

Idea on Phase

Define the Problem Statements

Date	16 February 2026
Team ID	LTVIP2026TMIDS62105
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.

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

Customer Problem Statement Template

I am	I'm trying to	But	Because	Which makes me feel
<div>A busy parent juggling work and kids</div> <div>A toy store owner trying to restock trending items</div> <div>A gift-giver looking for the perfect toy</div>	<div>Find toys that are both fun and educational</div> <div>Discover toys my child won't get bored of quickly</div> <div>Buy safe and durable toys</div>	<div>Too many irrelevant suggestions online</div> <div>Product quality doesn't match the price</div> <div>Not sure which toys are actually safe for my kid</div>	<div>There's no personalized toy recommendation system</div> <div>There's no personalized toy recommendation system</div> <div>Lack of age or interest-based filtering</div>	<div>Frustrated and unsure about my purchase</div> <div>Worried about my child's safety and happiness</div> <div>Overwhelmed by too many options</div>
<div>A child who wants something exciting and fun</div> <div>A teacher searching for educational tools</div> <div>A collector looking for unique toys</div>	<div>Purchase trending toys before they go out of stock</div> <div>Save time by ordering online</div>	<div>Hard to know what's trending or popular</div> <div>In-store options are outdated</div> <div>Online reviews are confusing or fake</div>	<div>Too many sellers flood the market with low-quality toys</div> <div>No way to visually test the toy experience</div>	<div>Disappointed when toys don't meet expectations</div> <div>Rushed during gift-buying seasons</div> <div>Guilty if my child doesn't enjoy the toy</div>
<div>A budget-conscious shopper</div>				

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A busy parent juggling work and kids	Find toys that are both fun and educational	Too many irrelevant suggestions online	Platforms focus on sales, not child engagement	Worried about my child's safety and happiness
PS-2	A toy store owner trying to restock trending items	Purchase trending toys before they go out of stock	In-store options are outdated	Too many sellers flood the market with low-quality toys	Disappointed when toys don't meet expectations

EMPATHY PHASE MAP

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Develop shared understanding and empathy

We gathered insights from children (ages 6–12) and their parents, the key users impacted by toy products. Kids are drawn to trendy and fun toys they see online or with friends. Parents focus on safety, price, and educational value. These findings help us prioritize features like durability, interactive learning, and affordability—ensuring the product meets both user desires and decision-maker concerns.

