

Ideation Phase

Define the Problem Statements

Date	23 June 2025
Team ID	LTVIP2025TMID30202
Project Name	Field Service WorkOrder Optimization
Maximum Marks	

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.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	I am a field service manager or technician.	I'm trying to efficiently manage work orders, technician assignments, and scheduling to ensure timely service delivery.	But the manual or poorly optimized system leads to delays, miscommunication, underutilized resources, and customer dissatisfaction.	Because I lack a centralized, automated system that optimizes work orders based on real-time location, availability, skills, and job urgency.	Which makes me feel frustrated, overwhelmed, and unable to maintain high service standards.
PS-2	I am a customer requesting field service.	I'm trying to get my issue resolved quickly with minimal wait time.	But I often face delays, rescheduling, or last-minute cancellations.	Because the company doesn't use an intelligent system to optimize technician allocation and travel.	Which makes me feel disappointed and less likely to recommend or reuse the service.