

# Ideation Phase

## Define the Problem Statements

Date	22 June 2025
Team ID	LTVIP2025TMID50160
Project Name	Heritage Treasures : An In-Dept Analysis of UNESCO World Heritage Sites in Tableau
Maximum Marks	2 Marks

## Customer Problem Statement Template

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.



Problem Statement(PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A heritage conservation researcher/policymaker	Understand the global distribution, risk level, and trends of UNESCO World Heritage Sites	The raw data is complex and difficult to interpret quickly	It lacks interactive visual summaries and intuitive exploration tools	Overwhelmed and unsure where to focus conservation awareness efforts
PS-2	A student or cultural enthusiast	Learn about UNESCO World Heritage Sites around the world	It is difficult to compare and explore the sites easily	Most information is scattered across text-heavy websites and lacks visual engagement	disconnected from the global significance of these sites