

## Ideation Phase

### Define the Problem Statements

Date	21 june 2025
Team ID	LTVIP2025TMID47828
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.

<b>I am</b>	<small>Describe customer with 3-4 key characteristics - who are they?</small>	Describe the customer and their attributes here
<b>I'm trying to</b>	<small>List their outcome or "job" the care about - what are they trying to achieve?</small>	List the thing they are trying to achieve here
<b>but</b>	<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
<b>because</b>	<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
<b>which makes me feel</b>	<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/>

#### Example:

I am	I'm trying to	But	Because	Which makes me feel
a traveler	book flights on my phone	it takes a long time	The website is not responsive and doesn't have a mobile version	Frustrated

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	I am a heritage	I'm trying to explore and	But the existing	Because they are not	Which makes me feel overwhelmed,

	enthusiast or researcher	understand global UNESCO World Heritage Sites in a visually engaging and insightful way	resources are text-heavy, fragmented, or lack interactive insights	centralized or designed with intuitive data visualizations	frustrated, and less motivated to deeply explore cultural and historical data
PS-2	<b>I am</b> an educator or student working on cultural heritage topics	<b>I'm trying to</b> find relevant data and visuals to support learning and presentations on heritage sites	<b>But I</b> struggle to access organized, interactive, and comparative information	<b>Because</b> most data sources are either too complex or not education-friendly	<b>Which makes me feel</b> disengaged and unable to deliver impactful learning experiences