Ideation Phase
Define the Problem Statements

Date	21 June 2025
Team ID	LTVIP2025TMID55161
Project Name	Docspot
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  - Using job aggregators, which often lead to outdated or duplicate listings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?	What is the unmet need?	When is the problem happening?	Where is the problem occurring?	Why is this worth solving?
• Details • Details • Details	• Details • Details • Details	• Details • Details • Details	• Details • Details • Details	• 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	most clinics don't have real-time booking systems or clear availability info	their systems are outdated or fragmented	frustrated and anxious about my health getting worse while waiting.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 manageme-nt systems.	stressed and underpaid despite my busy schedule.