

Ideation Phase

Define the Problem Statements

Date	20 June 2025
Team ID	LTVIP2025TMID28652
Project Name	Educational Organisation Using ServiceNow
Maximum Marks	2 Marks

Customer Problem Statement:

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.

Customer Problem Statement

I am	Who is the customer? Describe and list their attributes.
I'm trying to	What are they trying to achieve? List them here.
but	What are the issues or barriers that get in the way? Note them here.
because	Why do these issues or barriers exist? List them here.
which makes me feel	What do they feel as a result of these issues or barriers? Note the emotions here.

Example:

I am <div style="background-color: white; padding: 5px; text-align: center;">a traveler</div>	I'm trying to <div style="background-color: white; padding: 5px; text-align: center;">book flights on my phone</div>	But <div style="background-color: white; padding: 5px; text-align: center;">it takes a long time</div>	Because <div style="background-color: white; padding: 5px; text-align: center;">The website is not responsive and doesn't have a mobile version</div>	Which makes me feel <div style="background-color: orange; padding: 5px; text-align: center;">Frustrated</div>
--	---	---	--	--

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