**Ideation Phase**

**Define the Problem Statements**

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| Team ID | LTVIP2025TMID58557 |
| Project Name | FreelanceFinder |

**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.

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| **Problem Statement (PS)** | **I am (Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| PS-1 | **I am** a skilled freelancer | **I’m trying to** find suitable freelance jobs that match my skills | **But** I struggle to find reliable job postings and trusted clients | **Because** most platforms are either overcrowded, expensive, or lack filters | **Which makes me feel** frustrated and uncertain about finding quality opportunities |
| PS-2 | **I am** a small business owner | **I’m trying to** hire freelancers for short-term projects | **But** it’s difficult to evaluate the quality and authenticity of applicants | **Because** existing platforms provide limited profile verification and communication | **Which makes me feel** hesitant and worried about wasting time and resources |
| PS-3 | **I am** a student freelancer looking for part-time gigs | **I’m trying to** build my portfolio and earn income during studies | **But** there’s no focused platform to filter jobs by category, duration, or location | **Because** the job search process is too generic and unorganized | **Which makes me feel** lost and overwhelmed trying to compete with full-time professionals |
| PS-4 | **I am** a startup founder | **I’m trying to** quickly onboard developers and designers for a new product | **But** the hiring process is time-consuming and fragmented | **Because** there’s no unified system that offers skill-based filters, chat, and profiles | **Which makes me feel** stressed and pressured to meet deadlines |
| PS-5 | **I am** an HR manager in a company looking for contract-based professionals | **I’m trying to** post jobs and manage multiple freelancer applications efficiently | **But** I lack a streamlined system to filter, communicate, and shortlist candidates | **Because** existing solutions are scattered and don’t support end-to-end workflow | **Which makes me feel** overwhelmed and concerned about hiring delays |