

Ideation Phase

Define the Problem Statements

Date	01 February 2026
Team ID	LTVIP2026TMIDS60803
Project Name	Optimizing User, Group, and Role Management with Access Control and Workflows
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.

I am	Describe customer with 3-4 key characteristics - who are they?	Describe the customer and their attributes here
I'm trying to	Get their outcome or "so what" case about - what are they trying to achieve?	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way - what hinders them most?	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists - what needs to be solved?	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view - how does it impact them emotionally?	Describe the emotions the result from experiencing the problems or barriers

Reference: <https://miro.com/templates/customer-problem-statement/>

Example:



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	I am a System Administrator	I'm trying to efficiently manage users, groups, and roles within the organization	But the current access control process is manual, complex, and time-consuming	Because there is no centralized automation or structured workflow for approvals and permissions	Frustrated and overwhelmed due to delays and risk of errors
PS-2	I am a Department Manager	I'm trying to ensure that my team members get the right access permissions quickly	But the approval workflows are unclear and lack transparency	Because the system does not provide real-time tracking or proper notifications	Confused and concerned about productivity loss and security risks