

Ideation Phase

Define the Problem Statements

Team ID	NM2025TMID02656
Project Name	LAPTOP REQUEST CATALOG ITEM

Customer Problem Statement :

Employees and IT teams face challenges when requesting laptops through the catalog system due to unclear specifications, lack of role-based recommendations, and inefficient approval processes. This results in delayed onboarding, mismatched devices, and increased administrative burden, ultimately hindering productivity and user satisfaction.

Customer Problem Statement Template

I am

I'm trying to

But

Because

Which makes me feel

Remote new hire

IT support agent

Senior developer

Procurement officer

Team manager

Get a laptop

Fulfill requests

Get a powerful PC

Enforce budgets

Order for my team

I'm lost in options

Data is missing

Catalog is too basic

Requests exceed limits

I can't order in bulk

No guidance exists

The form is flawed

No tech role filters

No spending controls

No batch requests

Anxious & unprepared

Frustrated & overworked

Underequipped

Worried & non-compliant

Inefficient & burdened

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Remote new hire	Get a laptop	I'm lost in options	No guidance exists	Anxious & unprepared
PS-2	IT support agent	Fulfill requests	Data is missing	The form is flawed	Frustrated & overworked
PS-3	Senior developer	Get a powerful PC	Catalog is too basic	No tech role filters	Underequipped
PS-4	Procurement officer	Enforce budgets	Requests exceed limits	No spending controls	Worried & non-compliant
PS-5	Team manager	Order for my team	I can't order in bulk	No batch requests	Inefficient & Burdened