Ideation Phase
Define the Problem Statements

Date	27 June 2025
Team ID	LTVIP2025TMID31198
Project Name	Laptop Request Catalog Item
Maximum Marks	2 Marks

Customer Problem Statement :

Creating a **Customer Problem Statement** is a crucial step in understanding the real needs, challenges, and pain points of users. It allows teams to view the problem from the user's perspective and focus on what truly matters In the case of the *Laptop Request Catalog Item* project, this statement helped identify that employees face delays and frustration due to a manual, inefficient laptop request process. By clearly outlining **who the user is**, **what they are trying to achieve**, **what obstacles they face**, and **how those obstacles affect them emotionally**, the team could design a targeted solution using ServiceNow. This ensured that the final implementation — a dynamic, user-friendly catalog item — directly addressed user frustrations and enhanced their experience, ultimately improving request efficiency and satisfaction.

CUSTOMER PROBLEM STATEMENT

Iam	I'm trying to	But	Because	Which makes me feel
An employee in the organization	Request a laptop quickly and easily	Request a laptop quickly and easily	There's no dynamic or automated system to handle requests efficiently	Frustrated, delayed, and less productive