

Ideation Phase

Define the Problem Statements

Date	22 June 2025
Team ID	LTVIP2025TMID49620
Project Name	ToyCraft Tales _ Tableau's Vision into Toy Manufacturer Data
Maximum Marks	2 Marks

Customer Problem Statement Template:

Customer Problem Statement

<p>I am</p> <div style="display: flex; flex-direction: column; align-items: center;"> <p>Toy manufacturing manager</p> <p>Product designer</p> <p>Business analyst</p> </div>	<p>I'm trying to</p> <div style="display: flex; flex-direction: column; align-items: center;"> <p>Analyze past sales and predict which toys will be in demand during different seasons.</p> <p>Understand toy preferences across demographics like age and location.</p> <p>Create dashboards that show toy sales trends over time.</p> </div>	<p>But</p> <div style="display: flex; flex-direction: column; align-items: center;"> <p>The data is scattered, hard to visualize, and doesn't reveal clear trends.</p> <p>I don't have easy access to consumer preference data in a clear format.</p> <p>The data is buried in spreadsheets and not visually accessible.</p> </div>	<p>Because</p> <div style="display: flex; flex-direction: column; align-items: center;"> <p>It lacks visualization and trend clarity.</p> <p>I don't have structured consumer preference data.</p> <p>It's not in a digestible or visual format.</p> </div>	<p>Which makes me feel</p> <div style="display: flex; flex-direction: column; align-items: center;"> <p>Uncertain and frustrated about production planning.</p> <p>Disconnected from customer needs.</p> <p>I feel delayed in making decisions and reporting to leadership.</p> </div>
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Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Toy manufacturing manager	Analyze past sales and predict which toys will be in demand	The data is scattered, hard to visualize, and doesn't reveal clear trends	It lacks visualization and trend clarity	Uncertain and frustrated about product planning
PS-2	Product designer	Understand toy preferences across demographics like age and location	I don't have easy access to consumer preference data	I don't have structured consumer preference data	Disconnected from customer needs.

