

## IdeationPhase

### Define the Problem Statements

|               |                                                             |
|---------------|-------------------------------------------------------------|
| Date          | 21 June 2025                                                |
| Team ID       | LTVIP2025TMID48377                                          |
| Project Name  | ToyCraft Tales: Tableau's Vision into Toy Manufacturer Data |
| Maximum Marks | 2 Marks                                                     |

#### What is a Customer Problem Statement?

Instead of rushing into a solution, this template asks you to slow down and see the world through your customer's eyes.

You don't start with what you want to build — you start with what they are struggling with.

This helps you uncover what really matters to them: their needs, frustrations, and emotions. Once you truly understand their problem, finding the right solution becomes much easier.

#### Why Use It?

- It shows you what the customer actually needs.
- It builds empathy — you feel what they feel.
- It guides your ideas and solutions in the right direction.
- It stops you from wasting time on the wrong things.

#### The Super Simple Format:

You just have to fill in the blanks like a story:

I am (who the customer is)

I'm trying to (what they want to do)

But (what's stopping them?)

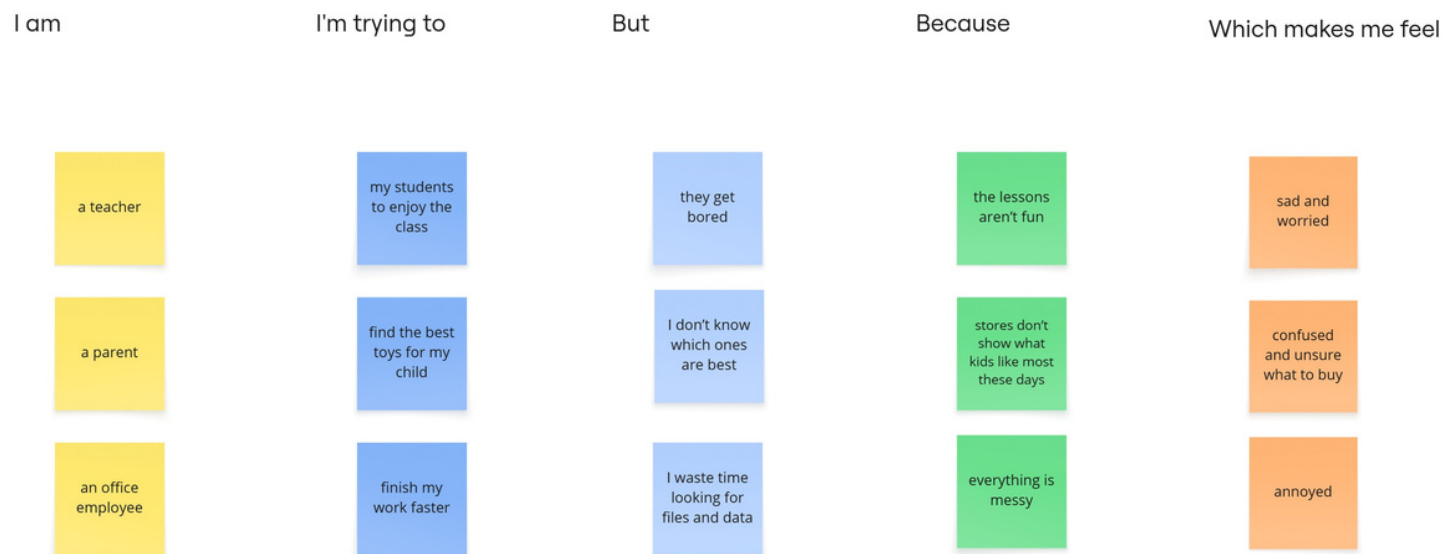
Because (why is this a problem?)

Which makes me feel (how do they feel?)

This turns a problem into a real situation, not just words. It's like writing from their point of view so you can solve their problem, not just your idea of it.

|                            |                                                                                                |                                                                             |
|----------------------------|------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------|
| <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 |

Example:



| Problem Statement (PS) | I am (Customer)    | I'm trying to                   | But                                     | Because                                          | Which makes me feel             |
|------------------------|--------------------|---------------------------------|-----------------------------------------|--------------------------------------------------|---------------------------------|
| PS-1                   | a teacher          | my students to enjoy the class. | they get bored                          | the lessons aren't fun                           | sad and worried                 |
| PS-2                   | a parent           | find the best toys for my child | I don't know which one are best         | stores don't show what kids like most these days | confused and unsure what to buy |
| PS-3                   | an office employee | finish my work faster           | I waste time looking for files and data | everything is messy                              | annoyed                         |