

Ideation Phase

Define the Problem Statements

Date	30 October 2025
Team ID	NM2025TMID08556
Project Name	Laptop Request Catalog Item
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	I'm trying to	But	Because	Which makes me feel
An employee	Request	The current process is slow and manual	There is no automated Service Catalog item	Frustrated and unproductive

I am	Describe customer with 3-4 key characteristics - who are they?	I am an employee who needs a laptop for work, or an IT administrator responsible for processing laptop requests and approvals.
I'm trying to	List their outcome or "job" they care about - what are they trying to achieve?	I'm trying to request or approve a laptop quickly and efficiently using a clear, guided, and automated form.
But	Describe what problems or barriers stand in the way - what bothers them most?	But the current process is manual and time-consuming, requiring multiple emails and follow-ups with no real-time tracking or clarity.
Because	Enter the "root cause" of why the problem or barrier exists - what needs to be solved?	Because there is no Service Catalog item or automated workflow in place to handle laptop requests systematically.
Which makes me feel	Describe the emotions from the customer's point of view - how does it impact them emotionally?	Which makes me feel frustrated, delayed, and unproductive as an employee; and overworked and disorganized as an IT admin.

Problem Statement	I am (Customer)	I'm trying to	But	Because	Which makes me feel
I am an employee who needs a laptop for remote work, but the request system often crashes and delays my approval.	I am an employee in the organization who needs a laptop for my daily work	request a laptop quickly and easily through the system	the current process is manual and time-consuming	there is no automated catalog form or workflow to guide me	frustrated, delayed, and unproductive
I am an IT administrator trying to process laptop requests, but incomplete details cause delays..	I am an IT administrator responsible for managing laptop requests	track and process laptop requests efficiently	there is no centralized or dynamic system to manage approvals and records	all requests come through emails or inconsistent forms	overwhelmed, disorganized, and stressed about tracking errors