

## Ideation Phase

### Define the Problem Statements

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Project Name	EDUCATIONAL ORGANISATION USING SERVICENOW
Maximum Marks	

### Customer Problem Statement Template:

Create a problem statement to understand the needs and challenges of your students, faculty, or administrative staff. The Educational Problem Statement template helps you focus on what matters most to improve the academic and operational experience across your institution. A well-articulated problem statement enables your team to identify the ideal solutions for the issues faced by the educational community. By leveraging ServiceNow's capabilities—such as workflow automation, case management, and self-service portals—you can track, resolve, and continuously improve on key challenges. Throughout the process, you'll build empathy with users and gain clearer insight into how they experience your institution's services and systems.

<b>I am</b>	Describe the customer	Describe the customer and their attributes here
<b>I'm trying to</b>	List the thing/desire is/are	List the thing they are trying to achieve here
<b>But</b>	Describe the obstacle or barriers that get in the way	Describe the problems or barriers that get in the way here
<b>because</b>	Describe the reason	Describe the reason the problems or barriers exist
<b>which makes me feel</b>	Describe the emotions the result from experiencing the problems or barriers	Describe the emotions the result from experiencing the problems or barriers

### Example:

an educator	I identify struggling students	An educator that can't find a way to help students	Stressed
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Problem Statement (PS)	I am (Role)	I'm trying to	But	Because	Which makes me feel