

Ideation Phase

Define the Problem Statements

Date	20 February 2026
Team ID	LTVIP2026TMIDS24292
Project Name	LearnHub : Your Center For Skill Enhancement
Maximum Marks	2 Marks

Customer Problem Statement Template

The Customer Problem Statement helps in understanding the challenges faced by learners from their point of view. It focuses on identifying user needs, pain points, and emotions to design an effective and user-friendly solution. By clearly defining customer problems, the LearnHub platform aims to deliver meaningful learning experiences that support skill development and career growth.

Customer Problem Statements

Problem Statement	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A college student	learn industry-relevant skills online	but I find it hard to choose the right learning path	because most platforms offer unstructured or generic courses	confused and unsure about my career direction
PS-2	A working professional	upgrade my skills while managing my job	but I lack flexible and practical learning options	because many courses are time-consuming and theory-focused	frustrated and demotivated
PS-3	A beginner learner	gain hands-on experience	but I don't get enough real-world projects	because most platforms focus only on video lectures	unprepared and lacking confidence

Outcome

These customer problem statements help the LearnHub team understand learner challenges, empathize with user needs, and design solutions such as structured learning paths, project-based courses, and flexible learning schedules.