

Ideation Phase

Define the Problem Statements

Date	27 June 2025
Team ID	LTVIP2025TMID28869
Project Name	Educational Organisation Using Servicenow
Maximum Marks	2 Marks

Customer Problem Statement Template: A Customer Problem Statement helps you understand your customer's challenges from their perspective. This template guides teams in identifying what matters most to users, so they can create meaningful solutions. It helps clarify customer goals, barriers, reasons behind those barriers, and the emotions they evoked.

I am	Describe customer with 3-4 key characteristics - <i>who are they?</i>
I'm trying to	List their outcome or "job" they care about - <i>what are they trying to achieve?</i>
but	Describe what problems or barriers stand in the way – <i>what bothers them most?</i>
because	Enter the "root cause" of why the problem or barrier exists – <i>what needs to be solved?</i>
which makes me feel	Describe the emotions from the customer's point of view – <i>how does it impact them emotionally?</i>

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

Problem Statement Template Covering Target Customer...	
Target Customer/User Persona	Your Text Here <small>This slide is 100% editable. Adapt it to your needs and capture your audience's attention.</small>
Problem Statement	Your Text Here <small>This slide is 100% editable. Adapt it to your needs and capture your audience's attention.</small>
Category <small>(Where The Brand Competes: The Context That Given The Brand Relevance.)</small>	Your Text Here <small>This slide is 100% editable. Adapt it to your needs and capture your audience's attention.</small>
Value Proposition	Your Text Here <small>This slide is 100% editable. Adapt it to your needs and capture your audience's attention.</small>
Differentiation <small>(Most Compelling and motivating Benefits that sets you apart From the competition)</small>	Your Text Here <small>This slide is 100% editable. Adapt it to your needs and capture your audience's attention.</small>

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
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PS-1	a college student	find affordable textbooks	they are too expensive	most books are only available at full price	stressed and frustrated
PS-2	a working parent	order healthy meals for my kids	the options are limited online	most meal services focus on adult meals	worried and disappointed