

Ideation Phase

Define the Problem Statements

Date	27 june 2025
Team ID	LTVIP2025TMID49260
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.

I am	<small>Describe customer with 3-4 key characteristics - who are they?</small>	Describe the customer and their attributes here
I'm trying to	<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
but	<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
because	<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
which makes me feel	<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:



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Kids	Barbie	the raw data is	it spans multiple	overwhelmed and unable to identify key

			large, unstructured, and difficult to interpret without visual tools	years (2005–2016) and includes diverse metrics like Index, Manufacturer Count, and State-level data	patterns, trends, or top-performing regions for strategic decisions
PS-2	a student or beginner in data visualization	to explore real-world industry data using Tableau	I find it difficult to connect raw data with meaningful insights and design a compelling story	I lack a guided, structured example of a complete Tableau project with narrative and analysis	uncertain about how to approach dashboard design and storytelling in data analytics