

Ideation Phase

Define the Problem Statements

Date	20 January 2026
Team ID	LTVIP2026TMIDS87961
Project Name	Educational Organisation 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.

I am	Admissions Officer Responsible for managing student applications and enrolments, ensuring compliance with university policies
I'm trying to	Process Applications Efficiently Review, verify, and approve multiple systems, physical student applications for upcoming semester deadline
but	Manual Data Entry & Document Chaos Applicant data is spread across missing, physical or missing, causing significant delays and errors
because	Disjointed Legacy Systems Existing student information systems not integrated, requiring repetitive data input and physical document handling
which makes me feel	Overwhelmed & Stressed Frustrated about potential missed enrollment targets and the fear of making it critical error working hours, leading long working hours

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

Example:



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

