

Ideation Phase

Define the Problem Statements

Date	28 June 2025
Team ID	LTVIP2025TMID50882
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:

Customer Problem Statement Template

I am	I'm trying to	But	Because	Which makes me feel
<div>A toy collector seeking unique designs</div> <div>A small toy store owner</div>	<div>Buy quality toys online easily</div> <div>Explore educational toy options</div>	<div>No emotional value in available options</div> <div>Hard to trust product reviews</div>	<div>Handcrafted toy makers lack visibility</div> <div>Storytelling isn't part of most platforms</div>	<div>Frustrated finding meaningful toys</div> <div>Eager for a better, curated platform</div>

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A parent looking for engaging toys	Find meaningful and educational toys for my child	Most toys are generic and lack emotional value	The market is filled with mass-produced products with no storytelling	Frustrated and disappointed
PS-2	A conscious buyer wanting eco-friendly options	Support local handcrafted toy makers	It's hard to discover them online	They don't have enough digital presence or reach	Disconnected and eager for a better platform