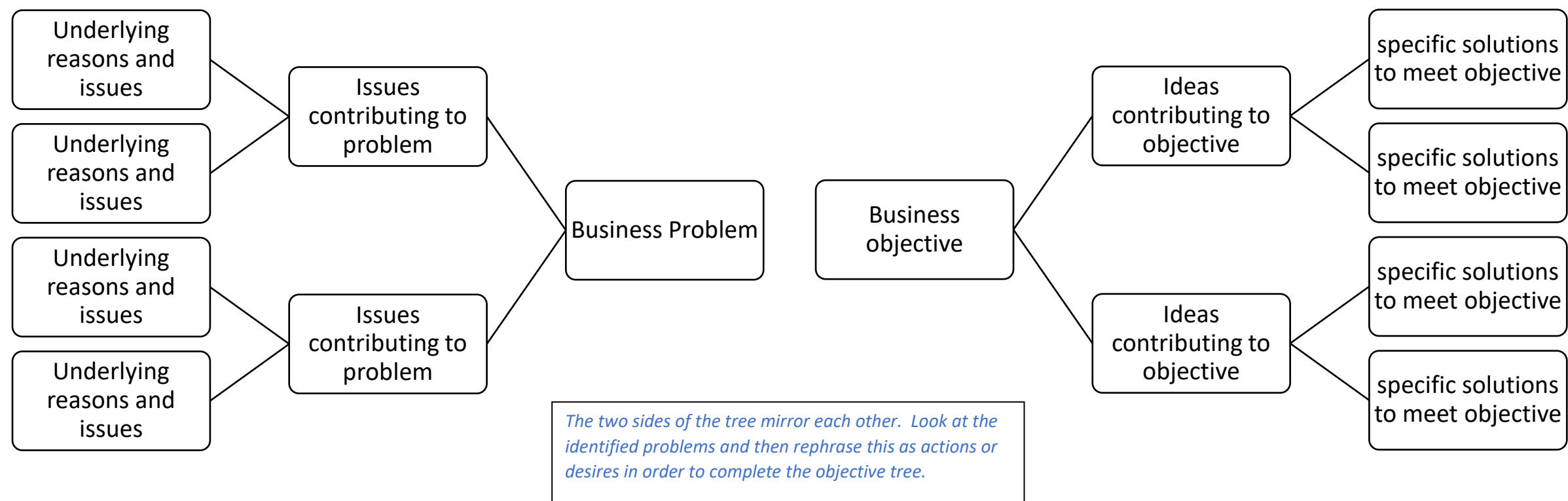


Problem tree analysis to Objective tree analysis.

The diagram below shows how you can think about problems and then mirror that thinking, in order to come up with solutions. Once the problem and objective analysis is complete, you can then look for data that provides evidence of the problems and supports the solutions, or alternatively disproves your assumptions. Different sources of Data can be found in your notes from Week 1 'Start thinking about your data', you will also find more information in the Week 4 steps, 'External Agencies and OTAs' and 'External Data'.

