

Ideation Phase

Define the Problem Statements

Date	25June 2025
Team ID	LTVIP2025TMID47679
Project Name	Toy Craft Tales: Tableau's Vision into Toy Manufacturer Data
Maximum Marks	4 Marks

Problem Statement for Toy Craft Tales

Parents and caregivers of young children struggle to find high-quality, imaginative toys that encourage long-term creativity and learning. The current market is saturated with cheap, disposable plastic toys that quickly lose a child's interest, contribute to clutter, and don't align with parents' values of sustainability and meaningful play. Many toys also focus on passive entertainment rather than fostering hands-on creativity, problem-solving, and storytelling.

As a result, parents feel frustrated by:

- Wasted spending on toys that break or are abandoned after short use.
- Guilt over excessive screen time due to a lack of engaging offline alternatives.
- Overwhelming choices with no clear way to identify toys that truly inspire creativity.

Toy Craft Tales aims to solve this by providing durable, open-ended, and story-driven building toys that grow with children, reduce waste, and make playtime both fun and enriching.

Key Elements of the Problem:

1. **Short-lived engagement** – Kids lose interest in one-dimensional toys.
2. **Low durability** – Many toys break easily, creating waste and frustration.
3. **Lack of creativity & learning** – Passive play doesn't encourage problem-solving or storytelling.
4. **Sustainability concerns** – Parents want eco-friendly options but struggle to find them.