

Ideation Phase

Define the Problem Statements

Date	19 February 2026
Team ID	LTVIP2026TMIDS24279
Project Name	FreelanceFinder: Discovering Opportunities, Unlocking Potential
Maximum Marks	2 Marks

The Customer Problem Statement Template for SB Works is designed to help stakeholders deeply understand the hurdles faced by both freelancers and clients in the modern gig economy. By clearly articulating the user's pain points, this template allows the team to stay focused on what truly matters—creating a secure, intuitive, and efficient platform that bridges the gap between creative vision and technical execution.

A strong problem statement captures not just the technical issues, such as fragmented communication or difficult file management, but also the emotional and operational frustrations users experience when dealing with unreliable platforms or lack of transparency. Through this lens of empathy, SB Works is designed to address real-world problems with real-time collaboration tools and streamlined project submissions that enhance trust and speed across the board. By leveraging a robust client-server architecture, the platform provides a seamless experience that reduces the stress of project management, ultimately leading to a flourishing ecosystem where talent is recognized and client expectations are consistently exceeded.

I am	<small>Describe customer with 3-4 key characteristics - who are they?</small>	Describe the customer and their attributes here
I'm trying to	<small>List their outcome or "job" the care about - what are they trying to achieve?</small>	List the thing they are trying to achieve here
but	<small>Describe what problems or barriers stand in the way - what bothers them most?</small>	Describe the problems or barriers that get in the way here
because	<small>Enter the "root cause" of why the problem or barrier exists - what needs to be solved?</small>	Describe the reason the problems or barriers exist
which makes me feel	<small>Describe the emotions from the customer's point of view - how does it impact them emotionally?</small>	Describe the emotions the result from experiencing the problems or barriers

Example:

<small>I am</small> a traveler	<small>I'm trying to</small> book flights on my phone	<small>But</small> it takes a long time	<small>Because</small> The website is not responsive and doesn't have a mobile version	<small>Which makes me feel</small> Frustrated
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Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1					
PS-2					