

Ideation Phase

Define the Problem Statements

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Team ID	LTVIP2026TMIDS60231
Project Name	ToyCraft Tales: Tableau's Vision into Toy Manufacturer Data
Maximum Marks	2 Marks

What is a Customer Problem Statement?

Instead of rushing into a solution, this template asks you to slow down and see the world through your customer's eyes.

You don't start with what you want to build — you start with what they are struggling with.

This helps you uncover what really matters to them: their needs, frustrations, and emotions. Once you truly understand their problem, finding the right solution becomes much easier.

Why Use It?

- It shows you what the customer actually needs.
- It builds empathy — you feel what they feel.
- It guides your ideas and solutions in the right direction.
- It stops you from wasting time on the wrong things.

The Super Simple Format:

You just have to fill in the blanks like a story:

I am (who the customer is)

I'm trying to (what they want to do)

But (what's stopping them?)

Because (why is this a problem?)

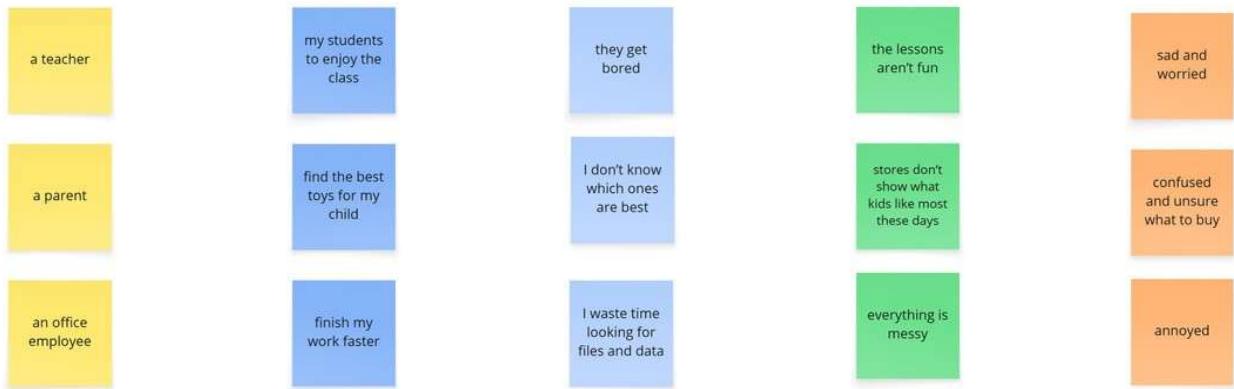
Which makes me feel (how do they feel?)

This turns a problem into a real situation, not just words. It's like writing from their point of view so you can solve their problem, not just your idea of it.

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

Example:

I am I'm trying to But Because Which makes me feel



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	a teacher	my students to enjoy the class.	they get bored	the lessons aren't fun	sad and worried
PS-2	a parent	find the best toys for my child	I don't know which one are best	stores don't show what kids like most these days	confused and unsure what to buy
PS-3	an office employee	finish my work faster	I waste time looking for files and data	everything is messy	annoyed