

Ideation Phase

Define the Problem Statements

Date	30/06/2025
Team ID	LTVIP2025TMID30530
Project Name	ASSET MANAGEMENT PORTAL
Maximum Marks	2 Marks

Customer Problem Statement:

The Asset Management Portal will streamline the tracking, management, and allocation of both physical and digital assets across an organization. Employees will be able to request and receive assets through an intuitive portal, while administrators can manage the entire asset lifecycle, from procurement to disposal. The portal will also automate asset assignment, ensure accurate record-keeping, and generate real-time reports on asset utilization and condition. Alerts will be triggered for maintenance or replacement needs, ensuring optimal asset performance and reducing downtime. By centralizing asset management, the platform will improve operational efficiency, reduce asset loss, and support informed decision-making.

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