

## Ideation Phase Define the Problem Statement

Date	3 November 2023
Team ID	NM2023TMID02678
ProjectName	How to create a landing page in Hubspot

### How To Create A Landing page In Hubspot

Many businesses do not have the in-house expertise to create effective landing pages using HubSpot. This can lead to landing pages that are poorly designed, cluttered, and ineffective at converting visitors.

Creating a landing page can be a time-consuming process, especially if you are not familiar with HubSpot. This can be a challenge for businesses that are short on resources.

HubSpot's landing page templates can be limiting for businesses that want to create highly customized landing pages. This can make it difficult to create landing pages that are unique and stand out from the competition.

<b>Problem Statement(PS)</b>	<b>I am (Customer)</b>	<b>I'm trying to</b>	<b>But</b>	<b>Because</b>	<b>Which makes me feel</b>
Performance issues	Customer	Sign up for the services	It does not support	It takes long time to load	Frustrated
Subscription cost	Student	Finding templates for my project	There are limited free templates	The premium versions are costly	Disappointed
Version control	Professional	Work on my new project	It needs collaborative work	It has limited versions	Difficult to contribute