

Ideation Phase

Define the Problem Statements

Date	17 June 2025
Team ID	LTVIP2025TMID47573
Project Name	ToyCraft Tales: Tableau's Vision into Toy Manufacturer Data
Maximum Marks	2 Marks

Customer Problem Statement Template:

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.

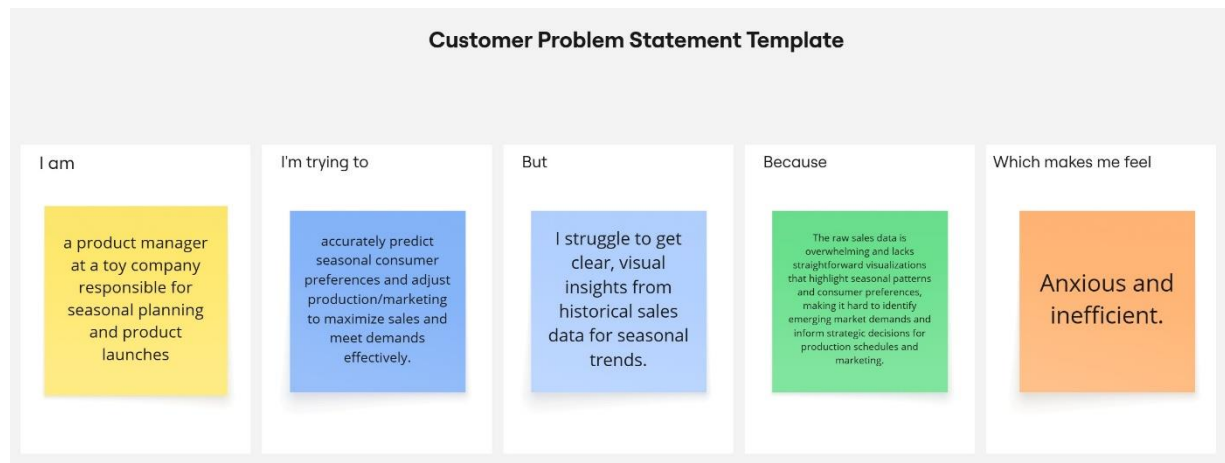
A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

I am	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

Ps:1

Customer Problem Statement Template				
I am <div style="background-color: yellow; padding: 10px; margin: 10px;">a product manager trying to launch the right toys and align product offerings with market demands.</div>	I'm trying to <div style="background-color: lightblue; padding: 10px; margin: 10px;">understand consumer behavior and preferences across different demographic groups to tailor products and marketing campaigns more effectively.</div>	But <div style="background-color: lightblue; padding: 10px; margin: 10px;">It's challenging to see how preferences vary among different demographic segments.</div>	Because <div style="background-color: lightgreen; padding: 10px; margin: 10px;">The current data (or lack of specific visualizations) makes it difficult to dissect consumer preferences by demographics like age, gender, or location, preventing me from developing interactive visualizations that would highlight these variations and enable targeted product development and marketing strategies.</div>	Which makes me feel <div style="background-color: orange; padding: 10px; margin: 10px;">Unsure and frustrated.</div>

Ps:2



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	a product manager trying to launch the right toys and align product offerings with market demands.	I'm trying to understand consumer behavior and preferences across different demographic groups to tailor products and marketing campaigns more effectively.	It's challenging to see how preferences vary among different demographic segments.	The current data (or lack of specific visualizations) makes it difficult to dissect consumer preferences by demographics like age, gender, or location, preventing me from developing interactive visualizations that would highlight these variations and enable targeted product development and marketing strategies.	Unsure and frustrated.
PS-2	a product manager at a toy company responsible for seasonal	accurately predict seasonal consumer preferences and adjust production/marketing	I struggle to get clear, visual insights from	The raw sales data is overwhelming and lacks straightforward	Anxious and inefficient.

	planning and product launches.	ng to maximize sales and meet demands effectively.	historical sales data for seasonal trends.	visualizations that highlight seasonal patterns and consumer preferences, making it hard to identify emerging market demands and inform strategic decisions for production schedules and marketing.	
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