

Ideation Phase

Define the Problem Statements

Date	30 June 2025
Team ID	LTVIP2025TMID30156
Project Name	Educational Organisation Using ServiceNow
Maximum Marks	2 Marks

Customer Problem Statement Template:

Educational institutions struggle with fragmented systems for managing IT services, administrative tasks, and student support. Staff often face delays in addressing service requests due to the lack of a centralized, automated workflow. Students are unable to track their queries or requests in real-time, leading to dissatisfaction and poor communication. The absence of a unified platform causes inefficiencies, repeated work, and data silos across departments. By implementing ServiceNow, these institutions can streamline operations, enhance user experience, and ensure transparency in service delivery.

To understand the needs and challenges of students, faculty, and administrative staff in our educational organization using ServiceNow, we will focus on what truly matters—streamlining academic and administrative services.

A well-crafted customer problem statement will help us:

- Identify the pain points in current service delivery processes
- Discover the ideal solutions using ServiceNow's digital workflows
- Create seamless, user-friendly experiences that improve satisfaction and productivity

CUSTOMER PROBLEM STATEMENT

To understand the point of view of our educational organization's customers using ServiceNow, we will [focus on what matters] in order to create experiences people will love.

- A well-articulated customer problem statement will allow us to find the ideal **solution** for the challenges our customers face
- Throughout the process, we'll also be able to **empathize** with our **customers**



Example:

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A teacher	Know maintain students data	It's time taking and more paperwork	There are a lot of students	stressed
PS-2	A principal of a school	know the number of admission happening	We can't maintain it with paper work	There are many works going on during admission time	Confused