

IdeationPhase

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]

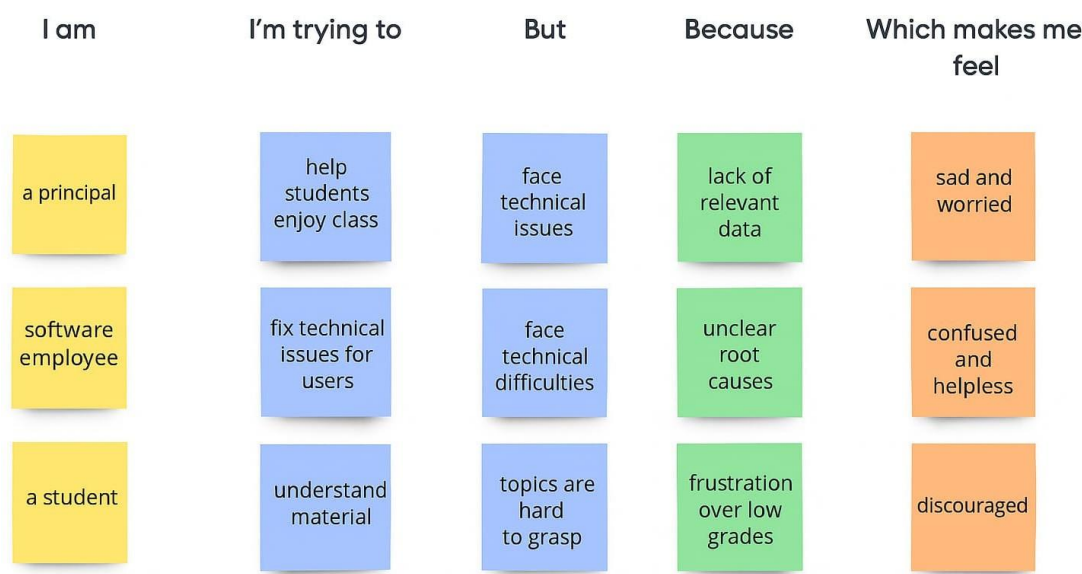
But [what's stopping them?]

Because [why is this a problem?]

Which makes me feel [how do they feel?]

I am	Describe customer with 3-4 key characteristics - <i>who are they?</i>	Describe the customer and their attributes here
I'm trying to	List their outcome or "job" the care about - <i>what are they trying to achieve?</i>	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way – <i>what bothers them most?</i>	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists – <i>what needs to be solved?</i>	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view – <i>how does it impact them emotionally?</i>	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 pricipal	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	descouge