# Ideation Phase
# Define the Problem Statements

| Date | 24 June 2025 |
|---|---|
| Team ID | LTVIP2025TMID52549 |
| 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.



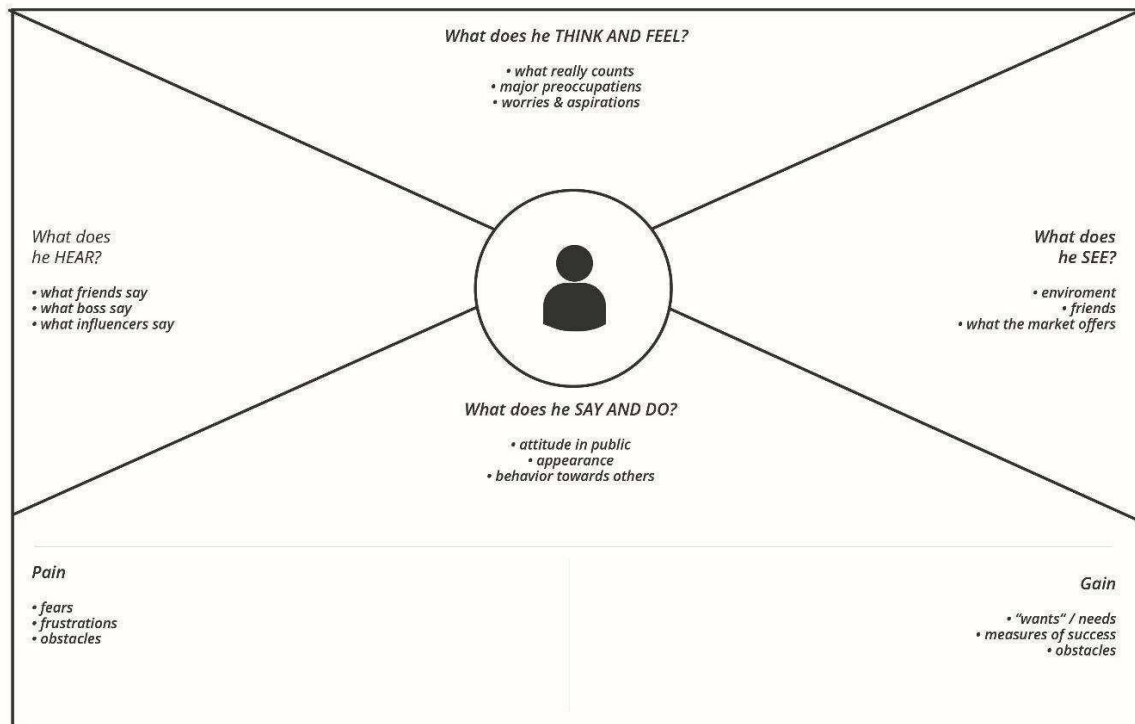| I am | Describe customer with 3-4 key characteristics - who are they? | Describe the customer and their attributes here |
| I'm trying to | List their outcome or "job" the care about - what are they trying to achieve? | List the thing they are trying to achieve here |
| but | Describe what problems 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 |

Reference: https://miro.com/templates/customer-problem-statement/

**Example:**

| Problem Statement (PS) | I am (Customer) | I'm trying to | But | Because | Which makes me feel |
|---|---|---|---|---|---|
| PS-1 | A toy company manager | Understand toy sales and product trends | The raw data is complicated and unclear | There's no easy way to visualize the data efficiently | Frustrated and unsure about decisions |
| PS-2 | A supply chain executive | Manage toy inventory effectively | I can't track stock levels clearly | The reports are outdated and lack visual insights | Worried about overstock or shortages |

## 2.2 EMpathy map



**Empathy Map**

**What does he THINK AND FEEL?**
- what really counts
- major preoccupatiens
- worries & aspirations

**What does he HEAR?**
- what friends say
- what boss say
- what influencers say

**What does he SEE?**
- enviroment
- friends
- what the market offers

**What does he SAY AND DO?**
- attitude in public
- appearance
- behavior towards others

**Pain**
- fears
- frustrations
- obstacles

**Gain**
- "wants" / needs
- measures of success
- obstacles

Business Model **Toolbox**