

Ideation Phase

Define the Problem Statements

Date	20 Feb 2026
Team ID	LTVIP2026TMIDS91120
Project Name	Calculating Family Expenses Using Service Now
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 care 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:



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	a family member responsible for managing household expenses	keep track of our daily spending and stay within our family budget	I lose track of how much we've spent and on what	I use notebooks or scattered apps that don't consolidate or analyze data	frustrated, unorganized, and unsure about our financial status
PS-2	someone who wants to monitor family expenses in real time	get clear insights into where our money goes and how to reduce unnecessary spending	there's no centralized way to categorize, report, or view expenses clearly	existing tools are either too complex or not customized for family use	overwhelmed, disempowered, and concerned about long-term financial planning