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		

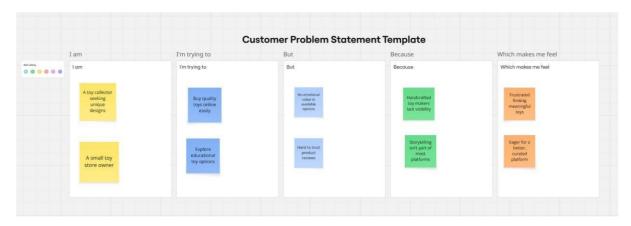
Customer Problem Statement Template:

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.

l a	Describe customer with 3-4 key characteristics - who are they?	Describe the customer and their attributes here
I'm trying	List their outcome or "Job" the care about - what are they trying to achieve?	List the thing they are trying to achieve here
b	Describe what problems or barriers stand in the way – what bothers them most?	Describe the problems or barriers that get in the way here
becau	Enter the "root cause" of why the problem or barrier exists – what need to be solved?	
which mak me fe	customer's point o	Describe the emotions the result from experiencing the problems or harriers

Example:



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 emotiona I 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