

Ideation Phase

Define the Problem Statements

Date	26 February 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.

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" - 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:

Customer Problem Statement Template				
I am	I'm trying to	But	Because	Which makes me feel
I am <small>An Educational Institution Administrator / Principal / Academic Coordinator managing student admissions, teacher records, attendance, academic progress, and other institutional operations using ServiceNow.</small>	I'm trying to <small>Streamline admissions and enrollment processes. Maintain accurate student and teacher records. Track attendance and academic performance efficiently. Facilitate administrative workflows.</small>	But <small>Students and staff often work across different systems or spreadsheets. Manual processes cause delays in approvals and admissions. Lack of real-time visibility into student performance. Communication gaps between departments. Difficulty in tracking consumers, requests, and service tickets.</small>	<small>There are multiple integrated management systems. Data is not uniform. Data is not updated in real-time. Departments work in silos. Limited reporting and analysis tools.</small>	<small>Overwhelmed and stressed out. Reduced confidence about data accuracy and completeness. Increased risk of delays and inefficiencies. Impaired ability to improve operational performance. Uncertain about decision-making due to lack of insights.</small>

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