

## 1. CUSTOMER SEGMENT(S)

CS

Who is your customer?

Consumers, Policy makers, Energy providers

Researchers/Academics: studying cultural trends.

Tourism Boards: promoting sites.

Conservation NGOs: monitoring threats.

Educators: teaching heritage.

## 6. CUSTOMER CONSTRAINTS

CC

What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.

Researchers : Limited coding skills for advanced tools.

Tourism Boards : Budget constraints for custom software.

NGOs : Legacy systems resist integration.

## 5. AVAILABLE SOLUTIONS

AS

Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking

Current : PDF reports, spreadsheets, fragmented databases.

Gaps : No interactivity, outdated data, poor visual storytelling.

## 2. JOBS-TO-BE-DONE / PROBLEMS

J&P

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

Researchers: "Identify endangered sites and trends."

Tourism Boards: "Balance visitor traffic across sites."

Educators: "Engage students with interactive heritage maps."

## 9. PROBLEM ROOT CAUSE

RC

What is the real reason that this problem exists?

What is the back story behind the need to do this job? i.e. customers have to do it because of the change in regulations.

People find it hard to understand and explore UNESCO World Heritage Sites because the information is not well-organized or visualized. This project is needed to make the data clear and easy to explore using Tableau.

## 7. BEHAVIOUR

BE

What does your customer do to address the problem and get the job done?

i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

Current: Researchers compile data manually.

Tourism boards rely on anecdotal feedback.

Solution-Driven: Tableau dashboards with filters/alerts.

Automated UNESCO data feeds.

## 3. TRIGGERS

TR

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

Researchers : New UNESCO report shows a site is degrading.

Tourism Boards : Overcrowding at popular sites.

NGOs : Media highlights a site's collapse (e.g., coral bleaching).

## 4. EMOTIONS: BEFORE / AFTER

EM

How do customers feel when they face a problem or a job and afterwards?

i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

Before : Frustrated (static data), overwhelmed (manual analysis).

After : Empowered (interactive dashboards), confident (real-time insights).

## 10. YOUR SOLUTION

SL

If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality.

If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

Interactive Tableau Dashboard.

Real-time maps of sites by risk/category.

Trend analysis (inscriptions, threats over time).

Multimedia integration (images, videos for education).

Automated alerts for endangered sites (Python+Tableau).

## 8. CHANNELS of BEHAVIOUR

CH

### 8.1 ONLINE

What kind of actions do customers take online? Extract online channels from #7

Researchers : Academic journals, UNESCO portals.

Tourism Boards : Social media, travel platforms.

### 8.2 OFFLINE

What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

Researchers: Academic journals, UNESCO portals. Tourism Boards: Social media, travel platforms.