Ideation Phase
Define the Problem Statements

Date	26 Febraury 2026
Team ID	LTVIP2026TMIDS60356
Project Name	Educational Organisation Using ServiceNow
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.

Reference: https://miro.com/templates/customer-problem-statement/

Example:

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	School / College Administrator	Streamline student admissions, manage records, and automate approval workflows	Admission data is handled manually and scattered across spreadsheets and emails	There is no centralized digital system and workflows are not automated	Overwhelmed with paperwork and concerned about delays and errors
PS-2	Academic Coordinator	Track student attendance and academic performance in real-time	Reports are static and updated manually, making it difficult to monitor progress	Systems are not integrated and lack real-time dashboards	Frustrated and unsure about making timely academic decisions