

Ideation Phase

define – the problem statements

Date	30/10/2025
Time id	NM2025TMID05890
Project name	Calculating Family Expenses using Service Now
Maximum mark	2 marks

Customer Problem Statement Template:

A customer problem statement clearly defines the issue from the customer's perspective to guide effective solutions. It typically starts by identifying who the customer is and what they are trying to achieve. Then, it highlights the obstacles preventing them from reaching their goal and explains the root cause of these challenges. Finally, it captures the emotional impact the problem has on the customer. For example, in a project to create a tool for calculating family expenses, the statement might be: "We are a family budgeting team trying to develop a simple and accurate tool for tracking expenses, but we struggle with data complexity and low user engagement because existing solutions are complicated. This leads to unreliable tracking and user frustration." This approach helps align the team by focusing on real user needs and challenges, ensuring the project targets the most important problems to solve.

Problem	Description	Solution
Manual Expense Tracking	Family members currently record expenses manually, causing delays, missed entries, and errors.	Use a digital tool to automate logging and organize expenses efficiently.
Uneven Spending Distribution	Spending exceeds budget in some categories, while others are overlooked, harming savings.	Add alerts and budget monitoring that inform the family about overspending.
Lack of Insightful Reporting	Family finds it difficult to analyze where money is spent, making informed planning tough.	Provide monthly summaries and easy-to-read reports for all family members.
Slow Budget Adjustments	Budgets are updated too slowly, often after overspending has occurred.	Enable real-time budget updates that reflect changes instantly.
Limited Family Involvement	Only one person manages the budget, reducing transparency and shared responsibility.	Allow all members access to view and update expenses, improving teamwork.

PROBLEM STATEMENT:

Problem	Description	Solution
Manual Ticket Assignment	Tickets are assigned manually, causing delays and errors.	Implement automated routing based on predefined rules and real-time data.
Uneven Workload Distribution	Some agents overloaded, others underutilized, reducing efficiency.	Introduce workload-balancing algorithms to evenly distribute tickets.

Problem	Description	Solution
Lack of Skill-Based Routing	Tickets assigned without matching agent expertise, causing reassignments.	Create skill-matching mechanisms linking tickets to agents' competencies.
Delayed Response Times	Manual sorting slows prioritization, leading to longer queues and slower service.	Use AI or rule-based prioritization for faster routing of urgent tickets.
Limited Visibility & Tracking	Team lacks real-time insight into ticket flow and agent performance.	Develop live dashboards to monitor ticket distribution, status, and metrics.