

Project Design Phase

Problem – Solution Fit Template

Date	25 June 2025
Team ID	LTVIP2025TMID51596
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 have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

Purpose:

- ☐ Solve complex problems in a way that fits the state of your customers.
- ☐ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- ☐ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ☐ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
- ☐ **Understand the existing situation in order to improve it for your target group.**

Problem solution Fit:

Problem-Solution Fit canvas

Purpose / Vision

Version:

<div style="background-color: #f8d7da; padding: 2px; font-size: 0.8em; margin-bottom: 2px;">1. CUSTOMER SEGMENT(S) CS</div> <div style="background-color: #fff; padding: 5px;">Data journalists and policy analysts working with global heritage</div>	<div style="background-color: #d4edda; padding: 2px; font-size: 0.8em; margin-bottom: 2px;">6. CUSTOMER LIMITATIONS <small>EG. BUDGET, DEVICES</small> CL</div> <div style="background-color: #fff; padding: 5px;">Non-technical background may limit ability to use complex tools</div>	<div style="background-color: #d4edda; padding: 2px; font-size: 0.8em; margin-bottom: 2px;">5. AVAILABLE SOLUTIONS <small>PROS & CONS</small> AS</div> <div style="background-color: #fff; padding: 5px;">Research publications (inflexible and not interactive)</div>
<div style="background-color: #fff3cd; padding: 2px; font-size: 0.8em; margin-bottom: 2px;">2. PROBLEMS / PAINS <small>+ ITS FREQUENCY</small> PR</div> <div style="background-color: #fff; padding: 5px;">Raw heritage data is hard to interpret and explore Time-consuming manual efforts to prepare presentations or reports</div>	<div style="background-color: #fff3cd; padding: 2px; font-size: 0.8em; margin-bottom: 2px;">9. PROBLEM ROOT / CAUSE RC</div> <div style="background-color: #fff; padding: 5px;">Lack of integrated, user-friendly tools that combine data with dynamic visual insight. Visualization and storytelling are not prioritized in official datasets. Data is often static, uncontextualized, or incomplete.</div>	<div style="background-color: #fff3cd; padding: 2px; font-size: 0.8em; margin-bottom: 2px;">7. BEHAVIOR <small>+ ITS INTENSITY</small> BE</div> <div style="background-color: #fff; padding: 5px;">Searching through fragmented databases. Relying on outdated charts or infographics for presentations. Manually cleaning and visualizing data in Excel or PowerPoint</div>
<div style="background-color: #d4edda; padding: 2px; font-size: 0.8em; margin-bottom: 2px;">3. TRIGGERS TO ACT TR</div> <div style="background-color: #fff; padding: 5px;">Urgency to react to a site being endangered or underrepresented</div>	<div style="background-color: #d4edda; padding: 2px; font-size: 0.8em; margin-bottom: 2px;">10. YOUR SOLUTION SL</div> <div style="background-color: #fff; padding: 5px;">A rich, interactive Tableau dashboard exploring site distribution, types, risk levels, and trends. Enables filtering by region, threat, and designation type. Designed for both expert users and non-technical stakeholders</div>	<div style="background-color: #d4edda; padding: 2px; font-size: 0.8em; margin-bottom: 2px;">8. CHANNELS of BEHAVIOR CH</div> <div style="background-color: #fff; padding: 5px;"> <div style="margin-bottom: 5px;"><small>ONLINE</small> UNESCO database, Tableau Public, research blogs, open datasets</div> <div><small>OFFLINE</small> Conferences, printed reports, academic presentations</div> </div>

Define CS, fit into CL

Focus on PR, tap into BE, understand RC

Identify strong TR & EM

Explore AS, differentiate

Focus on PR, tap into BE, understand RC

Extract online & offline CH of BE

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IdeaHackers.NL

References:

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