Ideation Phase
Define the Problem Statements

Project Name	An Employee Requests Installation of Licensed Software through the Service Catalog

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:

I am	I'm trying to	But	Because	Which makes me feel
a traveler	book flights on my phone	it takes a long time	The website is not responsive and doesn't have a mobile version	Frustrated

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	An employee who needs specific licensed software for work	Get approved and installed licensed software quickly	The process involves emailing IT, filling manual forms, waiting for approvals, and chasing status updates	There is no standardized, self-service way to request software with justification and tracking	Frustrated, unproductive, and blocked from doing my job efficiently
PS-2	An IT/Software fulfillment team member	Process and fulfill employee software installation requests accurately	Requests come via scattered emails or verbal communication with incomplete details (no justification or urgency)	No centralized system enforces required information or routes approvals properly	Overwhelmed, prone to delays/errors, and unable to ensure license compliance
PS-3	A manager or compliance officer	Review and approve software requests to ensure business need and license compliance	Requests lack structured justification; approvals are informal and hard to audit	Current process has no mandatory fields or automated routing based on software type/cost	Concerned about unnecessary licenses, compliance risks, and lack of visibility

References:

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