

Ideation Phase

Define the Problem Statements

Date	17 July 2025
Team ID	LTVIP2025TMID48251
Project Name	Freelance finder
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	Describe customer with 3-4 key characteristics - who are they?	Describe the customer and their attributes here
I'm trying to	List their outcome or "job" the care about - what are they trying to achieve?	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way - what bothers them most?	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists - what needs to be solved?	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view - how does it impact them emotionally?	Describe the emotions the result from experiencing the problems or barriers

Reference: <https://miro.com/templates/customer-problem-statement/>

Example:

I am	a college student who is skilled, looking for flexible work opportunities, and interested in building real-world experience.
I'm trying to	find freelance projects that match my skills and allow me to earn income while studying
But	I face difficulties in finding trusted clients, showcasing my work, and getting noticed on existing freelance platforms that are too competitive or expensive
Because	most platforms are not student-friendly, lack local networking options, and charge high commissions, making it hard for beginners to succeed
Which makes me feel	frustrated, unmotivated, and unsure about pursuing freelancing as a

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A college student who is skilled looking for flexible work opportunities and interested in building real world experience.	Find freelance projects that match my skills and allow me to earn income while studying.	I face difficulties in finding trusted clients, shadowing my work, and getting noticed on existing freelance platforms that are too competitive or expensive.	Most platforms are not student-friendly, lack local networking options and charge high commissions, making it hard for beginners to succeed.	Frustrated, unmotivated, and unsure about pursuing freelancing as a viable path during college.