

Ideation Phase

Define the Problem Statements

Date	19 June 2025
Team ID	LTVIP2025TMID48991
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	Describe customer with 3-4 key characteristics - <i>who are they?</i>	Describe the customer and their attributes here
I'm trying to	List their outcome or "job" the care about - <i>what are they trying to achieve?</i>	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way - <i>what bothers them most?</i>	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists - <i>what needs to be solved?</i>	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view - <i>how does it impact them emotionally?</i>	Describe the emotions the result from experiencing the problems or barriers

Example: Smartphone User with Low Storage Issues

Smartphone User with Low Storage Issues				
I am	I'm trying to	But	Because	Which makes me feel
a smartphone user with limited storage space	save photos, videos, and download new apps	my phone keeps warning me about low storage	system updates and pre-installed apps are using most of the space	frustrated and stuck because I can't uninstall what I don't even use

Food Delivery Rider Managing in Heavy Rain

I am	I'm trying to	But	Because	Which makes me feel
a food delivery rider working during heavy rain	deliver orders on time without damaging the food	traffic slows down and roads become slippery	bad drainage and potholes in the city create dangerous driving conditions	stressed, unsafe, but also guilty if I'm late

Working Mom Trying a Recipe

I am	I'm trying to	But	Because	Which makes me feel
a working mom trying to cook something new	follow an online recipe for a special meal	the instructions are either too fast or missing important details	the video assumes I already know certain techniques	nervous about wasting ingredients and disappointing my family

Problem Statement (PS)	I am	I'm trying to	But	Because	Which makes me feel
PS-1: Smartphone User with Low Storage Issues	a smartphone user with limited storage space	save photos, videos, and download new apps	my phone keeps warning me about low storage	system updates and pre-installed apps are using most of the space	frustrated and stuck because I can't uninstall what I don't even use
PS-2: Food Delivery Rider Managing in Heavy Rain	a food delivery rider working during heavy rain	deliver orders on time without damaging the food	traffic slows down and roads become slippery	bad drainage and potholes in the city create dangerous driving conditions	stressed, unsafe, but also guilty if I'm late
PS-3: Working Mom Trying a Recipe	a working mom trying to cook something new	follow an online recipe for a special meal	the instructions are either too fast or missing important details	the video assumes I already know certain techniques	nervous about wasting ingredients and disappointing my family