Ideation Phase
Define the Problem Statements

Date	10 February 2026
Team ID	LTVIP2026TMIDS56419
Project Name	Calculating Family Expenses using Service Now
Maximum Marks	2 Marks

Customer Problem Statement Template:

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service

Customer Problem Statement Template

I am	I'm trying to	But	Because	Which makes me feel
A family member responsible for tracking household expenses, with limited tools and no centralized system to manage daily and monthly spending effectively.	Record daily expenses accurately, monitor overall family spending, and understand where money is being spent in order to manage the household budget efficiently.	I struggle to maintain consistent expense records, manually calculate totals, and keep track of expenses made by different family members, which often leads to missing or incorrect data.	Expenses are recorded in multiple places or not recorded at all, there is no automated system to consolidate daily expenses, and manual calculations are time-consuming and error-prone.	Confused, stressed, and uncertain about the family's financial situation, making it difficult to plan budgets, control unnecessary spending, and make informed financial decisions.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Family Head / Expense Manager	Track and consolidate daily expenses of all family members accurately	I don't have a centralized system to capture and calculate expenses automatically	Expenses are recorded manually or inconsistently, and there is no automation to aggregate daily spending into a single view	Stressed about losing control over finances and unsure about the actual monthly expenditure
PS-2	Individual Family Member	Record daily expenses quickly and ensure they are counted in the overall family budget	I find it difficult to ensure my expenses are properly recorded and reflected in the total	There is no structured platform to log expenses daily and link them to family-level records	Frustrated and disconnected from the family's financial planning process