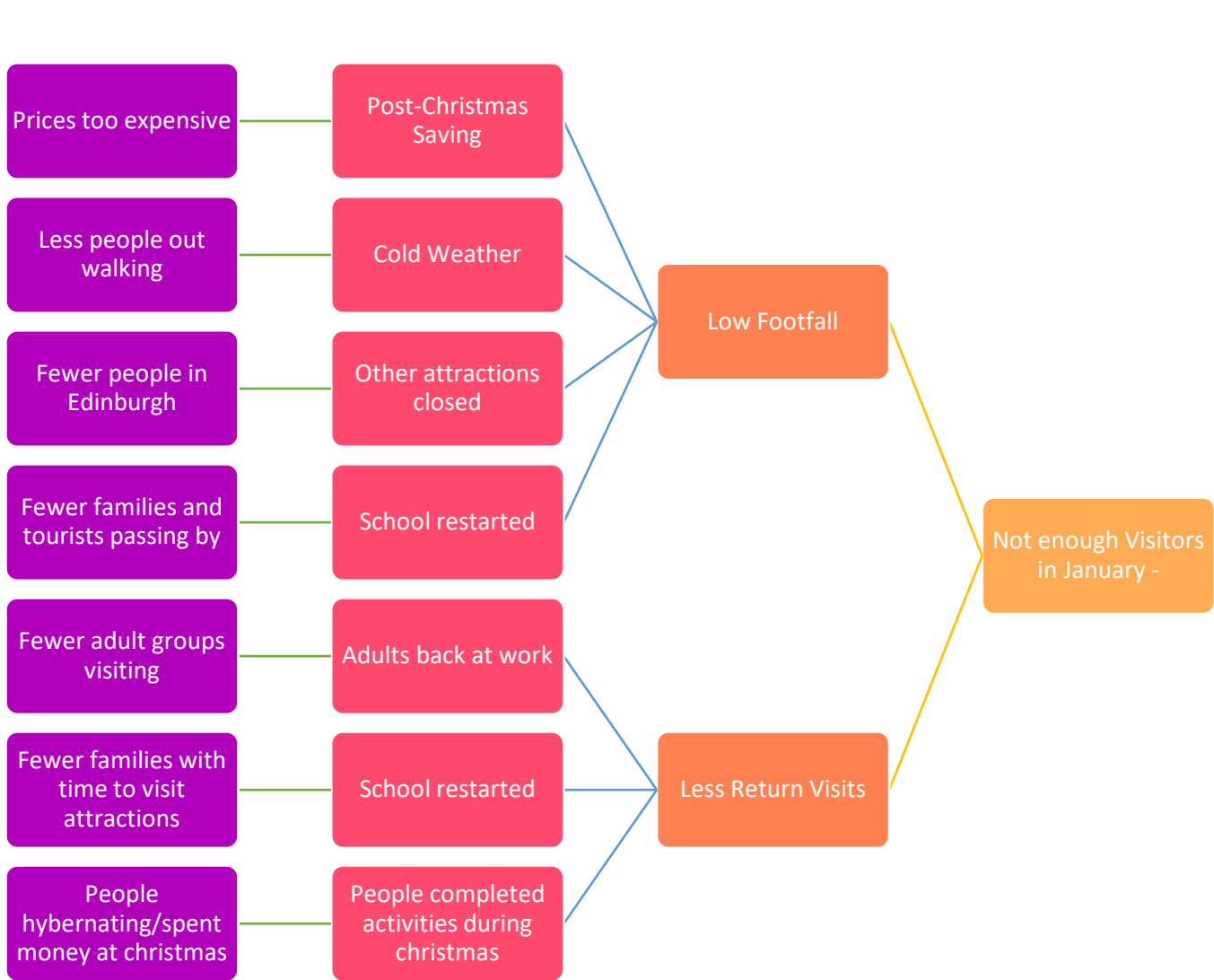
All the diagrams provided on the course are intended to provide ideas and inspiration. There is no right or wrong way to investigate your business data, instead you should find tools that are effective and easy to use. A pen and paper are as valid as computer images. Alternatively lists and spreadsheets may be your preferred method and these will be explored further in Week 4.



The following pages use The Camera Obscura, Toddler Fest, case study, as an example to show the Problem Tree to Objective Tree method in action. The same information has also been used to generate a sunburst visualisation, which shows issues and solutions in a series of rings that are then divided into nodes. More information about different types of data visualisation can be found at the [Data Visualisation Catalogue](#) which also provides links to a selection of 'how to guides' with solutions to suit most computer users.

