

Ideation Phase

Define the Problem Statements

Date	20 February 2026
Team ID	LTVIP2026TMIDS66345
Project Name	Streamlining Ticket Assignment for Efficient Support Operations
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.

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

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

Example:

I am a traveler	I'm trying to book flights on my phone	But it takes a long time	Because The website is not responsive and doesn't have a mobile version	Which makes me feel Frustrated
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Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	An IT support manager at	Ensure tickets are assigned quickly and accurately to	The current manual ticket	There is no automated system to route tickets	Concerned about operational inefficiency and reduced customer satisfaction

	ABC Corporation	the correct support teams	assignment process causes delays and misrouting	based on issue type or priority	
PS-2	A support team member responsible for resolving assigned tickets	Resolve tickets efficiently without delays or confusion	Tickets are sometimes misrouted or unevenly distributed among teams	There is no intelligent routing or workload balancing mechanism	Overloaded and frustrated while handling support requests