

Ideation Phase

Define the Problem Statements

Date	27/02/2026
Team ID	LTVIP2026TMIDS80605
Project Name	ASSET MANAGEMENT PORTAL
Maximum Marks	2 Marks

Customer Problem Statement Template:

The Asset Management Team will struggle managing the physical and digital assets across an organization. Employees will be able to request and receive assignments through an internal portal, while administrators can manage their assigned tasks like procurement and disposal. The portal will also automate assignments, ensuring accurate record-keeping, and generating reports on asset utilization and condition. Alerts will be triggered for maintenance or replacement needs, guaranteeing optimal performance and reducing downtime. This platform will improve operational efficiency, reduce asset loss, and support informed decision-making.

I am	Describe customer with 3-4 key characteristics - who are they?	Describe the customer and their attributes here
I'm trying to	List their outcome or "job" they care about - what are they trying to achieve?	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way - what bothers them most?	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists - what needs to be solved?	Describe the reason the problems or barriers exist
which makes me feel	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

Example:



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