**Ideation Phase**

**Define the Problem Statements**

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| 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.

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| **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 |  |