# Define the Problem Statements

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Project Name: Toycraft Tales: Tableau's Vision Into Toy Manufacturer Data

## Customer Problem Statements

### PS-1

I am (Customer): A parent looking for creative and educational toys for my child.

I’m trying to: Find toys that help my child stay engaged and learn at the same time.

But: Many toys lack creativity, are repetitive, or don't hold my child's interest.

Because: Toy designs are not based on real-time data about what children prefer.

Which makes me feel: Frustrated, unsure, and disappointed with the purchase.

### PS-2

I am (Customer): A toy company data analyst or product manager.

I’m trying to: Use data to improve toy sales and customer satisfaction.

But: I lack clear, visual insights into which toys are working and why.

Because: The current data is either too raw, outdated, or not presented well.

Which makes me feel: Limited in my ability to make informed decisions.

## Empathy Map

### For Parents (Toy Buyers)

SAYS:  
- "I want toys that are fun and educational."  
- "These toys are too expensive."  
- "My child loses interest quickly."

THINKS:  
- "Will this help my child develop skills?"  
- "Is it worth the money?"  
- "I hope my child enjoys it."

DOES:  
- Reads reviews  
- Compares products  
- Watches toy-related content

FEELS:  
- Frustrated when a toy is a bad investment  
- Happy when a toy keeps their child engaged

### For Internal Stakeholders (Analysts / Designers)

SAYS:  
- "We need to understand customer preferences."  
- "Why aren't some toys performing well?"

THINKS:  
- "We need real-time data."  
- "How do we improve storytelling in toys?"

DOES:  
- Analyzes Tableau dashboards  
- Conducts surveys  
- Reviews product metrics

FEELS:  
- Pressured to improve performance  
- Curious about customer behavior

# Problem Flow Diagram

The image below outlines the structured problem statement, its impact, and root causes identified through analysis:

