

Ideation Phase

Define the Problem Statements

Date	26 July 2025
Team ID	PNT2025TMID09700
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.

Customer Problem Statement Template

The template consists of five sequential boxes, each representing a step in the customer's experience:

- I am**: A cultural heritage researcher.
- I'm trying to**: Analyze global patterns and trends in World Heritage Sites.
- But**: The data is scattered and not visualized in an interactive or insightful way.
- Because**: Most sources are static reports or basic lists with limited filtering or insights.
- Which makes me feel**: Frustrated and slowed down in my research process.

Problem Statement (PS)	I am	I'm trying to	But	Because	Which makes me feel
PS-1	A cultural heritage researcher.	Analyse global patterns and trends in World Heritage Sites.	The data is scattered and not visualized in an interactive or insightful way.	Most sources are static reports or basic lists with limited filtering or insights.	Frustrated and slowed down in my research process.
PS-2	A traveller interested in visiting World Heritage Sites.	Explore and learn about cultural and natural heritage sites around the world.	it's hard to understand what's available in different countries or which sites are most unique or endangered.	There's no engaging platform that visualizes this data in a simple, interactive format.	Overwhelmed and unsure where to start planning my trip.

