

# Ideation Phase

## Define the Problem Statements

|               |  |
|---------------|--|
| Date          | 01 February 2026                                 |
| Team ID       | LTVIP2026TMIDS24078                              |
| Project Name  | DocSpot: Seamless Appointment Booking for Health |
| 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  - Using job aggregators, which often lead to outdated or duplicate listings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?  |
| <ul style="list-style-type: none"> <li>• Details</li> <li>• Details</li> <li>• Details</li> </ul> | <ul style="list-style-type: none"> <li>• Details</li> <li>• Details</li> <li>• Details</li> </ul> | <ul style="list-style-type: none"> <li>• Details</li> <li>• Details</li> <li>• Details</li> </ul> | <ul style="list-style-type: none"> <li>• Details</li> <li>• Details</li> <li>• Details</li> </ul> | <ul style="list-style-type: none"> <li>• Details</li> <li>• Details</li> <li>• Details</li> </ul> |

| 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 management systems. | stressed and underpaid despite my busy schedule.                    |