

Ideation Phase

Define the Problem Statements

Date	18 February 2026
Team ID	LTVIP2026TMIDS81285
Project Name	FreelanceFinder – Discovering Opportunities, Unlocking Potential
Maximum Marks	2 Marks

Customer Problem Statement Template:

The customer problem statement focuses on understanding the challenges faced by both freelancers and clients in finding and managing freelance opportunities. Freelancers struggle to discover genuine jobs efficiently due to scattered platforms and limited filtering options, while clients face difficulty in hiring skilled professionals through slow and unreliable processes. These challenges highlight the need for a centralized, user-friendly freelancing platform that simplifies job discovery and improves interaction.

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

Reference: <https://miro.com/templates/customer-problem-statement/>

Example:



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A freelancer	Find genuine freelance job opportunities	It is hard to find genuine opportunities	Jobs are spread across different platforms	Frustrated and confused
PS-2	A client	Hire skilled freelancers quickly	The process is slow and unreliable	There is no simple centralized system	Stressed and inefficient