Ideation Phase
Define the Problem Statements

Team ID	NM2023TMID04585
Project Name	How to Create a Landing Page in HubSpot

CUSTOMER PROBLEM SATEMENT:

"Many HubSpot users, especially those new to the platform, face challenges when it comes to creating high-converting landing pages. They struggle with the intricacies of the HubSpot landing page builder and often encounter issues related to design, content placement, and optimization. This results in a significant barrier to achieving their marketing goals, such as capturing leads, increasing conversions, and maximizing the ROI of their marketing campaigns. There is a clear need for comprehensive guidance and step-by-step instructions on creating effective landing pages using HubSpot, addressing the specific pain points and uncertainties users encounter in this process."

This problem statement highlights the key issues that your project aims to address, making it clear that your solution will provide valuable assistance to HubSpot users looking to create successful landing pages.

I am	Citizen
I am trying	To create especially those new to the platform, face challenges when it comes to creating high-converting landing pages
But	I am facing struggle with the intricacies of the HubSpot landing page builder and often encounter issues related to design, content placement, and optimization
Because	We lack results in a significant barrier to achieving their marketing goals, such as capturing leads, increasing conversions, and maximizing the ROI of their marketing campaigns
Which makes me feel	To establish a clear need for comprehensive guidance and step-by-step instructions on creating effective landing pages using HubSpot, addressing the specific pain points and uncertainties users encounter in this process

Reference link:

https://miro.com/welcomeonboard/Q0pUeUUzMzAyRUk2U

1d3OWR0VG8ybklMTkpxQ0tkMlVkVExIaVMxZ3l6bVJT

ZUVoVGlkNVJDVWgycXNBY1p0WHwzNDU4NzY0NTY

4Nzk0NzM0ODAxfDI=?share_link_id=840492770437

Example:

I am	I'm trying to	But	Because	Which makes me feel
Citizen	To create especially those new to the platform, face challenges when it comes to creating high-converting landing pages	I am facing struggle with the intricacies of the HubSpot landing page builder and often encounter issues related to design, content placement, and optimization	We lack results in a significant barrier to achieving their marketing goals, such as capturing leads, increasing conversions, and maximizing the ROI of their marketing campaigns	To establish a clear need for comprehensive guidance and step-by-step instructions on creating effective landing pages using HubSpot, addressing the specific pain points and uncertainties users encounter in this process