

## Ideation Phase

### Define the Problem Statements

|               |  |
|---------------|--|
| Date          | 23 June 2025   |
| Team ID       | LTVIP2025TMID51596   |
| 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.

|                            |  |   |
|----------------------------|--|---|
| <b>I am</b>                | Describe customer with 3-4 key characteristics - who are they?                                 | Describe the customer and their attributes here                             |
| <b>I'm trying to</b>       | List their outcome or "job" the care about - what are they trying to achieve?                  | List the thing they are trying to achieve here                              |
| <b>but</b>                 | Describe what problems or barriers stand in the way - what bothers them most?                  | Describe the problems or barriers that get in the way here                  |
| <b>because</b>             | Enter the "root cause" of why the problem or barrier exists - what needs to be solved?         | Describe the reason the problems or barriers exist                          |
| <b>which makes me feel</b> | Describe the emotions from the customer's point of view - how does it impact them emotionally? | Describe the emotions the result from experiencing the problems or barriers |

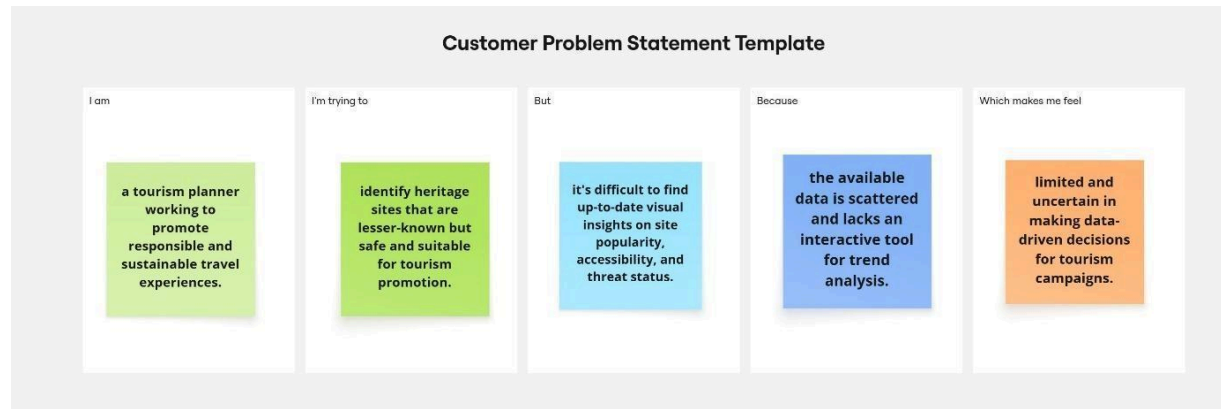
Reference: <https://miro.com/templates/customer-problem-statement/>

#### PROBLEM STATEMENT 1:

**Customer Problem Statement Template**

| I am  | I'm trying to   | But  | Because  | Which makes me feel  |
|---|---|--|--|--|
| <div style="background-color: #d4edda; padding: 10px; border: 1px solid #c3e6cb; margin: 5px auto; width: 80%;">                     a cultural researcher, data enthusiast, and educator interested in global heritage.                 </div> | <div style="background-color: #d4edda; padding: 10px; border: 1px solid #c3e6cb; margin: 5px auto; width: 80%;">                     analyze and present insights on the global distribution and types of UNESCO heritage sites.                 </div> | <div style="background-color: #d1ecf1; padding: 10px; border: 1px solid #bee5eb; margin: 5px auto; width: 80%;">                     the raw data is hard to interpret without meaningful visualization and geographic context.                 </div> | <div style="background-color: #d1ecf1; padding: 10px; border: 1px solid #bee5eb; margin: 5px auto; width: 80%;">                     there's no intuitive, accessible platform that aggregates and visualizes heritage site data effectively.                 </div> | <div style="background-color: #f8d7da; padding: 10px; border: 1px solid #f5c69f; margin: 5px auto; width: 80%;">                     overwhelmed and frustrated, as I can't quickly extract or communicate global heritage patterns                 </div> |

## PROBLEM STATEMENT 2:



| Problem Statement (PS) | I am (Customer)  | I'm trying to   | But   | Because  | Which makes me feel   |
|------------------------|--|---|---|--|---|
| PS-1                   | a cultural researcher, data enthusiast, and educator interested in global heritage.  | Analyze and present insights on the global distribution and types of UNESCO heritage sites. | the raw data is hard to interpret without meaningful visualization and geographic context.              | there's no intuitive, accessible platform that aggregates and visualizes heritage site data effectively. | overwhelmed and frustrated, as I can't quickly extract or communicate global heritage patterns. |
| PS-2                   | a tourism planner working to promote responsible and sustainable travel experiences. | identify heritage sites that are lesser-known but safe and suitable for tourism promotion.  | it's difficult to find up-to-date visual insights on site popularity, accessibility, and threat status. | the available data is scattered and lacks an interactive tool for trend analysis.                        | limited and uncertain in making data-driven decisions for tourism campaigns.                    |