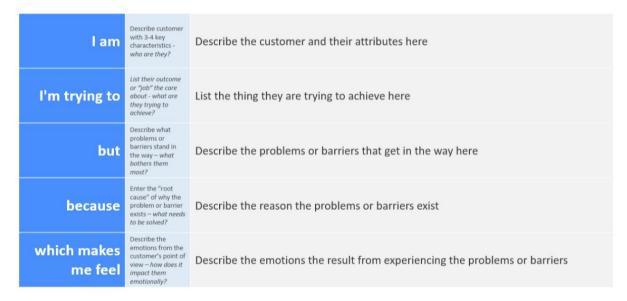
## Ideation Phase Define the Problem Statements

Date	31 January 2025
Team ID	LTVIP2025TMID55881
Project Name	Project - Freelance Finder: 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.



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	A freelancer	Expand my client base and work on varied projects	I struggle to find a platform that aggregate s a wide range of opportuni ties.	Most freelance job boards are niche- specific or have limited options	Difficult finding diverse freelance opportunities
PS-2	A new freelance	Understand what rates to charge for my services	I find it hard to get reliable informati on on current market rates	There is no centralized source of aggregated data on freelance earnings	Uncertain about market rates and potential earnings