

Ideation Phase

LearnHub:Your Center For Skill Enhancement

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Team ID	LTVIP2025TMID43500
Project Name	LearnHub:Your Center For Skill Enhancement
Maximum Marks	4 Marks

Customer Problem Statement Template:

To build a platform that truly helps learners, we need to **understand their problems from their point of view**. This structured template allows us to step into their shoes and feel what they experience. The format goes like this:

◆ I am

Who is the customer? Describe their identity or role in a few words.

◆ I'm trying to

What is the goal they are working toward?

◆ But

What is standing in their way?

◆ Because

Why does this barrier exist?

◆ Which makes me feel

How does the customer feel emotionally due to this problem?

This simple structure helps us **empathize** and **design solutions that truly solve their pain points**.

LearnHub – Customer Problem Statement Examples

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	a college student	build job-ready skills while studying	I don't know which courses or skills to choose	there's too much content online and no clear guidance	overwhelmed and anxious
PS-2	a working professional	switch to a better role in data science	I struggle to stay consistent with learning	most platforms are rigid and lack real-world practice & mentorship	frustrated and stuck
PS-3	a job seeker after graduation	learn in-demand skills to get hired quickly	I can't afford expensive bootcamps	many platforms charge high fees or don't offer pay-later options	hopeless and discouraged
PS-4	a student in a small town	access good quality training content	resources are not easily available	internet is unreliable and no local institutions offer quality support	left behind and helpless