Ideation Phase
Define the Problem Statements

Date	6 February 2026
Team ID	LTVIP2026TMIDS57513
Project Name	**calculating family expenses using service now**
Maximum Marks	2 Marks

Customer Problem Statement:

To create the problem statement, the existing challenges faced by families in managing their daily and monthly expenses were carefully analyzed. Issues such as lack of a centralized system, difficulty in tracking expenses, manual calculations, and absence of clear financial insights were identified. Based on these challenges, the project problem statement was formulated to focus on developing an organized, automated, and user-friendly expense management solution using ServiceNow. This ensured that the problem statement clearly addressed real-world needs while aligning with the objectives and capabilities of the ServiceNow

I Am	Customer Characteristics	The customer is a family household user who requires a simple, secure, and centralized system with attributes such as ease of use, accuracy, expense categorization, budgeting support, and report generation for effective expense management.
I'm trying to	The outcome or Job What they trying to	The customer's goal is to efficiently record, track, and analyze family expenses in order to control spending, plan budgets, and make better financial decisions.
but	what bothers them most	The main problem that bothers customers most is the difficulty in accurately tracking and organizing family expenses due to scattered records, manual calculations, and lack of clear financial visibility.
because	what need to be solved	The key problem barrier that needs to be solved is the absence of a centralized, automated system that can accurately record, calculate, and present family expenses in a clear and organized manner.
Which makes me feel	how does it impact them emotionally	The problem emotionally impacts customers by causing stress, confusion, and anxiety due to uncertainty about spending, lack of financial control, and fear of mismanaging family finances.

Example:

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	a family household customer	track and manage my daily and monthly expenses	I do not have a centralized and organized system	expenses are recorded manually or in multiple places	stressed and unsure about my financial control
PS-2	a family budget manager	calculate and analyze total family expenses	the process is time-consuming and error-prone	calculations are done manually without automation	frustrated and anxious about financial planning