

Ideation Phase

Define the Problem Statements

Customer Problem Statement Template: This version focuses on understanding the challenges faced by users or admins in importing and securing data in ServiceNow environments.

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.

Reference:

Example: Problem Statement (PS) I am a ServiceNow Administrator I'm trying to import large volumes of sensitive data into ServiceNow But I am concerned about data integrity, security, and compliance Because the system must meet strict data protection standards Which makes me feel anxious and in need of a reliable and secure import process