

Ideation Phase

Define the Problem Statements

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|---------------|-------------------------------|
| Date | 4 December 2025 |
| Team ID | |
| Project Name | FreelanceX - Freelance finder |
| Maximum Marks | 2 Marks |

Customer Problem Statement Template:

A digital platform that connects freelancers with clients, allowing both sides to collaborate through job postings, bidding, and real-time communication. The system aims to simplify hiring, improve transparency, and create fair opportunities for skilled professionals.

Customer Problem Statement Template

| I am | I'm trying to | But | Because | Which makes me feel |
|--|---|---|--|---|
| <div style="background-color: #fff9c4; padding: 10px; border: 1px solid #ccc; margin: 10px auto; width: 80%;"> I am a beginner freelancer trying to enter the online job market. I want to build a strong foundation for my freelance career. </div> | <div style="background-color: #bbdefb; padding: 10px; border: 1px solid #ccc; margin: 10px auto; width: 80%;"> I'm trying to get my first project so I can prove my skills. This will help me gain credibility and attract more clients. </div> | <div style="background-color: #bbdefb; padding: 10px; border: 1px solid #ccc; margin: 10px auto; width: 80%;"> But clients often select freelancers who already have higher ratings. This makes it difficult for newcomers to get their first opportunity. </div> | <div style="background-color: #c8e6c9; padding: 10px; border: 1px solid #ccc; margin: 10px auto; width: 80%;"> Because I do not have enough work samples to show my capabilities. Without a portfolio, it becomes hard to compete with experienced freelancers. </div> | <div style="background-color: #ffe0b2; padding: 10px; border: 1px solid #ccc; margin: 10px auto; width: 80%;"> Which makes me feel stuck at the starting point of my freelance journey. It reduces my confidence and slows down my progress. </div> |

| Problem Statement (PS) | I am (Customer) | I'm trying to | But | Because | Which makes me feel |
|------------------------|----------------------|---|---|---|---|
| PS-1 | beginner freelancer | get my first project to build credibility | clients prefer people with more reviews and ratings | I do not have enough past work to showcase | stuck and less confident in starting my freelance journey |
| PS-2 | small business owner | hire skilled freelancers quickly for short projects | most platforms show too many irrelevant profiles | filtering tools for skills, ratings, and budget are not clear | confused and unable to make confident hiring decisions |

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