

## Ideation Phase

### Define the Problem Statements

Date	17 February 2026
Team ID	LTVIP2026TMIDS67078
Project Name	Calculating Family Expenses using ServiceNow
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.

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



Reference: <https://miro.com/templates/customer-problem-statement/>

## Example:



### Problem Statement 1: The Household Manager

**Customer:** A family member responsible for managing household expenses.  
**Trying to:** Track and record daily family expenses in an organized way.  
**But:** I do not have a centralized system to store and monitor expense data.  
**Because:** Expenses are recorded manually or across different sources without proper tracking.  
**Which makes me feel:** Confused and unable to manage finances effectively.

### Problem Statement 2: The Budgeting Professional

**Customer:** A working individual responsible for family budgeting.  
**Trying to:** Monitor spending patterns and calculate total expenses regularly.  
**But:** I cannot easily analyze or summarize expenses in real time.  
**Because:** There is no automated tool available to manage and calculate expense data.  
**Which makes me feel:** Stressed and concerned about financial planning.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A family member responsible for managing household expenses	Track and record daily family expenses in an organized way	I do not have a centralized system to store and monitor expense data	Expenses are recorded manually or across different sources without proper tracking	Confused and unable to manage finances effectively
PS-2	A working individual responsible for family budgeting	Monitor spending patterns and calculate total expenses regularly	I cannot easily analyze or summarize expenses in real time	There is no automated tool available to manage and calculate expense data	Stressed and concerned about financial planning