

Define Problem Statements Template



Date: 31 January 2025



Team ID: LTVIP2025TMID28719



Project Name: Calculating Family Expenses Using ServiceNow



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.

Customer Problem Statement

- **I am:** a family member who is responsible for managing our household finances.
- **I'm trying to:** track and organize daily family expenses in a simple and transparent way.
- **But:** it's hard to keep consistent records and analyze monthly spending manually.
- **Because:** the current process involves manual logs, scattered entries, and no centralized history or alerts.
- **Which makes me feel:** stressed, unorganized, and unsure about our financial limits and savings plans.