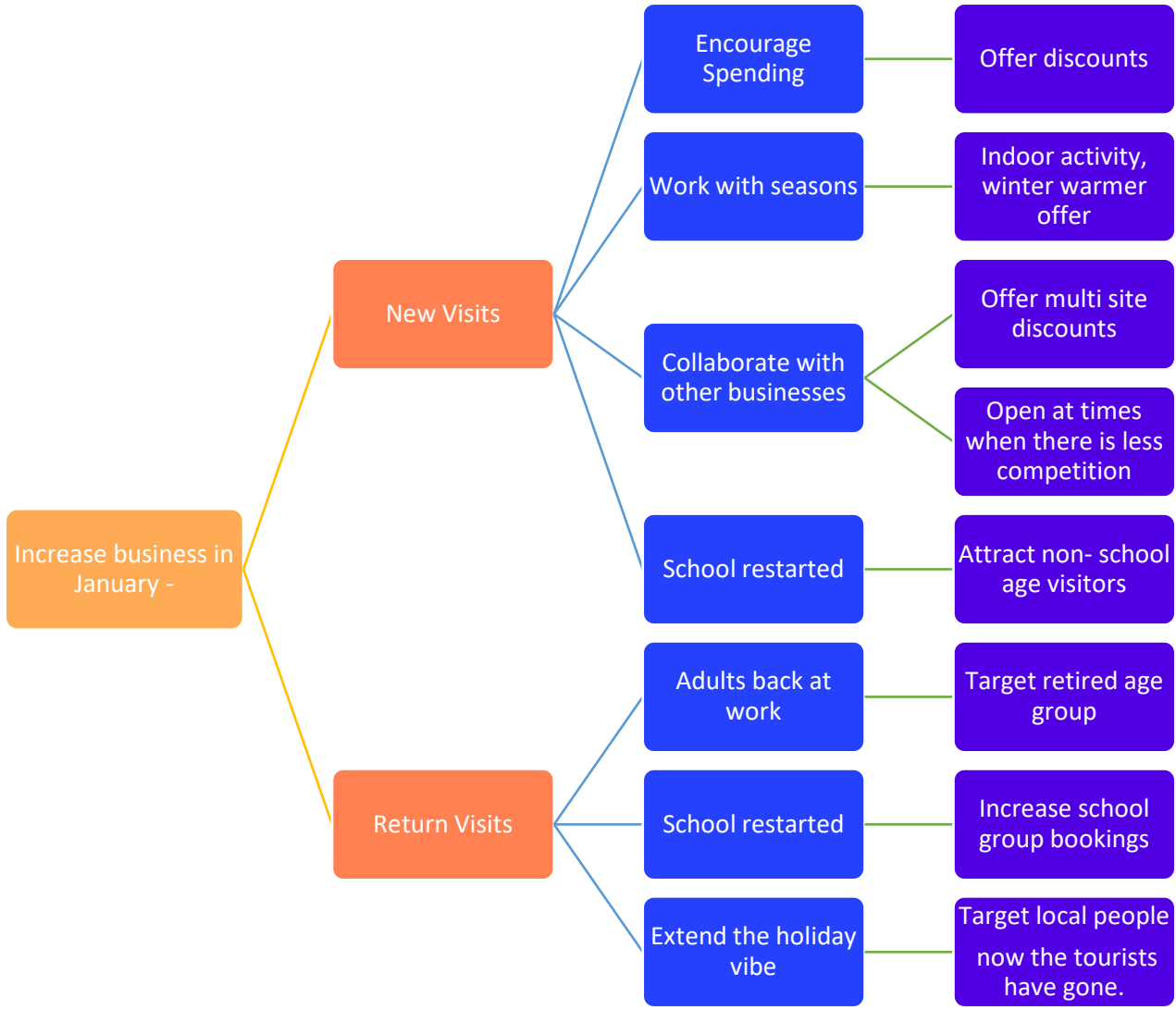
Problem Tree Analysis: Camera Obscura

Think through a problem, the issues and the underlying issues

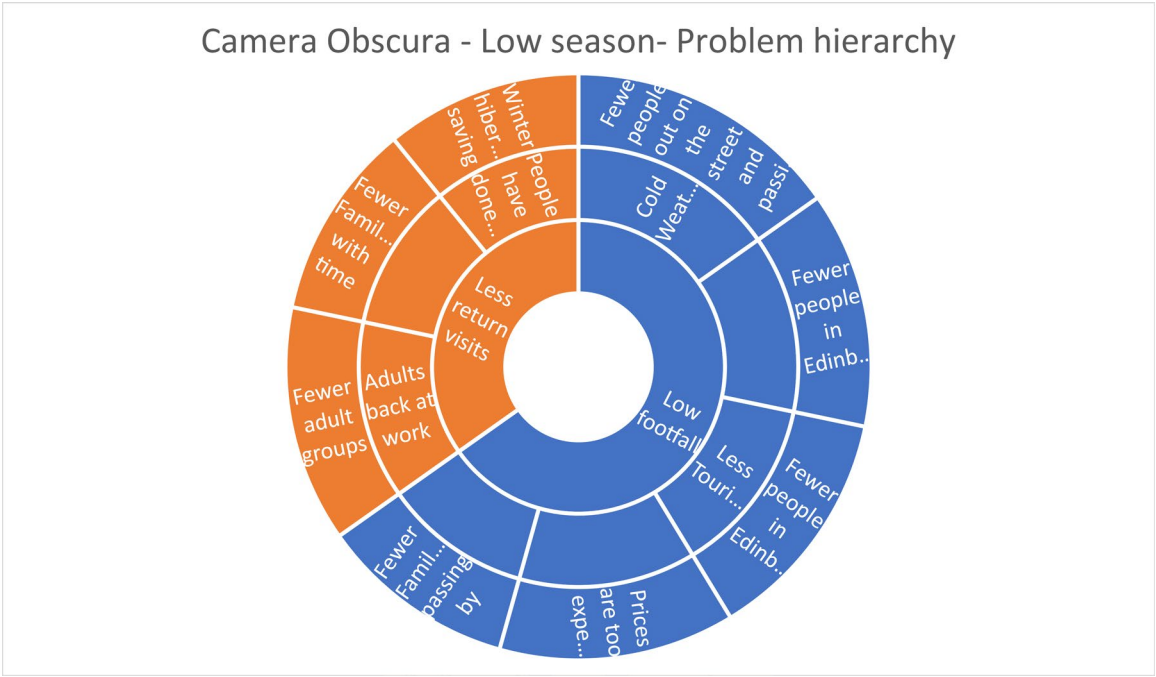


Objective Tree Analysis : Camera Obscura

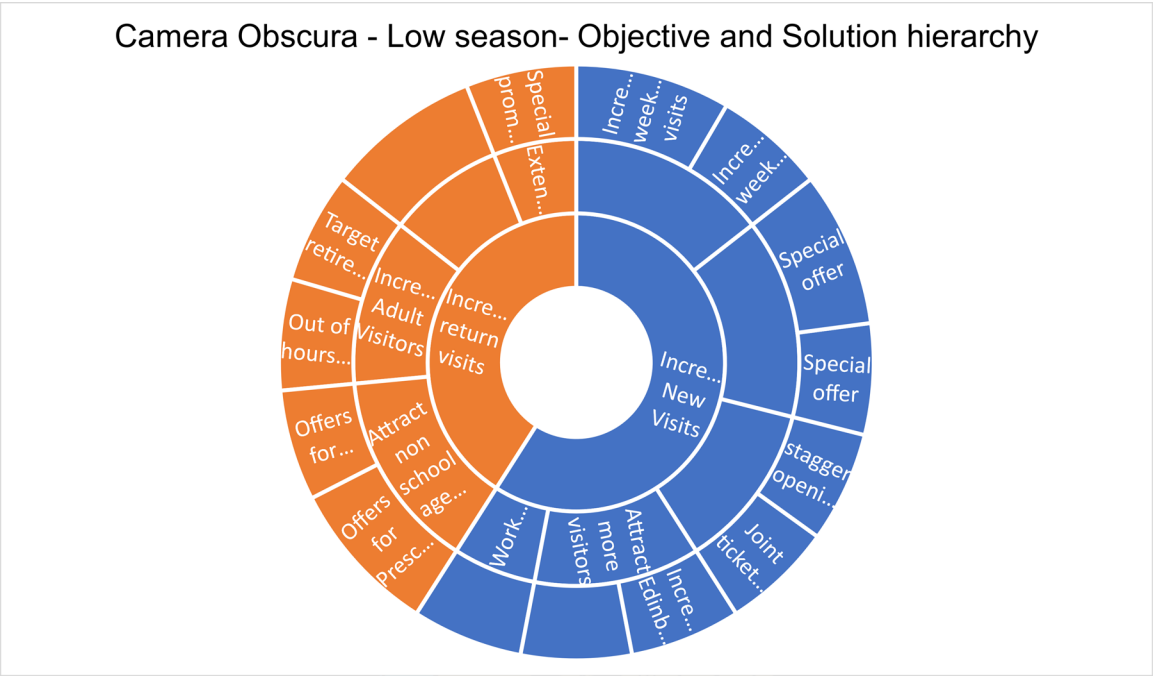
Mirror this by turning items on the problem tree into objectives and actions



Spreadsheet and Sunburst analysis, based on Camera Obscura case study.



Problem	Cause	Underlying cause	Problem Score
Low footfall	Post Christmas saving	Prices are too expensive	60
Low footfall	Cold Weather	Fewer people out on the street and passing by	70
Low footfall	Less Tourists	Fewer people in Edinburgh	60
Low footfall	School restarted	Fewer Families passing by	50
Low footfall	Other attractions closed	Fewer people in Edinburgh	60
Less return visits	People have done their activities during the holidays	Winter hibernation/saving	50
Less return visits	School restarted	Fewer Families with time	50
Less return visits	Adults back at work	Fewer adult groups	60



Objective	Main aims	Contributing Ideas	Priority Score
New Visits	Encourage spending	Special offer	70
New Visits	Encourage spending	Discount categories	50
New Visits	Work with seasons	Indoor activity for cold months	50
New Visits	Attract more visitors	Winter Warmer events	50
New Visits	Attract more visitors	better marketing	50
New Visits	Attract more visitors	Increase Edinburgh based visitors	50
New Visits	Attract more families	Local Offers/advertising	50
New Visits	Attract more families	Increase weekend visits	50
New Visits	Attract more families	Term Time Offers	50
New Visits	Attract more families	Increase weekday visits	70
New Visits	Collaborate with other tourism businesses	Target pre-school ages	70
New Visits	Collaborate with other tourism businesses	Joint tickets to attractions	50
New Visits	Collaborate with other tourism businesses	stagger opening hours	50
New Visits	Collaborate with other tourism businesses	Drive visitors through scheduling	50
return visits	Extend the holiday vibe	Special promotions	50
return visits	Extend the holiday vibe	Target local people now the rush is over	50
return visits	Attract non school visitors	Offers for Preschool	70
return visits	Attract non school visitors	Offers for Students	50
return visits	Increase school bookings	Advertise to local schools	70
return visits	Increase school bookings	special pricing or activities	70
return visits	Increase Adult Visitors	Special talks and events	50
return visits	Increase Adult Visitors	Target retired visitors	50
return visits	Increase Adult Visitors	A big night out	50
return visits	Increase Adult Visitors	Out of hours visits	50