# 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                                   |  |  |

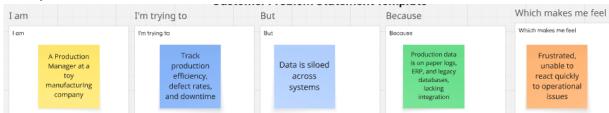
## **Customer Problem Statement Template:**

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:**



# ToyCraft Tales: Tableau's Vision into Toy Manuufacturer Data

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toy preferences           | Consumer behavior insights are generic or outdated        | No data-driven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