

Ideation Phase

Define the Problem Statements

Date	30 June 2025
Team ID	LTVIP2025TMID30150
Project Name	Streamlining Ticket Assignment for Efficient Project Management
Maximum Marks	2 Marks

Customer Problem Statement Template:

A problem statement helps clarify the pain points from a user or stakeholder's perspective. For this project, it helps us understand the friction faced by various roles (e.g., project managers, IT staff) when dealing with inefficient ticket assignment systems in ServiceNow

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

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

Example:

I am a traveler	I'm trying to book flights on my phone	But it takes a long time	Because The website is not responsive and doesn't have a mobile version	Which makes me feel Frustrated
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Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	I am a project manager overseeing multiple development teams.	Ensure that support tickets are assigned efficiently and equitably across teams.	The current manual or static assignment system leads to delays,	It lacks real-time analysis of workload, expertise, or ticket urgency.	Frustrated and ineffective in meeting deadlines and SLAs.

			overloads, and reassignm ents.		
PS-2	A ServiceNow administrator.	Configure an automated ticket routing mechanism that reduces human intervention.	The existing rule setup lacks flexibility and adaptability.	It's rule-based without support for machine learning or dynamic load balancing.	Limited in improving platform efficiency and user satisfaction.