Ideation Phase
Define the Problem Statements

Date	1 June 2025
Team ID	LTVIP2025TMID56879
Project Name	FreelanceFinder: Discovering Opportunities, Unlocking Potential
Maximum Marks	2 Marks

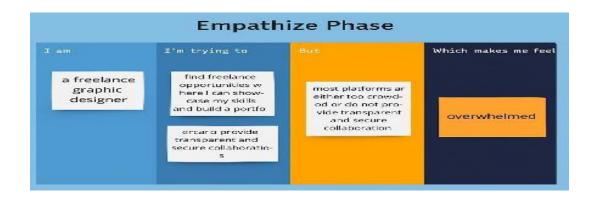**Customer Problem Statement Template:**

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:

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1					
PS-2					

PS-1

I am a recent graduate with a degree in graphic design.

I'm trying to showcase my skills and build a strong freelance portfolio.

But I struggle to find a platform that offers reliable, visible, and relevant opportunities.

Because most freelancing platforms lack streamlined project discovery and transparent collaboration tools.

Which makes me feel discouraged and uncertain about how to grow my freelancing career.

PS-2

I am a small business owner looking for creative professionals.

I'm trying to hire a reliable freelancer for a logo redesign.

But I find it hard to judge the credibility and experience of applicants.

Because existing platforms don't provide integrated portfolios or user-friendly communication tools.

Which makes me feel frustrated and hesitant to outsource important tasks to freelancers.