

## Ideation Phase

### Define the Problem Statements

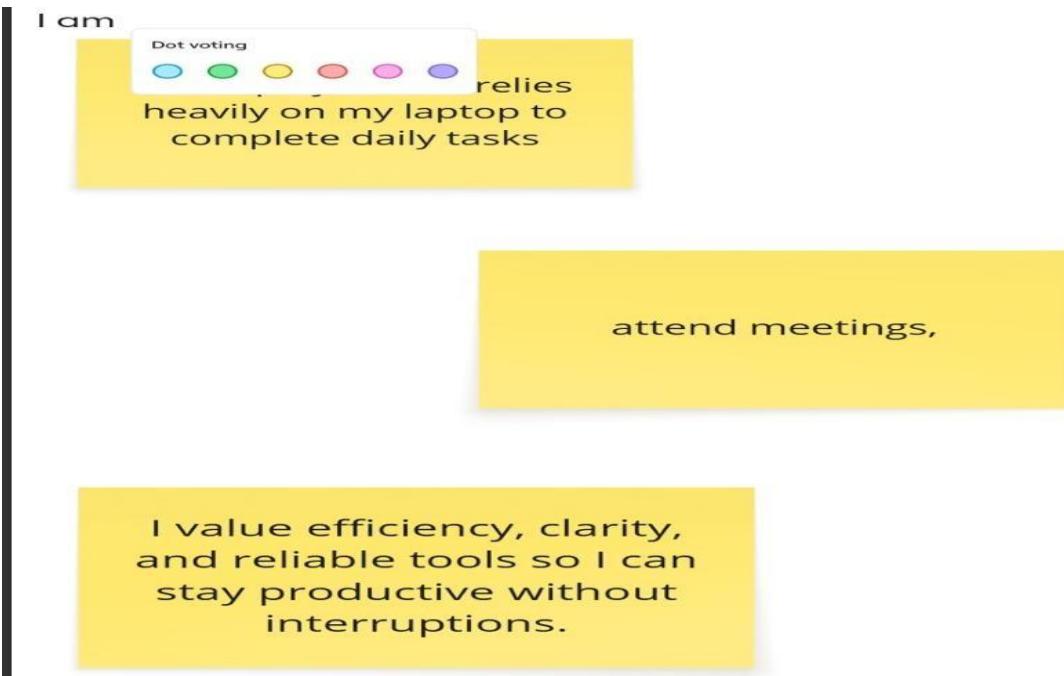
Date	28 October 2025
Team ID	<b>NM2025TMID03230</b>
Project Name	Laptop Request Catalog Item
Maximum Marks	2 Marks

#### Customer Problem Statement Template:

A **Customer Problem Statement** is a concise description of an issue or pain point experienced by end users (customers or employees) that prevents them from achieving their goals effectively.

It defines **who** is affected, **what** the problem is, **when and where** it occurs, **why** it matters, and **how** it impacts business outcomes — without jumping directly to a solution.

In the context of an **IT Service Catalog item (e.g., Laptop Request)**, the Customer Problem Statement explains the challenges employees face when trying to request, receive, or use IT equipment through existing processes, helping IT teams design more user-centered and efficient service experiences.



I'm trying to

Request a new or  
replacement laptop  
quickly and easily

so I can continue working  
without delays and have

the right device that fits  
my role and software  
needs.

But

The request process feels  
confusing and slow.

approvals take longer than  
expected.

request stands after  
submitting it, and  
approvals

## Which makes me feel

Frustrated, anxious, and undervalued — as if the tools I need to do my job aren't a priority

I feel more stressed and less productive while waiting, but also relieved and appreciative when the process is smooth and transparent.

Frustrated and unproductive because I can't do my work effectively without the right device.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A new employee who just joined the company	Request a laptop so I can start my work	The process is confusing and takes too long	There are too many approval steps and no clear update on the status	Frustrated, unproductive, and undervalued
PS-2	An existing employee whose laptop is not working properly	Request a replacement device quickly	IT response is delayed, and I don't know when I'll receive the new laptop	The system doesn't show available stock or expected delivery date	Anxious and unable to complete my tasks efficiently

## **Summary:**

The Laptop Request catalog item enables employees to easily request a new or replacement laptop through the IT Service Portal. It provides a streamlined, standardized process that ensures the right device is provisioned based on role requirements and availability.

This service supports new hire onboarding, hardware refresh, and replacement for lost or damaged laptops. It improves efficiency by automating approvals, integrating with inventory systems, and providing real-time status updates, reducing manual follow-ups and delays.