

IdeationPhase

Define the Problem Statements

Date	21 June 2025
Team ID	LTVIP2025TMID48487
Project Name	ToyCraft Tales: Tableau's Vision into Toy Manufacturer Data
Maximum Marks	2 Marks

What is a customer problem?

A Customer Problem Statement clearly explains the **real challenges* a customer faces, written from their point of view. It helps teams understand ***what the user is trying to do, **what's stopping them, and **how they feel** about it — leading to more user-focused solutions.

Why Do We Need a Problem Statement?

Think of it like a flashlight — it helps you see what matters most.

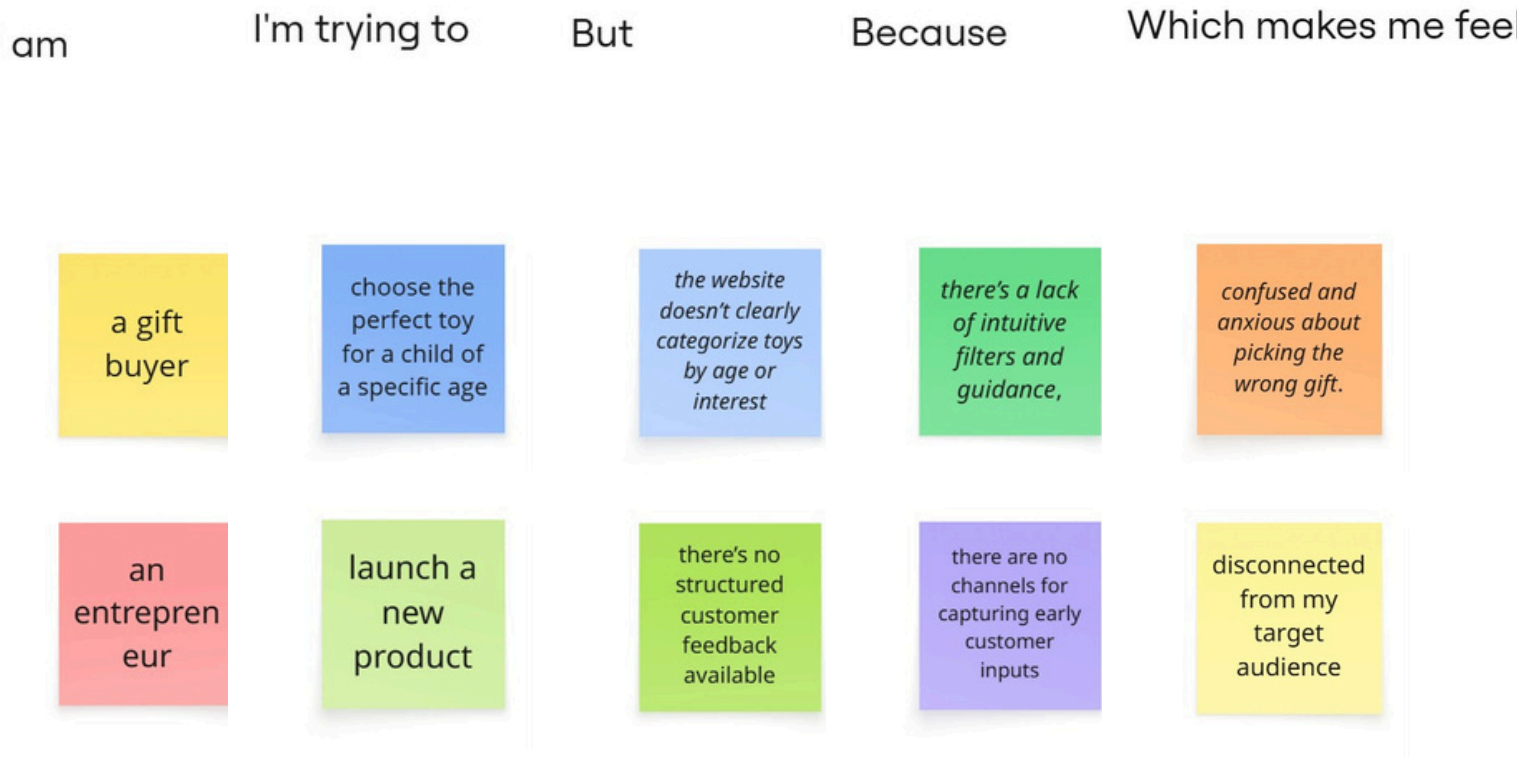
- * It shows you the **real issue** instead of just surface-level problems.
- * It helps you **connect emotionally** with the customer.
- * It **guides your team's ideas** so you're solving the right thing.
- * And most importantly, it **saves time** — because you won't waste energy creating something nobody asked for.

How to Write One:

- > **I am** (who is facing the problem)
- > **I'm trying to** (what they want to do)
- > **But** (what's getting in the way)
- > **Because** (why it's hard)
- > **Which makes me feel** (how they feel about it)

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

Example:



Problem Statement	I am (Customer)	Im Trying to	But	Because	Which Makes me feel
ps-1	A gift buyer	choose the perfect toy for a child of a specific age	the website dosen't clearly categorize toys by age or interest	there's a lack of intuitive filters and guidance	confused and anxious about picking the wrong gift
ps-2	An entrepreneur	launch a new product	there's no structured customer feedback available	there are no channels for capturing early customer inputs	disconnected from my target audience