

## Ideation Phase

### Define the Problem Statements

Date	31 January 2026
Team ID	LTVIP2026TMIDS24132
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

#### **Example:**



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1 I need to quickly find and compare	Heritage site manager /	to identify which sites in my region	data about threats,	I need a single dashboard	overwhelmed and unable to justify priorities to funders

UNESCO World Heritage Sites by risk factors so I can prioritise conservation actions.	conservation planner	are highest risk and why	dates, and visitation is scattered and not visualised	to combine site details, threat levels, and trends	
PS-2I want to explore UNESCO heritage for travel inspiration and itinerary planning.	Cultural traveller / content creator	to discover notable sites by theme (architecture, nature), time period, and proximity	site lists are long and not interactive for filtering by interests or travel distance	I want to build engaging maps and story views to plan trips and make reels/articles	frustrated because research takes too long and content ideas don't stand out