

## Ideation Phase

### Define the Problem Statements

Date	04 feb 2026
Team ID	LTVIP2026TMIDS53415
Project Name	ToyCraft Tales: Tableau's Vision into Toy Manufacturer Data
Maximum Marks	2 Marks

#### What is a Customer Problem Statement?

#### Understand Your Customer's Struggle

Before solving a problem, walk in your customer's shoes. This template helps you uncover their needs, frustrations, and emotions.

#### Why Use It?

- - Reveals the customer's genuine needs
- - Fosters empathy and understanding
- - Guides solution-focused ideas
- - Saves time by avoiding misguided solutions

#### The Super Simple Format

**I am [who the customer is]**

**I'm trying to [what they want to do]**

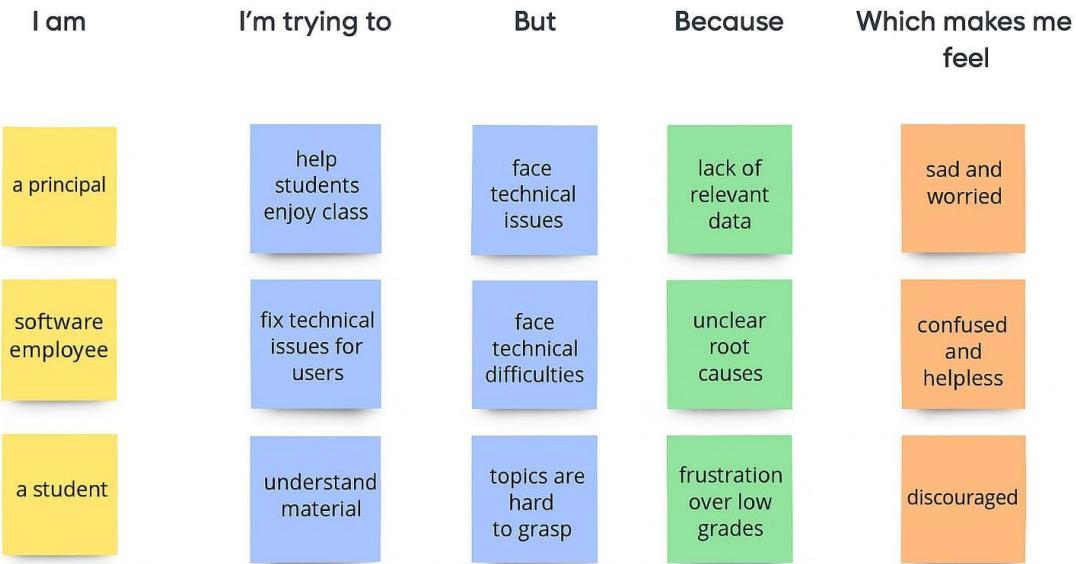
**But [what's stopping them?]**

**Because [why is this a problem?]**

**Which makes me feel [how do they feel?]**

I am	Describe customer with 3-4 key characteristics - who are they?	Describe the customer and their attributes here
I'm trying to	List their outcome or "job" the care about - what are they trying to achieve?	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way - what bothers them most?	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists - what needs to be solved?	Describe the reason the problems or barriers exist
which makes me feel	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 principal	my students to enjoy the class.	they get bored	the lessons aren't fun	sad and worried
PS-1	software employee	fix technical issue for users	face technical difficulties	unclear root causes	confused and helpless
PS-1	a student	understan d material	topic are hard to grasp	frustration over low grades	descouuge