

## Ideation Phase

### Define the Problem Statements

Date	18 June 2025
Team ID	LTVIP2025TMID29498
Project Name	Asset Management Portal
Mentor Name	Dr Shaik Salma Begum
Maximum Marks	2 Marks

#### Customer Problem Statement:

##### Who is the customer?

The primary customers are organizations of various sizes that manage a wide range of physical and digital assets—including IT equipment, office supplies, software licenses, and more. This includes administrators, procurement teams, and employees who interact with asset-related workflows.

##### What is the problem?

Organizations commonly face issues such as:

- **Disorganized or manual asset tracking**, leading to misplaced, underused, or redundant assets.
- **Lack of visibility** into asset allocation, condition, and usage across departments.
- **Inefficiencies in asset lifecycle management**, including procurement, maintenance, and disposal.
- **Limited reporting and audit trails**, which hampers decision-making and compliance.
- **No system to automate alerts** for maintenance or replacement, increasing the risk of operational downtime.

##### Why is this problem important to solve?

Without an efficient asset management solution, organizations are likely to experience:

- **Increased operational costs** due to asset loss, duplication, or downtime.
- **Reduced productivity** from delays in asset availability or maintenance.
- **Poor decision-making** due to the lack of real-time data and reporting.
- **Compliance risks and audit challenges** due to inconsistent records.
- **Wasted administrative time** spent on manual processes.

## How does the customer currently address this problem?

Most organizations currently rely on:

- **Spreadsheets, shared documents, or basic inventory tools**, which are prone to errors and lack real-time updates.
- **Manual communication** (emails or forms) for requesting, approving, and tracking assets.
- **Multiple disconnected systems**, resulting in poor data synchronization and user experience.

## What is the desired outcome?

A centralized, automated, and user-friendly Asset Management Portal that:

- **Simplifies the request, approval, and tracking** of both physical and digital assets.
- **Maintains complete lifecycle data** from procurement to disposal.
- **Automates asset assignments**, record-keeping, and report generation.
- **Triggers timely alerts** for maintenance, replacement, or license renewal.
- **Provides real-time dashboards and insights**, improving decision-making and operational control.
- **Enhances productivity and accountability** by streamlining asset workflows across the organization.

## Empathy and Customer Viewpoint

By focusing on these needs, the solution aims to empower families with tools that not only simplify expense tracking but also promote financial discipline, better planning, and peace of mind.

PS No.	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Employee / Asset User	Track and view my assigned assets	I often don't know what assets are assigned to me	There's no centralized tracking dashboard	Lost and unaware
PS-2	Asset Manager / Department Head	Monitor asset lifecycle and utilization	I miss notifications on maintenance or expiry	No alerting or automated monitoring system	Anxious and reactive
PS-3	IT Support / Maintenance Staff	Link service history to specific assets	It's hard to access complete asset logs	Data is fragmented across spreadsheets	Confused and inefficient
PS-4	Auditor / Compliance Officer	Analyze asset usage and assignment history	Reports are incomplete or unavailable	Lack of categorized reporting functionality	Uninformed and unsupported
PS-5	Tech-savvy Asset Owner / Admin	Manage asset records efficiently	Data entry and updates are manual	No automated workfl	

