

IDEATION PHASE

DEFINE THE PROBLEM STATEMENT

Date	January 2026
Team ID	LTVIP2026TMIDS86534
Project Name	ToyCraft tales: tableau's vision into toy manufacturer data
Maximum Marks	2 Marks

I am	I'm trying to	But	Because	Which makes me feel
<div>I am</div> <div>parent looking to buy toys for my child</div> <div>customer shopping for a birthday gift</div>	<div>I'm trying to</div> <div>find toys that are fun, safe, and age-appropriate</div> <div>find a popular toy that kids will love</div>	<div>But</div> <div>there are too many options and I'm not sure which ones are good quality</div> <div>I don't know what's trending right now</div>	<div>Because</div> <div>I don't have clear information or reviews to compare</div> <div>stores don't show which toys are the most popular</div>	<div>Which makes me feel</div> <div>confused and worried about choosing the wrong toy</div> <div>unsure and stressed about making the right choice</div>

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	parent looking to buy toys for my child	find toys that are fun, safe, and age-appropriate	I'm not sure which ones are good quality	I don't have clear information or reviews to compare	confused and worried
PS-2	customer shopping for a birthday gift	find a popular toy that kids will love	I don't know what's trending right now	stores don't show which toys are the most popular	unsure and stressed