

Ideation Phase

Define the Problem Statements

Date	25 june 2025
Team ID	LTVIP2025TMID51634
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.

Reference:

Example:

I am	I'm trying to	But	Because	Which makes me feel
A Production Manager at a toy manufacturing company	Track production efficiency, defect rates, and downtime	Data is siloed across systems	Production data is on paper logs, ERP, and legacy databases, lacking integration	Frustrated, unable to react quickly to operational issues

ToyCraft Tales: Tableau's Vision into Toy Manufacturer Data

Problem Statement	I am (Customer)	I'm trying to	I'm trying to	Because	Which makes me feel
PS-1	A Production Manager at a toy manufacturing company	Track production efficiency, defect rates, and downtime	Analyze toy sales by region, channel, and season	Reports are delayed and static	Frustrated, unable to react quickly to operational issues
PS-2	A Sales Head or Business Analyst	Analyze toy sales by region, channel, and season	Customer feedback and sales data aren't linked	Feedback is manual and disconnected from product analytics	Blinded in design decisions
PS-3	A Product Development Lead	Gain a strategic overview of toy business health	Gain a strategic overview of toy business health	Lack of a unified dashboard makes strategic planning hard	Uncertain and reactive in decision-making
PS-4	A CEO or Strategy Head	Identify target audiences and toy preferences	Consumer behavior insights are generic or outdated	No data-driven segmentation or campaign analysis	Guesswork in targeting campaigns, low ROI

