

Ideation Phase

Define the Problem Statements

Date	20 June 2025
Team ID	LTVIP2025TMID49913
Project Name	Heritage Treasures: An In-Depth Analysis of UNESCO world heritage sites in tableau
Maximum Marks	2 Marks

Customer Problem Statement Template:

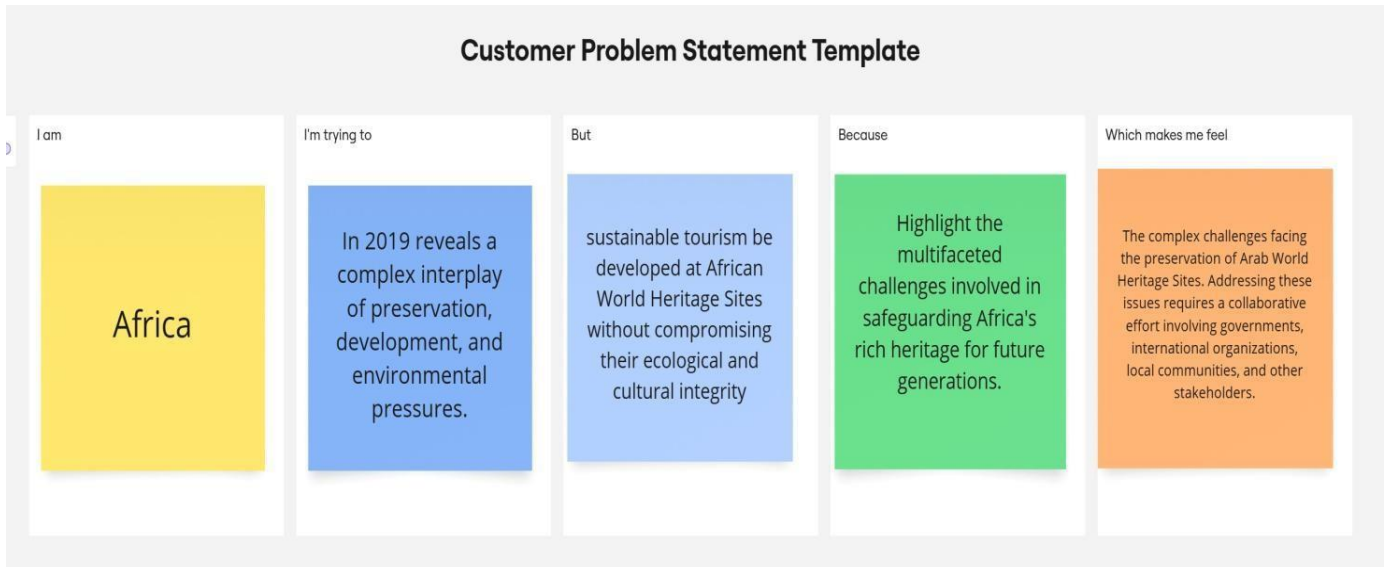
Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

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.

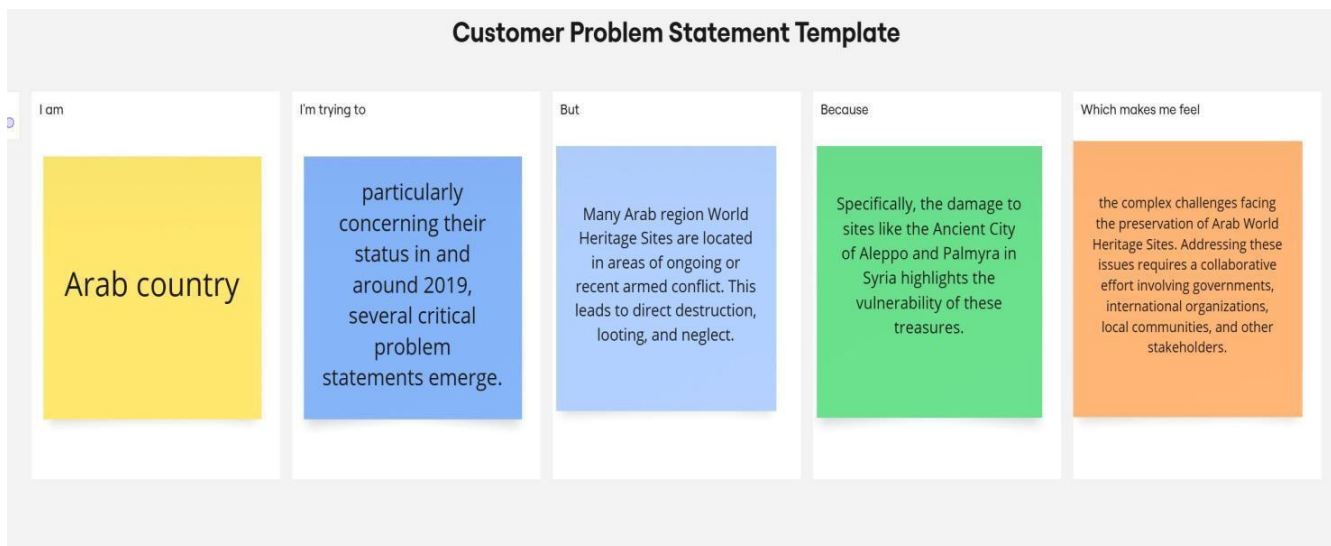
I am	<small>Describe customer with 3-4 key characteristics - who are they?</small>	Describe the customer and their attributes here
I'm trying to	<small>List their outcome or "job" the care about - what are they trying to achieve?</small>	List the thing they are trying to achieve here
but	<small>Describe what problems or barriers stand in the way - what bothers them most?</small>	Describe the problems or barriers that get in the way here
because	<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
which makes me feel	<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/app/board/uXjVIndFwzo=

Example: Problem Statement-1



Example: Problem Statement-2



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Africa	In 2019 reveals a complex interplay of preservation, development, and environmental pressures	Sustainable tourism be developed at African World Heritage Sites without compromising their ecological and cultural integrity	Highlight the multifaceted challenges involved in safeguarding Africa's rich heritage for future generations.	The compels challenge the preservation of Arab World Hentage Sites. Addressing these osues requires a colubercanve effort involving government international orgacions local communities and other stakeholders
PS-2	Arab-Country	particularly concerning their status in and around 2019, several critical problem statements emerge.	Many Arab region World Heritage Sites are located in areas of ongoing or recent armed conflict. This leads to direct destruction, looting, and neglect.	Specifically, the damage to sites like the Ancient City of Aleppo and Palmyra in Syria highlights the vulnerability of these treasures.	The complex challer the preservation of Heritage Sites. Addre issues requires a co effort involving gov international organ local communities' stakeholder.