IdeationPhase

DefinetheProblemSta31tements

Date	26June2025
TeamID	LTVIP2025TMID50208
ProjectNames	ToyCraftTales:tableau'svisionintotoy manufacturerdata
MaximumMarks	2Marks

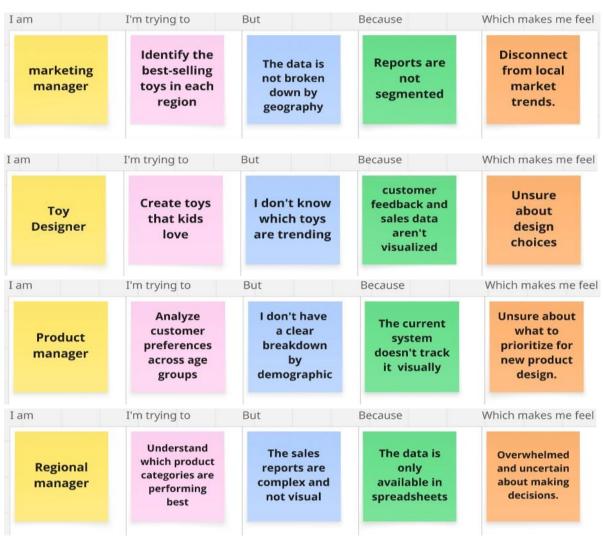
CustomerProblemStatementTemplate:

Createaproblemstatementtounderstandyourcustomer'spoint of view. The Customer Problem Statement template helps you focusonwhatmatterstocreateexperiencespeoplewillove.

Awell-articulated customer problems ta temental lows 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 productors ervice.

l 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

CustomerProblemstatementfortoycraftsales:



Problem Statement(PS)	lam (Customer)	l'mtryingto	But	Because	Whichmakesme feel
PS-1	Marketing Manager	Identifythebest- selling toys in eachregion	Thedataisnot brokendownby geography	Reportsarenot segmented	Disconnectfrom thelocalmarket trends.
PS-2	Regional Manager	Understand whichproduct categoriesbest	Thesalesreports arecomplexand notvisual	Thedataisonly availablein spreadsheets	Overwhelmedand uncertainabout makingdecisions.
PS-3	ToyDesigner	Createtoysthat kidslove	I don't know whichtoysare trending	Customer feedback,sales dataaren'tgood	Unsureabout designchoices
PS-4	ProductManager	Analyse customerneeds accordingtoage	Idon'thavea clearbreakdown bydemographic	Thecurrent systemdoesn't trackitvisually	Unsureaboutwhat toprioritizefornew productdesign.