

## 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.

<b>I am</b>	Describe customer with 3-4 key characteristics - who are they?	Describe the customer and their attributes here
<b>I'm trying to</b>	List their outcome or "job" the care about - what are they trying to achieve?	List the thing they are trying to achieve here
<b>but</b>	Describe what problems or barriers stand in the way - what bothers them most?	Describe the problems or barriers that get in the way here
<b>because</b>	Enter the "root cause" of why the problem or barrier exists - what needs to be solved?	Describe the reason the problems or barriers exist
<b>which makes me feel</b>	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
<b>I am</b> An Educational Institution Administrator / Principal / Academic Coordinator managing student admissions, teacher research, attendance, academic progress, and institutional operations using ServiceNow.	<b>I'm trying to</b> Streamline admission and enrollment processes Maintain accurate student and teacher records Track attendance and academic performance efficiently Automate administrative workflows	<b>But</b> Student and staff data are scattered 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 complaints, requests, and service tickets	<b>Because</b> There is no centralized, integrated management system Workflows are not automated Data is not updated in real-time Departments work in silos Manual reporting and coordination tasks	<b>Which makes me feel</b> Overwhelmed with administrative workload Concerned about data accuracy and compliance Frustrated with delays and inefficiencies Pressured to improve institutional performance Worry about decision-making due to lack of insights

<b>Problem Statement (PS)</b>	<b>I am (Customer)</b>	<b>I'm trying to</b>	<b>But</b>	<b>Because</b>	<b>Which makes me feel</b>
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