**Ideation Phase**

**Define the Problem Statements**

|  |  |
| --- | --- |
| Date | 31 May 2025 |
| Team ID | LTVIP2025TMID28656 |
| 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.

Graphical user interface, text, application, email

Description automatically generated

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

**Example:**

Chart, treemap chart

Description automatically generated

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Problem Statement (PS)** | **I am (Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| PS-1 | a family member responsible for managing household expenses | keep track of our daily spending and stay within our family budget | I lose track of how much we've spent and on what | I use notebooks or scattered apps that don’t consolidate or analyze data | frustrated, unorganized, and unsure about our financial status |
| PS-2 | someone who wants to monitor family expenses in real time | get clear insights into where our money goes and how to reduce unnecessary spending | there’s no centralized way to categorize, report, or view expenses clearly | existing tools are either too complex or not customized for family use | overwhelmed, disempowered, and concerned about long-term financial planning |