

## Ideation Phase

### Define the Problem Statements

Date	13 February 2026
Team ID	LTVIP2026TMIDS75407
Project Name	Strategic Product placement Analysis: Unveiling sales Impact with Tableau visualization
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.

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

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A busy, goal-oriented shopper who values time and easy navigation.	Find and purchase my daily essentials quickly and at a fair price.	I often spend too much time searching for items or settle for expensive ones at eye level.	Current product positioning doesn't always align with my logical shopping path.	Frustrated and overwhelmed by the effort required for a simple task.
PS-2	A cautious consumer who compares brands and looks for the best deals.	Distinguish between high-quality products and marketing-driven placements	it is difficult to find alternative brands that are often "hidden" on bottom shelves.	Shelf space is dominated by premium brands, obscuring more affordable options.	Mistrustful and annoyed that I have to work harder to find value.

#### Problem A busy goal oriented shopper

iam	im trying to	But	because	whichmakesme feel
Shopper goal oriented	Buy essentials at fair price	spend too much time in searching	Improper alignment of produvts	Frustrated and overwellmed

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Cautious customer	Distinguish between high-quality products	difficult to find alternative brands that are often "hidden" on .	Shelf space is dominated by premium brands, obscuring	Mistrustful and annoyed that I have to work harder to find value.