

Ideation Phase

Define the Problem Statements

Project Name	Automated Network Request Management in ServiceNow
--------------	--

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

Example:



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	An employee needing network access/change	Submit a network-related service request (e.g., VPN, firewall rule) quickly and easily	Submit a network-related service request (e.g., VPN, firewall rule) quickly and easily	Processes are paper-based or email-driven with no standardization or tracking	Frustrated, unproductive, and uncertain about request progress
PS-2	An IT/Network team member	Fulfill and approve network requests efficiently	Requests arrive scattered (email, tickets), lack complete data, require manual routing, and cause errors/delays	No centralized, automated system for intake, approval, and execution	Overwhelmed, prone to mistakes, and unable to prioritize effectively
PS-3	A manager/compliance officer	Ensure network changes follow policy and are auditable	Approvals are informal, tracking is manual, and compliance evidence is hard to retrieve	No structured workflow or audit trail in current process	Anxious about security risks and regulatory non-compliance

References:

- <https://miro.com/templates/customer-problem-statement/>