Ideation Phase

Define the Problem Statements

Date	20 February 2026
Team ID	LTVIP2026TMIDS66369
Project Name	calculating family expenses using service now
Maximum Marks	2 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.

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	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

Customer Problem Statements – calculating family expenses using service now

Parameter	Problem Statement PS-1	Problem Statement PS-2
I am (Customer)	A salaried person managing monthly household expenses	A homemaker tracking daily spending and savings
I'm trying to	Calculate total family expenses and stay within my monthly budget	Record daily expenses and identify where money is being spent most
But	I use manual notes or Excel, which is time-consuming and error-prone	I forget to track small expenses and cannot generate monthly reports
Because	There is no automated system to categorize expenses and show real-time totals	I don't have a simple tool that gives alerts when spending exceeds the budget
Which makes me feel	Stressed and unsure about my financial planning	Confused about savings and unable to control unnecessary expenses