Ideation Phase
Define the Problem Statements

| Date	31 January 2025
Team ID	LTVIP2026TMIDS52570
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	Describe customer with 3-4 key characteristics - *who are they?*	Describe the customer and their attributes here
I'm trying to	*List their outcome or "job" the care about - what are they trying to achieve?*	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way – *what bothers them most?*	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists – *what needs to be solved?*	Describe the reason the problems or barriers exist
which makes me feel	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/

Example:
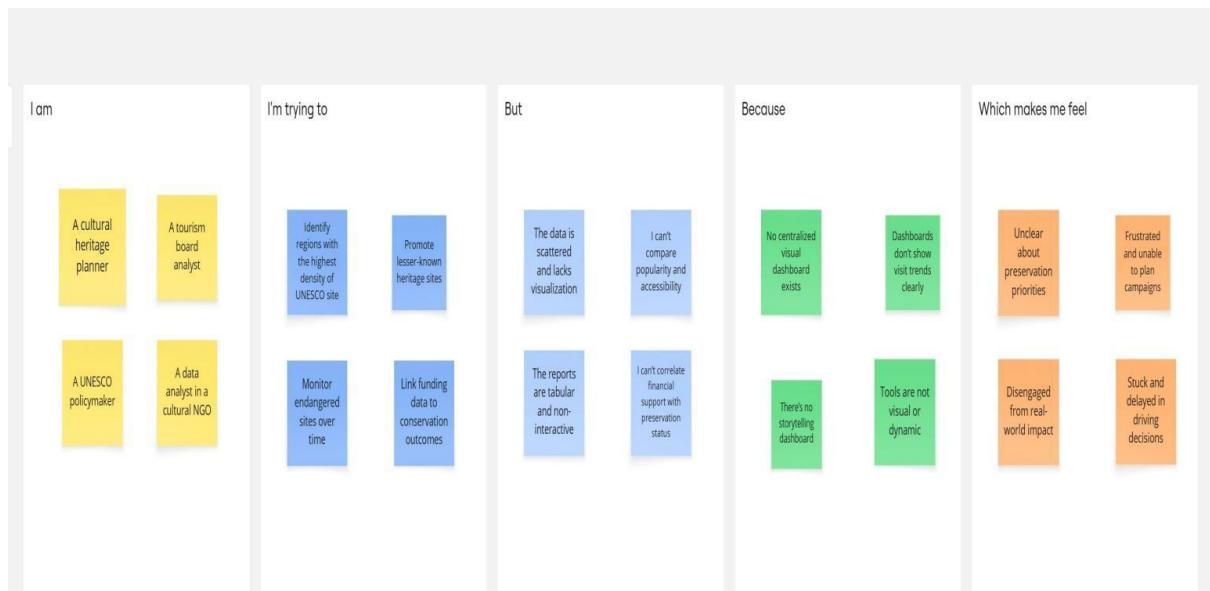
Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	cultural heritage planne	identify regions with the highest density of UNESCO sites	data is scattered and not visua	There's no centralized visual dashboard	Unclear about preservation prioritieS
PS-2	tourism board analyst	promote lesser known heritage sites	I can't compare popularity and accessibility	dashboards don't show tourist trends clearly	frustrated and unable to plan campaigns
PS-3	UNESCO policymaker	monitor endangered heritage sites over time	reports are static and non interactive	there's no storytelling dashboard	disconnected from real time site conditions

PS-4	data analyst in a cultural NGO	link conservation funding to site health	can't correlate funding with site status	tools aren't visual or dynamic	stuck in a slow, manual decision process