Ideation Phase

Define the Problem Sta31tements

Date	26 June 2025
Team ID	LTVIP2025TMID50882
Project Names	Toy Craft 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.

Customer Problem statement for toy craft sales:

I am	I'm trying to	But	Because	Which makes me feel
marketing manager	Identify the best-selling toys in each region	The data is not broken down by geography	Reports are not segmented	Disconnect from local market trends.

I am	I'm trying to	But	Because	Which makes me feel
Toy Designer	Create toys that kids love	I don't know which toys are trending	customer feedback and sales data aren't visualized	Unsure about design choices

I am	I'm trying to	But	Because	Which makes me feel
Product manager	Analyze customer preferences across age groups	I don't have a clear breakdown by demographic	The current system doesn't track it visually	Unsure about what to prioritize for new product design.

I am	I'm trying to	But	Because	Which makes me feel
Regional manager	Understand which product categories are performing best	The sales reports are complex and not visual	The data is only available in spreadsheets	Overwhelmed and uncertain about making decisions.

Problem Statement(PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Marketing Manager	Identify the best-selling toys in each region	The data is not broken down by geography	Reports are not segmented	Disconnect from the local market trends.
PS-2	Regional Manager	Understand which product categories best	The sales reports are complex and not visual	The data is only available in spreadsheets	Overwhelmed and uncertain about making decisions.
PS-3	Toy Designer	Create toys that kids love	I don't know which toys are trending	Customer feedback, sales data aren't good	Unsure about design choices
PS-4	Product Manager	Analyse customer needs according to age	I don't have a clear breakdown by demographic	The current system doesn't track it visually	Unsure about what to prioritize for new product design.