

# IDEATION PHASE

## DEFINE THE PROBLEM STATEMENT

Date	FEBRUARY 2026
Team ID	LTVIP2026TMIDS87624
Project Name	ToyCraft tales: tableau's vision into toy manufacturer data
Maximum Marks	2 Marks

I am	I'm trying to	But	Because	Which makes me feel
<p>parent looking to buy toys for my child</p> <p>customer shopping for a birthday gift</p>	<p>find toys that are fun, safe, and age-appropriate</p> <p>find a popular toy that kids will love</p>	<p>there are too many options and I'm not sure which ones are good quality</p> <p>I don't know what's trending right now</p>	<p>I don't have clear information or reviews to compare</p> <p>stores don't show which toys are the most popular</p>	<p>confused and worried about choosing the wrong toy</p> <p>anxious and stressed about making the right choice</p>

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	parent looking to buy toys for my child	find toys that are fun, safe, and age appropriate	I'm not sure which ones are good quality	I don't have clear information or reviews to compare	confused and worried

PS-2	customer shopping for a birthday gift	find a popular toy that kids will love	I don't know what's trending right now	stores don't show which toys are the most popular	unsure and stressed
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