**Ideation Phase**

**Define the Problem Statements**

|  |  |
| --- | --- |
| Date | 24 June 2025 |
| Team ID | LTVIP2025TMID47668 |
| Project Name | ToyCraft 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.

Graphical user interface, text, application, email

Description automatically generated

Reference: <https://miro.com/templates/customer-problem-statement/>

**Example:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Problem Statement (PS)** | **I am (Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| PS-1 | A toy company manager | Understand toy sales and product trends | The raw data is complicated and unclear | There’s no easy way to visualize the data efficiently | Frustrated and unsure about decisions |
| PS-2 | A supply chain executive | Manage toy inventory effectively | I can't track stock levels clearly | The reports are outdated and lack visual insights | Worried about overstock or shortages |

2.2 EMpathy map

Diagram

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