**Ideation Phase**

**Define the Problem Statements**

|  |  |
| --- | --- |
| Date | 27 june 2025 |
| Team ID | LTVIP2025TMID48881 |
| Project Name | FreeLance provider:Discovering oppurtunities,Unlocking potentials |
| 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 new freelance graphic designer | Find relevant job opportunities to build my portfolio | My profile doesn't get noticed by clients | I don’t have enough ratings or reviews to stand out | Frustrated and demotivated |
| PS-2 | An experienced freelance developer | Get matched with high-paying projects that fit my skills | I keep seeing irrelevant or outdated job listings | The platform doesn’t personalize or filter opportunities well | Wasted and undervalued |