**Ideation Phase**

**Define the Problem Statements**

|  |  |
| --- | --- |
| Project Name | importing and securing data in Service Now |
| Team Members | Sarat Chandra Cheekatla, Devaki V, Vallu Mahendra |
| Team ID | LTVIP2025TMID28567 |
| Maximum Marks | 2 Marks |

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.

Graphical user interface, text, application, email

Description automatically generated

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

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

Chart, treemap chart

Description automatically generated

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Problem Statement (PS)** | **I am (Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| PS-1 |  |  |  |  |  |
| PS-2 |  |  |  |  |  |