

Ideation Phase

Define the Problem Statements

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Project Name	Workforce Administration Solution (dev)

Customer Problem Statement Template:

To create a solution that serves the needs of users involved in workforce management—such as HR staff, team managers, and employees—it is crucial to understand their point of view. This Customer Problem Statement Template helps focus on what truly matters to them, leading to more effective, relevant solutions.

A strong customer problem statement enables your team to clearly identify the barriers users face and the emotions these challenges evoke. This allows you to empathize with your users, improving how you design and deliver the Workforce Administration Solution.

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	An HR Manager	Manage employee leave records	The records are not updated in real-time	The system requires manual input from multiple users	Frustrated and inefficient
PS-2	A Team Leader	Track task assignments for team	The dashboard lacks real-time updates	Tasks are not linked to employee work status	Confused and delayed