

## Project Design Phase

### Problem – Solution Fit

Date	20 February 2026
Team ID	LTVIP2026TMIDS35930
Project Name	Heritage Treasures: An In-Depth Analysis of UNESCO World Heritage Sites in Tableau
Maximum Marks	2 Marks

#### Problem – Solution:

The Problem–Solution Fit ensures that the identified customer problem is clearly understood and that the proposed solution effectively addresses that problem. For our project, we identified challenges faced by users while accessing and analyzing UNESCO World Heritage Sites data, and designed an interactive visualization platform to solve those challenges.

#### Purpose:

- ☐ **Solve complex data interpretation problems** by transforming large and unstructured UNESCO World Heritage datasets into interactive and user-friendly visual dashboards that suit the needs of students, researchers, and explorers.
- ☐ **Increase solution adoption** by leveraging widely used platforms such as Tableau and web-based interfaces, enabling users to explore heritage data through familiar and accessible digital tools.
- ☐ **Improve communication and insight delivery** by presenting heritage information using visual storytelling techniques, interactive filters, maps, and comparative charts that clearly highlight patterns and trends.
- ☐ **Enhance user engagement and trust** by addressing frequent challenges such as difficulty in comparing countries, identifying category-wise distribution (Cultural, Natural, Mixed), and understanding global heritage spread.
- ☐ **Analyze the existing heritage data landscape** to identify gaps in static information platforms and improve accessibility through structured, interactive, and data-driven exploration tools.

Define CS, Mill and CC	<b>1. CUSTOMER SEGMENT(S)</b> <b>CS</b> <ul style="list-style-type: none"> <li>Students (Geography/Data)</li> <li>Researchers</li> <li>Travelers</li> <li>Heritage enthusiasts</li> </ul>	<b>6. CUSTOMER CONSTRAINTS</b> <b>CC</b> <ul style="list-style-type: none"> <li>UNESCO website</li> <li>Wikipedia</li> <li>Travel blogs</li> <li>Raw datasets</li> </ul> (Limited interaction & comparison)	<b>5. AVAILABLE SOLUTIONS</b> <b>AS</b> <ul style="list-style-type: none"> <li>Limited time</li> <li>Data complexity</li> <li>Lack of visualization/UNESCO</li> <li>Static information sources</li> </ul>
	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <b>J&amp;P</b> <ul style="list-style-type: none"> <li>Compare countries</li> <li>Analyze site categories</li> <li>Identify trends</li> <li>Use data for projects</li> </ul>	<b>9. JOBS-TO-BE-DONE / PROBLEMS</b> <b>J&amp;</b> <ul style="list-style-type: none"> <li>Compare countries</li> <li>Analyze site categories</li> <li>Identify trends</li> <li>Use data for projects</li> </ul>	<b>7. BEHAVIOUR</b> <b>BE</b> <ul style="list-style-type: none"> <li>Google search for heritage lists</li> <li>Refers to Wikipedia/UNESCO</li> <li>Downloads datasets</li> <li>Uses charts in projects</li> <li>Looks for comparison tools</li> </ul>
Interp and CS	<b>3. TRIGGERS</b> <b>TR</b> <ul style="list-style-type: none"> <li>Academic assignments</li> <li>Research needs</li> <li>Travel planning</li> <li>Curiosity about heritage</li> </ul>	<b>4. EMOTIONS: BEFORE / AFTER</b> <b>EM</b> <ul style="list-style-type: none"> <li>Confused</li> <li>Overwhelmed</li> <li>Time-consuming analysis</li> </ul>	<b>9. PROBLEM ROOT CAUSE</b> <b>RC</b> <ul style="list-style-type: none"> <li>Heritage data <b>complexity</b></li> <li>Platforms mainly static</li> <li>No interactive dashboard</li> </ul>
Value: Whiplash and LR	<b>4. EMOTIONS: BEFORE / AFTER</b> <b>EM</b> <ul style="list-style-type: none"> <li>Before</li> <li>Confused</li> <li>Overwhelmed</li> <li>Time-consuming analysis</li> </ul>	<b>9. CHANNELS of BEHAVIOUR</b> <b>CH</b> <b>8.1 ONLINE:</b> <ul style="list-style-type: none"> <li>Search engines</li> <li>Educational websites</li> <li>UNESCO portal</li> <li>Tableau dashboards</li> </ul>	<b>10. YOUR SOLUTION</b> <b>SL</b> <ul style="list-style-type: none"> <li>Interactive Tableau dashboard with: <ul style="list-style-type: none"> <li>Global maps &amp; filters</li> <li>Country/category comparisons</li> <li>User-friendly interface</li> </ul> </li> </ul> <b>Core Value:</b> Makes heritage data simple & insigu