

## Ideation Phase

### Define the Problem Statements

Date	25 February 2026
Team ID	LTVIP2026TMIDS78135
Project Name	Heritage Treasures – A Comprehensive Analytical Study of UNESCO World Heritage Sites using Tableau
Maximum Marks	2 Marks

#### Customer Problem Statement Template:

“Researchers, heritage professionals, and educators need an interactive and visual way to explore UNESCO World Heritage Site data because the current raw format is difficult to interpret, limiting their ability to analyse trends, identify regional insights, and make informed decisions.”

I am	I'm trying to	But	Because	Which makes me feel
A researcher or policymaker studying heritage sites	Analyse trends and risks in UNESCO World Heritage Sites	The dataset is raw and hard to visualise	It lacks interactivity and insights	Frustrated and delayed in making decisions
An educator or student learning about global heritage	Understand the distribution of cultural and heritage sites	It's difficult to extract patterns from spreadsheets	The data isn't structured for easy exploration	Overwhelmed and confused

<b>Problem Statement (PS)</b>	<b>I am (Customer)</b>	<b>I'm trying to</b>	<b>But</b>	<b>Because</b>	<b>Which makes me feel</b>
PS-1	A researcher or policymaker in heritage studies	Analyse trends in UNESCO World Heritage Sites data	The dataset is raw and hard to visualize	It lacks interactivity and insight driven summaries	Frustrated and delayed in making decisions
PS-2	An educator or student exploring global heritage	Understand the regional and category-wise distribution	It's hard to extract patterns from Spread sheets	The data isn't structured for easy exploration or comparison	Overwhelm ed and confused