

Project Design Phase

Problem – Solution Fit Template

Date	28 June 2025
Team ID	LTVIP2025TMID48209
Project Name	Heritage Treasures
Maximum Marks	2Marks

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 and why

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.**

Template:

Problem-Solution Fit canvas		Purpose / Vision	Version:
Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS Who is your customer? <ul style="list-style-type: none"> Cultural heritage researchers Government policymakers UNESCO and NGO preservation stakeholders Students and data analysts interested in heritage insights 	6. CUSTOMER LIMITATIONS CL <small>EG. BUDGET, DEVICES</small> What limits their ability to act? <ul style="list-style-type: none"> Lack of technical expertise to analyze data Limited access to dynamic, filtered visualizations Time constraints in policy and decision-making 	5. AVAILABLE SOLUTIONS AS <small>PROS & CONS</small> What solutions have they tried before? <ul style="list-style-type: none"> Static PDF reports or raw CSV data Manual site-wise analysis Generic dashboards with no regional/danger-specific filters
	Focus on PR, tap into BE, understand RC	2. PROBLEMS / PAINS PR <small>• ITS FREQUENCY</small> What triggers the need? <ul style="list-style-type: none"> Need for focused preservation action Increased public concern about endangered heritage Growing awareness from news, international reports, or academic research 	9. PROBLEM ROOT / CAUSE RC Why does this problem exist? <ul style="list-style-type: none"> Fragmented data sources and static formats Lack of accessible, visual-driven insights for non-technical users
Identify strong TR & EM		3. TRIGGERS TO ACT TR What triggers the need? <ul style="list-style-type: none"> Need for focused preservation action Increased public concern about endangered heritage Growing awareness from news, international reports, or academic research 	10. YOUR SOLUTION SL What do you offer? <ul style="list-style-type: none"> Tableau-based visual analytics project <ul style="list-style-type: none"> Shows heritage sites by country (block chart) Displays endangered vs safe sites (pie chart) Analyzes inscription trends by region over time (line chart) Makes insights actionable and accessible through visual storytelling
	4. EMOTIONS EM <small>BEFORE / AFTER</small> What triggers the need? <ul style="list-style-type: none"> Need for focused preservation action Increased public concern about endangered heritage Growing awareness from news, international reports, or academic research 	Extract online & offline CH of BE	