

Project Design Phase Problem – Solution Fit Template

Date	26 June 2025
Team ID	LTVIP2025TMID50160
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 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.

Heritage Treasures: An In-Depth Analysis of UNESCO World Heritage Sites using Tableau

1. CUSTOMER SEGMENT(S) CS <p>Heritage & culture resurges</p> <ul style="list-style-type: none"> • Data analysts working in heritage re sectors • UNESCO and NGO workers • Students and educators in cultural studies <p>Shared traits/needs</p>	2. JOBS-TO-BE-DONE / PROBLEMS JBP <ul style="list-style-type: none"> • Identify endangered heritage sites • Understand regional distribution of heritage • Track heritage additions/removals over time • Compare site types and preservation status 	5. AVAILABLE SOLUTIONS AS <ul style="list-style-type: none"> • UNESCO static reports • Wikipedia or POFs • GIS platforms (limited access or complexity) • Time-consuming for trend analysis <p>Limits to usage</p>
4. EMOTIONS: BEFORE / AFTER TIL <ul style="list-style-type: none"> • Government funding announcements • World Heritage Day events • News about damage/loss of heritage sites • Policy making for cultural preservation 	4. EMOTIONS: BEFORE / AFTER BF <p>Data is available but siloed Frustration due to unstructured formats Difficulty seeing patterns or urgency</p> <p>Empowered with visuals Confident in findings Inspired to act or share insights</p>	7. BEHAVIOUR BE <ul style="list-style-type: none"> • Google search for lists • Manual research from UNESCO site • Consult articles or forums • Use Excel for basic sorting
4. EMOTIONS: BEFORE / AFTER AF <p>What prompts action</p> <ul style="list-style-type: none"> • Overwhelmed by raw data • Frustration due to unstructured formats • Difficulty seeing patterns or urgency 	9. PROBLEM ROOT CAUSE RC <p>Data is available but siloed Users are not data visualization experts Analyzes site types and regional distribution Presents user friendly visual stories</p> <p>Fit with problem: Reduces effort, increases understanding Supports data-driven awareness</p>	10. YOUR SOLUTION SL <ul style="list-style-type: none"> • An interactive Tableau dashboard that <ul style="list-style-type: none"> - Maps sites globally with filters - Tracks endangered sites over time - Analyzes site types / region distribution - Presents user friendly visual stories <p>Fit with problem: Reduces effort, increase understanding Supports data-driven awareness</p>