

Ideation Phase

Define the Problem Statements

Date	26 February 2026
Team ID	LTVIP2026TMIDS38083
Project Name	FreelanceFinder: Discovering Opportunities, Unlocking Potential
Maximum Marks	2 Marks

Customer Problem Statement Template:

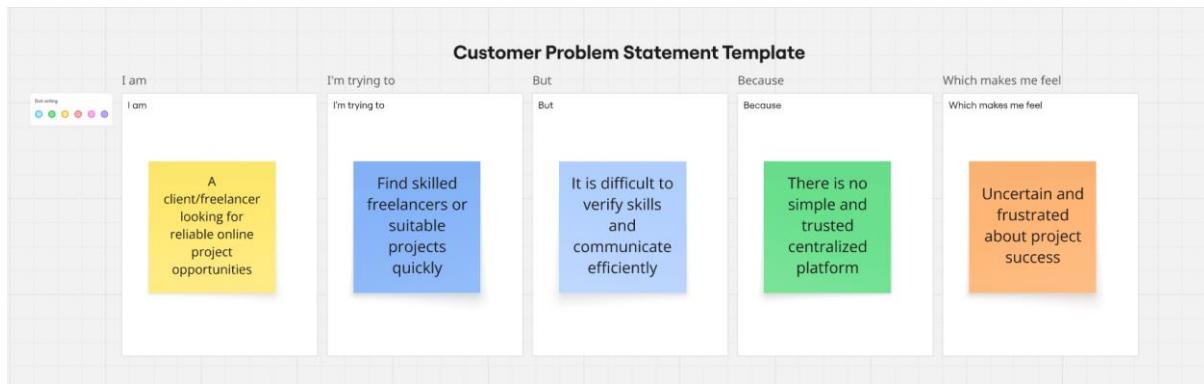
Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

I am	A client/freelancer looking for reliable online project opportunities.
I'm trying to:	Find skilled freelancers or suitable projects quickly.
but	It is difficult to verify skills and communicate efficiently.
because	There is no simple and trusted centralized platform.
which makes me feel	Uncertain and frustrated about project success.
	Uncertain and frustrated about project success.

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 client looking for skilled freelancers for my projects	Hire the right freelancer quickly and efficiently	It is hard to verify skills and track project progress	There is no fully reliable and transparent platform	Confused and uncertain about project quality
PS-2	A freelancer searching for genuine project opportunities	Showcase my skills and get selected for projects	It is difficult to find trusted clients and fair selection	Many platforms lack proper verification and structured bidding	Frustrated about career growth opportunities