult to draw insights, identify patterns, and prioritize preservation efforts.

## 3. Objectives:

- To create a Tableau dashboard and story that visualizes:
  - Site distribution by country and region
  - Site categories and count trends
  - Timeline of heritage site inscriptions

- Sites that are endangered or threatened
- To allow users to interact with maps, filters, and dashboards for a rich user experience.

#### **4. Key Questions to Answer:**

- Which countries and regions have the most UNESCO heritage sites?
- What is the distribution of cultural vs. natural sites?
- How has the number of sites evolved over the years?
- Where are the largest and endangered sites located?

#### **5. Tools and Data:**

- Data Source: whc-sites-2019.xlsx (UNESCO dataset)
- Tool Used: Tableau (for data visualization)
- Support Tools: Excel, Word (documentation), Canva (design, poster)

#### **6. Expected Outcomes:**

- A visually rich, interactive dashboard in Tableau
- Insightful patterns about world heritage distributions
- Better understanding and awareness of heritage site management

EXAMPLE:

Customer Problems - Heritage Sector		
#	Customer Type	Problem Statement
1	Tourist	I can't easily find which UNESCO World Heritage Sites are worth visiting in my region or country.
2	Researcher	There is no centralized and visual way to compare heritage sites by category, threat level, or year of inscription.
3	Student	I need to study patterns in global heritage conservation, but the data is scattered and hard to understand.
4	Heritage Manager	It's difficult to communicate the importance and current condition of heritage sites to policymakers and the public.
5	Local Business Owner	I don't know how to connect my tourism services to the nearby UNESCO sites effectively.
6	NGO Worker	We lack a visual tool to show endangered heritage sites and advocate for their protection.
7	General Public	I'm unaware of the heritage treasures near my location because there's no user-friendly platform.
8	Environmentalist	We need to highlight natural heritage sites under threat due to environmental changes, but it's hard to track them globally.
9	Data Analyst	The raw data of UNESCO sites is available, but it's not interactive or visualized in a way that reveals insights.
10	Traveler	There's no way to filter UNESCO sites based on interest, type, or ease of access.

#	Customer Type	Problem Statement
1	<b>Tourist</b>	"I can't easily find which UNESCO World Heritage Sites are worth visiting in my region or country."
2	<b>Researcher</b>	"There is no centralized and visual way to compare heritage sites by category, threat level, or year of inscription."
3	<b>Student</b>	"I need to study patterns in global heritage conservation, but the data is scattered and hard to understand."
4	<b>Heritage Manager</b>	"It's difficult to communicate the importance and current condition of heritage sites to policymakers and the public."
5	<b>Local Business Owner</b>	"I don't know how to connect my tourism services to the nearby UNESCO sites effectively."
6	<b>NGO Worker</b>	"We lack a visual tool to show endangered heritage sites and advocate for their protection."
7	<b>General Public</b>	"I'm unaware of the heritage treasures near my location because there's no user-friendly platform."

8	Environmentalist	“We need to highlight natural heritage sites under threat due to environmental changes, but it’s hard to track them globally.”				
9	Data Analyst	“The raw data of UNESCO sites is available, but it’s not interactive or visualized in a way that reveals insights.”				
10	Traveler	“There’s no way to filter UNESCO sites based on interest, type, or ease of access.				
Problem Statement (PS)		I am (Customer)	I’m trying to	But	Because	Which makes me feel
PS-1		Tourist	find heritage sites to visit in my region	there’s no easy, interactive platform	the data is scattered and hard to access	confused and frustrated
PS-2		Student	study trends in heritage site growth	I can’t visualize the data clearly	it's only available in spreadsheets or reports	unmotivated and stuck
PS-3		Researcher	compare cultural vs. natural heritage sites across regions	the current data is not categorized visually	tools for comparative analysis are limited	limited in research scope
PS-4		Heritage Enthusiast	explore endangered heritage sites worldwide	they aren’t highlighted or mapped visually	the information is buried in long texts	disconnected and unaware
PS-5		NGO Worker	advocate for threatened heritage sites	I can’t present strong visual evidence	reports are not compelling without dashboards	powerless in campaigns