

Ideation Phase

Define the Problem Statements

Date	9 FEB 2026
Team ID	LTVIP2026TMIDS74471
Project Names	Toy Craft Tales: tableau' s vision into toy manufacturer data
Maximum Marks	2 Marks

Customer Problem Statement Template:

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

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.

I am	Describe customer with 3-4 key characteristics - who are they?	Describe the customer and their attributes here
I'm trying to	List their outcome or "job" the care about - what are they trying to achieve?	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way – what bothers them most?	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists – what needs to be solved?	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view – how does it impact them emotionally?	Describe the emotions the result from experiencing the problems or barriers

Customer Problemstatement for toy craft sales:

I am

I'm trying to

But

Because

Which makes me feel

marketing manager

Identify the best-selling toys in each region

The data is not broken down by geography

Reports are not segmented

Disconnect from local market trends.

I am

I'm trying to

But

Because

Which makes me feel

Toy Designer

Create toys that kids love

I don't know which toys are trending

customer feedback and sales data aren't visualized

Unsure about design choices

I am

I'm trying to

But

Because

Which makes me feel

Product manager

Analyze customer preferences across age groups

I don't have a clear breakdown by demographic

The current system doesn't track it visually

Unsure about what to prioritize for new product design.

I am

I'm trying to

But

Because

Which makes me feel

Regional manager

Understand which product categories are performing best

The sales reports are complex and not visual

The data is only available in spreadsheets

Overwhelmed and uncertain about making decisions.

Problem Statement(PS)	I am (Customer)	I’ m trying to	But	Because	Which makes me feel
PS - 1	Marketing Manager	Identifythebest-selling toys in each region	The data is not broken downby geography	Reports arenot segmented	Disconnect from the local market trends.
PS - 2	Region al Manag er	Understand which product categories best	The sales reports are complex and not visual	Thedata is only available in spreadsheets	Overwhelmed and uncertain about making decisions.
PS - 3	ToyDesigner	Createtoys that kids love	I don’ t know which toys are trending	Customer feedback, sales data aren’ t good	Unsure about design choices
PS - 4	Product Manager	Analyse customer	I don’ t havea clear	The current system doesn’ t	Unsure about what to prioritize

		needs according to age	breakdown by demographic	track it visually	for new product design.
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