

Project Design Phase

Problem – Solution Fit Template

Date	19 June 2025
Team ID	LTVIP2025TMID49913
Project Name	Heritage Treasures: An In-Depth Analysis Of UNESCO World Heritage Sites In Tableau
Maximum Marks	2 Marks

Problem – Solution Fit Template:

The Problem-Solution Fit simply means that you identify the real challenges faced by tourists visiting UNESCO World Heritage Sites, and proposes digital solutions that enhance their culture experience. It ensures that the designed solution such as a multilingual, interactive guide app aligns with the needs, behavior, and environment of heritage tourists.

Purpose:

- ☐ Understand the authentic needs of tourists visiting heritage sites like the Taj Mahal.
- ☐ Solve real-world problems such as overcrowding, lack of cultural context, and language barriers.
- ☐ Increase tourist engagement by tapping into familiar digital behavior (social media, mobile usage).
- ☐ Sharpen communication and cultural messaging to enhance site appreciation and build trust and repeat tourism by addressing both frustrations and motivations.
- ☐ **Improve satisfaction and preserve heritage through responsible and informed visitation.**

Template:

Problem-Solution fit canvas 2.0

Purpose / Vision

<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Define CS, fit into</div> <div> <p>1. CUSTOMER SEGMENT(S) CS</p> <p><small>Who is your customer? I.e. domestic and international tourists visiting UNESCO world heritage sites, especially culturally curious travelers and first-time visitors.</small></p> </div> </div>	<div style="display: flex; justify-content: space-between; align-items: center;"> <div></div> <div> <p>6. CUSTOMER CC</p> <p><small>What constraints prevent your customers from taking action or limit their choice of solutions? I.e. language barriers, limited time, unfamiliarity with the layout, poor mobile connectivity, or budget limitations.</small></p> </div> </div>	<div style="display: flex; justify-content: space-between; align-items: center;"> <div></div> <div> <p>5. AVAILABLE SOLUTIONS AS</p> <p><small>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 those solutions have? I.e. printed brochures, local guides (language limited), your table history videos, or basic tour apps.</small></p> </div> </div>
<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Focus on J&P, tap into BE, understand</div> <div> <p>2. JOBS-TO-BE-DONE / PROBLEMS J&P</p> <p><small>Which jobs-to-be-done or problems do you address for your customer? I.e. Tourists seek to explore sites meaningfully, understand cultural significance, and navigate the area easily. Current challenges include lack of multilingual content, crowded spaces, and unclear navigation.</small></p> </div> </div>	<div style="display: flex; justify-content: space-between; align-items: center;"> <div></div> <div> <p>3. PROBLEM ROOT CAUSE RC</p> <p><small>What is the real reason that this problem exists? What is the back story behind the need to do this job? I.e. lack of a centralized, search-friendly digital platform that offers cultural insight, guidance, and real-time updates to multiple languages.</small></p> </div> </div>	<div style="display: flex; justify-content: space-between; align-items: center;"> <div></div> <div> <p>7. BEHAVIOUR BE</p> <p><small>What does your customer do to address the problem and get the job done? I.e. use smartphones for navigation, ask locals or fellow tourists, rely on reviews or tripadvisor, follow tour groups.</small></p> </div> </div>
<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Identify strong TR & EM</div> <div> <p>3. TRIGGERS TR</p> <p><small>What triggers customers to act? I.e. social media influence, travel blogs, recommendations from friends or family, and interest sparked by UNESCO recognition.</small></p> </div> </div>	<div style="display: flex; justify-content: space-between; align-items: center;"> <div></div> <div> <p>10. YOUR SOLUTION SL</p> <p><small>A mobile app with AI and multilingual audio, real-time cultural guidance, navigation support, and visitor experience personalization.</small></p> </div> </div>	<div style="display: flex; justify-content: space-between; align-items: center;"> <div></div> <div> <p>8. CHANNELS OF BEHAVIOUR CH</p> <p><small>B.1 ONLINE What kind of actions do customers take online? Google, Instagram, Tripadvisor</small></p> <p><small>B.2 OFFLINE What kind of actions do customers take offline? Entry gates, on-site Scavling benches, word-of-mouth at site</small></p> </div> </div>

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References:

- <https://www.ideahackers.network/problem-solution-fit-canvas/>
- <https://medium.com/@epicantus/problem-solution-fit-canvas-aa3dd59cb4fe>