

## Ideation Phase

### Define the Problem Statements

Date	03 February 2026
Team ID	LTVIP2026TMIDS89201
Project Name	ToyCraft 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.

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

Reference: <https://miro.com/templates/customer-problem-statement/>

#### Example:



## PS-1:

I am	I'm trying to	But	Because	Which makes me feel
a working parent looking to buy educational toys for my 6-year-old.	find toys that match my child's learning level and interests.	I'm overwhelmed by the number of choices and unclear product descriptions.	there's no proper filter or personalized guidance on most toy websites.	frustrated, unsure, and hesitant to make a purchase.

## PS-2:

I am	I'm trying to	But	Because	Which makes me feel
a regional manager overseeing multiple toy stores in different cities.	stock each store with toys that match local customer preferences.	I don't have clear data on what sells well in each region.	our sales data isn't visualized effectively, and it's hard to compare performance across locations.	frustrated and worried that I'm overstocking or understocking the wrong items.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	a working parent looking to buy educational toys for my 6-year-old.	find toys that match my child's learning level and interests.	I'm overwhelmed by the number of choices and unclear product descriptions.	there's no proper filter or personalized guidance on most toy websites.	frustrated, unsure, and hesitant to make a purchase.
PS-2	a regional manager overseeing multiple toy stores in different cities.	stock each store with toys that match local customer preferences.	I don't have clear data on what sells well in each region.	our sales data isn't visualized effectively, and it's hard to compare performance across locations.	frustrated and worried that I'm overstocking or understocking the wrong items.