Ideation Phase

Define the Problem Statements

Date	01 November 2025
Team ID	NM2025TMID08447
Project Name	Laptop Request Catalog Item
Maximum Marks	4 Marks

Customer Problem Statement Template:

Employees face challenges when requesting laptops for work through manual or email-based processes.This leads to **delays, missing information, and miscommunication** between employees and IT administrators. It also creates difficulties in tracking requests, verifying approval status, and ensuring accurate record-keeping.

They need a **streamlined, automated system** that allows employees to easily request laptops, select models and accessories, and receive timely approvals.

A digital request form integrated with **ServiceNow's Service Catalog** can ensure quick processing, data accuracy, and transparency throughout the workflow.

Such a solution will improve operational efficiency, reduce manual effort, and enhance user satisfaction.

Decisions	Information Requirements	Problems
Determine the method to spend on customer service budget	Total value of customers in segments of › Good › Average › Poor › Bad	Too many poor/bad customers › **Poor cash flow** Too few good/average customers › **Poor cash flow**
Which customers should be chased for payment?	Purchasing and payment history › Credit limit › Available credit › Outstanding balance › Payment speed	Can't easily identify bad/poor customers › **Poor cash flow**
Should a customer's credit limit be increased?		Can't easily identify bad/poor customers › **Reduced customer satisfaction**

Example:

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	an Employee	Request a laptop quickly	the process is manual and time-consuming	I have to send multiple emails for approval	frustrated and delayed
PS-2	an Administrator	Manage and track laptop requests	there's no automated catalog or digital tracking	all requests are handled manually without visibility	overworked and unorganized

Problem Statement PS 1:

 As an **employee**, I am trying to request a new laptop for my work requirements, but the process is currently manual and slow. I have to send multiple emails to different departments, and there is no clarity on available models or approval timelines.

This makes me feel **frustrated and uncertain**, as I often experience delays in receiving the required laptop.I need a **digital catalog form** that allows me to fill in my request easily, choose from available laptop models, and submit it directly for approval.

Problem Statement PS 2:

As an **administrator**, I want to manage and track all laptop requests efficiently, but there is **no centralized system** to capture these requests digitally.
Currently, each request must be handled manually, and important details such as laptop models or accessories are often missing.

This causes confusion and delays in processing approvals, affecting asset management and productivity. A **ServiceNow-based Laptop Request Catalog Item** with dynamic fields, validation, and reset options would help maintain accurate data, reduce manual workload, and ensure faster service delivery.