

## Ideation Phase

### Define the Problem Statements

Date	31 January 2025
Team ID	LTVIP2025TMID56024
Project Name	Educational Organisation Using ServiceNow
Maximum Marks	2 Marks

#### Customer Problem Statement Template:

To understand the needs and challenges of students, faculty, and administrative staff in our educational organization using ServiceNow, we will focus on what truly matters—streamlining academic and administrative services.

A well-crafted customer problem statement will help us:

- Identify the pain points in current service delivery processes
- Discover the ideal solutions using ServiceNow's digital workflows
- Create seamless, user-friendly experiences that improve satisfaction and productivity

### CUSTOMER PROBLEM STATEMENT

To understand the point of view of our educational organization's customers using ServiceNow, we will [focus on what matters] in order to create experiences people will love.

- A well-articulated customer problem statement will allow us to find the ideal solution for the challenges our customers face
- Throughout the process, we'll also be able to empathize with our customers



Example:

<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	A teacher	Know maintain students data	It's time taking and more paperwork	There are a lot of students	stressed
PS-2	A principal of a school	know the number of admission happening	We can't maintain it with paper work	There are many works going on during admission time	Confused