

Project Design Phase
Problem – Solution Fit Template

Date	15 February 2025
Team ID	PNT2025TMID09700
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

Heritage Treasures: An In-Depth Analysis of UNESCO World Heritage Sites (2019)

5. CUSTOMER SEGMENT(S)

CS

- Cultural heritage researchers
- UNESCO planners
- Educators/students
- Tourism development boards

6. CUSTOMER CONSTRAINTS

- Difficulty accessing meaningful Insights from raw data
- Time-consuming manual analysis
- Lack of interactive visualization/our interactive enough
- General GIS tools require expertise in using data

8. JOBS-TO-BE: DONE / PROBLEMS

J&P

- Explore heritage site patterns over time-and data
- Identify underrepresented or endangered sites
- Share insights with policy makers, public
- Share insights with policy makers

9. PROBLEM ROOT CAUSE

- No interactive global dashboard
- Raw data not cleared or pre-structured for storytelling
- Existing formats (PDFs, spreadsheets) lack usability
- Gap between cultural data and tech-based visualization tools

3. TRIGGERS

TR

- Project deadlines, a(s)adani: NGO, government)
- Discovery of new heritage sites or updates from
- Conference preparations or publishing needs
- Policy decisions requiring heritage insights, ""

7. BEHAVIOUR

- Downloading and cleaning datasets manually
- Using static graphs for reports
- Spending hours creating maps-manually
- Relying on old PDF-based resources

3. EMOTIONS: BEFORE / AFTER

EM

Before: Frustrated, overwhelmed, time constrained

Before: Frustrated, overwhelmed

After: Confident, informed

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.**

References:

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