

# Ideation Phase

## Define the Problem Statements

Date	19 February 2026
Team ID	LTVIP2026TMIDS66927
Project Name	Docspot: seamless appointment booking for health
Maximum Marks	2 Marks

### Customer Problem Statement

- **Who is experiencing the problem?** Freelancers—both newcomers and experienced professionals—across various domains such as design, writing, tech, and marketing.
- **What are they trying to accomplish?** They aim to find legitimate, relevant, and well-paying freelance jobs quickly and efficiently, without spending excessive time sorting through spam or low-quality listings.
- **What is standing in their way?**
  - Overcrowded platforms with inconsistent filtering and irrelevant job results
  - Scam listings or jobs with unclear expectations and poor compensation
  - Delayed response times and lack of client transparency
  - Difficulties in establishing trust and showcasing portfolios effectively
  - Competitive saturation leading to underbidding wars
- **How are they currently addressing this issue?**
  - Subscribing to multiple freelance platforms and manually sifting through listings
  - Using job aggregators, which often lead to outdated or duplicate listings
  - Joining social media or niche communities that may lack structure or security

## 5 Ws PROBLEM STATEMENT TEMPLATE

PROBLEM STATEMENT: Enter the problem statement here ...

WHO?	WHAT?	WHEN?	WHERE?	WHY?
Who is the problem affecting?  • Details • Details • Details	What is the unmet need?  • Details • Details • Details	When is the problem happening?  • Details • Details • Details	Where Is the problem occurring?  • Details • Details • Details	Why is this worth solving?  • Details • Details • Details

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	a working professional with a tight schedule	book a doctor's appointment quickly without phone calls or long wait times.	most clinics don't have real-time booking systems or clear availability info	their systems are outdated or fragmented	frustrated and anxious about my health getting worse while waiting.
PS-2	a general physician running a small clinic.	manage patient bookings efficiently and reduce no-shows.	my current tools are manual or not tailored to healthcare workflows.	I cannot afford or understand complex clinic management systems.	stressed and underpaid despite my busy schedule.