

Problem-solution fit

<p>1.customer segments</p> <p>C1 Customer Segments (Users)</p> <p>Identify key user groups – students, faculty, administrative staff, IT support, etc.</p>	<p>6.Customer Limitations</p> <p>What limitations do users face?</p> <p>E.g., outdated request systems, lack of visibility into support tickets, long response times.</p>	<p>5.Available Solutions</p> <p>What current tools/processes are in place (if any)? E.g., emails, spreadsheets, manual tracking.</p>
<p>2.Problems</p> <p>Core problems users need help solving. E.g. Submitting support tickets, tracking status, scheduling resources</p>	<p>9.Root/Cause of Problem</p> <p>Analyze underlying reasons – e.g., no centralized system, poor automation, lack of training</p>	<p>7.Behavior</p> <p>How do users currently behave to solve problems? E.g., bypassing systems, making phone calls, submitting duplicate requests.</p>
<p>3.Triggers to Act</p> <p>Triggers What prompts users to take action? E.g., system outages, upcoming deadlines, unanswered queries</p>	<p>10.Your Solution(ServiceNow)</p> <p>Define the ServiceNow implementation – e.g., service catalog for requests, automated workflows, self-service portal.</p>	<p>8.Channels & Behavior</p> <p>How will you reach and train users? E.g., workshops, email onboarding, in-app tutorials</p>
<p>4.Emotions</p> <p>Before/After Capture user emotions pre- and post-solution. E.g., Before: Frustrated, confused. After: Empowered, informed, satisfied</p>		