

Ideation Phase

Define the Problem Statements

Date	21 June 2025
Team ID	LTVIP2025TMID20298
Project Name	Docspot
Maximum Marks	2 Marks

Customer Problem Statement

- **Who is experiencing the problem?** Freelancers—ranging from beginners to seasoned professionals in fields like design, writing, technology, and marketing—face persistent challenges in discovering reliable and rewarding job opportunities. They seek a streamlined, trustworthy platform to quickly find legitimate, relevant, and fairly compensated freelance work.

- **However, their efforts are often blocked by:**

Overcrowded job platforms with irrelevant or poor-quality listings

Scam or unclear postings with unrealistic expectations or low pay

Lack of transparency from clients and delayed communication

Difficulty building trust and effectively showcasing their portfolio

Excessive competition, often leading to underpricing and burnout

As a result, freelancers are forced to juggle multiple job boards, social media groups, and aggregators—often spending more time searching than actually working. This not only affects their productivity but also leaves them frustrated, anxious, and uncertain about long-term freelance sustainability.

5 Ws PROBLEM STATEMENT TEMPLATE

PROBLEM STATEMENT: Enter the problem statement here ...

WHO?	WHAT?	WHEN?	WHERE?	WHY?
Who is the problem affecting?	What is the unmet need?	When is the problem happening?	Where is the problem occurring?	Why is this worth solving?
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Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	a freelancer trying to build a stable career	find high-quality, legitimate freelance jobs efficiently	most platforms are crowded with irrelevant or low-paying listings	they lack proper filtering and allow scam or outdated postings	frustrated, demotivated, and unsure if freelancing is sustainable for me..
PS-2	a skilled designer new to freelancing	get visibility and land my first few projects	my profile gets overlooked and clients don't trust newcomers easily	the platform doesn't highlight skills or potential, only past reviews	makes me feel discouraged and stuck despite having talent.