

Ideation Phase

Define the Problem Statements

Date	02 July 2025
Team ID	LTVIP2025TMID51129
Project Name	ToyCraft Tales: Tableau's Vision into Toy Manufacturer Data
Maximum Marks	2 Marks

Customer Problem Statement:

Ps1:

I am	I'm trying to	But	Because	Which makes me feel
I am a product manager at a toy manufacturing company	I am trying to understand production trends, seasonal demands, and regional performance through data	But I find it difficult to interpret raw reports and spreadsheets effectively	Because the data is scattered, non-visual, and lacks real-time insights	Which makes me feel frustrated, uncertain, and less confident in making strategic decisions

Ps2:

I am	I'm trying to	But	Because	Which makes me feel
I am a market analyst working in the toy industry	I am trying to identify emerging trends and consumer preferences across different demographics and seasons	But I struggle to get actionable insights from traditional tools and disconnected data sources	Because there is no interactive or consolidated visualization platform tailored to our domain	Which makes me feel overwhelmed, reactive instead of proactive, and unsure if I'm making the right recommendations

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2.2 EMpathy map

