

Ideation Phase

Define the Problem Statements

Date	31 January 2025
Team ID	LTVIP2026TMIDS73881
Project Name	Prevent User Deletion in 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.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	ServiceNow Administrator managing incidents	delete or manage user records safely in the system	some users are still assigned to active incidents	there is no default restriction to stop deletion of users linked to incidents	worried about data inconsistency and system errors
PS-2	worried about data inconsistency and system errors	maintain accurate incident-user relationships	maintain accurate incident-user relationships	users can be deleted even when incidents are assigned to them	the system does not enforce validation before user deletion

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

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

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.

	I am	I'm trying to	But	Because	Which makes me feel
PS-1	ServiceNow Administrator managing incidents	delete or manage user records safely in the system	some users are still assigned to active incidents	there is no default restriction to stop deletion of users linked to incidents	worried about data inconsistency and system errors
PS-2	IT support team member	maintain accurate incident-user relationships	users can be deleted even when incidents are assigned to them	the system does not enforce validation before user deletion	frustrated and concerned about data integrity
PS-2	IT support team member handling incident management	Maintain accurate incident-user relationships	users can be deleted even when incidents are assigned to them	the system does not enforce validation before user deletion	frustrated and concerned about data integrity