

Ideation Phase

Define the Problem Statements

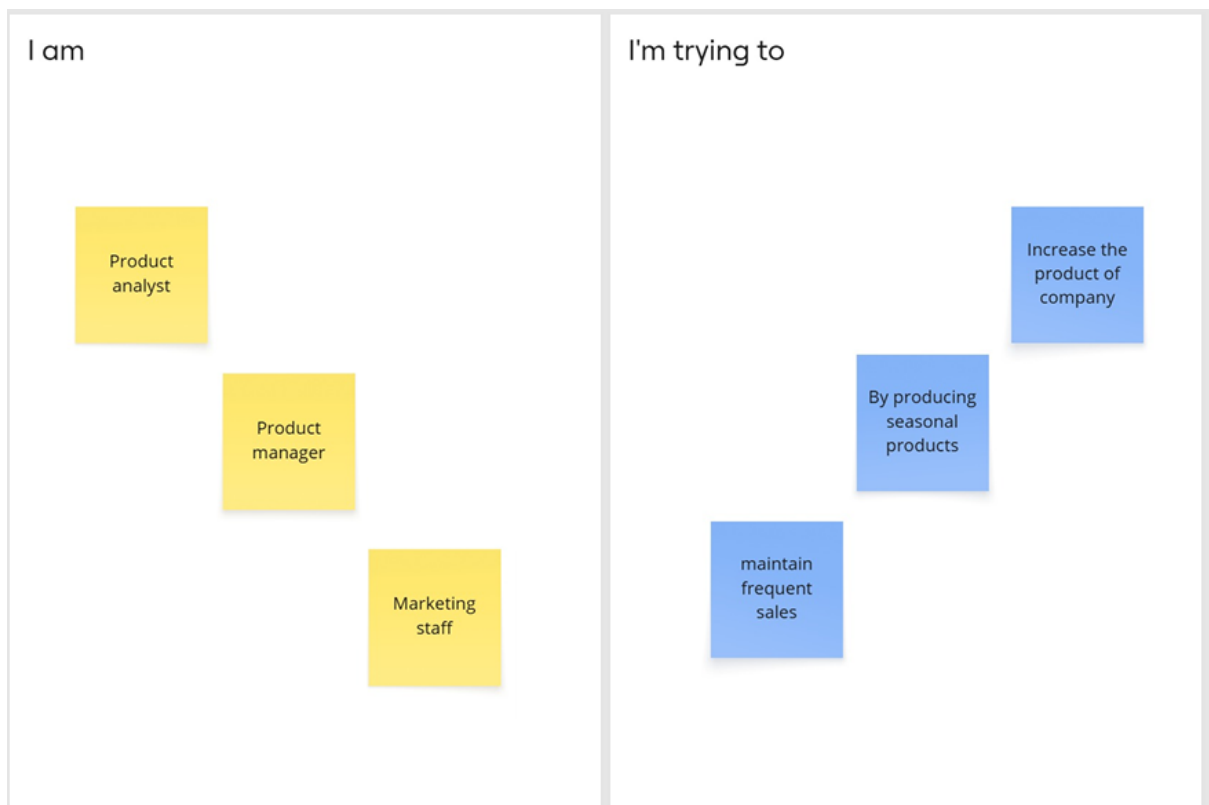
Date	24 June 2025
Team ID	LTVIP2025TMID49263
Project Name	ToyCraft_Tales
Maximum Marks	2 Marks

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.

Example:



But

Trend shows
the decrement
in
manufacturing
units

Poor
manufacture
plan

Poor
maintainence
of
advertisements

Because

Nobody is
trying to
increase the
quality

Not working
in a
innovative
way

other
products
attraction is
more

Which makes me feel

To produce
quality
products

Products to
be attractive

Advertiseme-
nt should be
better.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Product analyst	Increase the productivity of company	Trend shows decrement in manufacturing units	Nobody is trying to increase productivity	To produce quality products
PS-2	Product manager	By producing Seasonal products	Poor manufacture plan	Not thinking in a innovative way	Products to be attractive
PS-3	Marketing Staff	Maintain frequent sales	Poor advertisement	Other product ads attraction is more	Ads should be better