

Ideation Phase

Empathize & Discover

Date	3 June 2025
Team ID	LTVIP2025TMID56954
Project Name	FreelanceFinder: Discovering Opportunities, Unlocking Potential
Maximum Marks	4 Marks

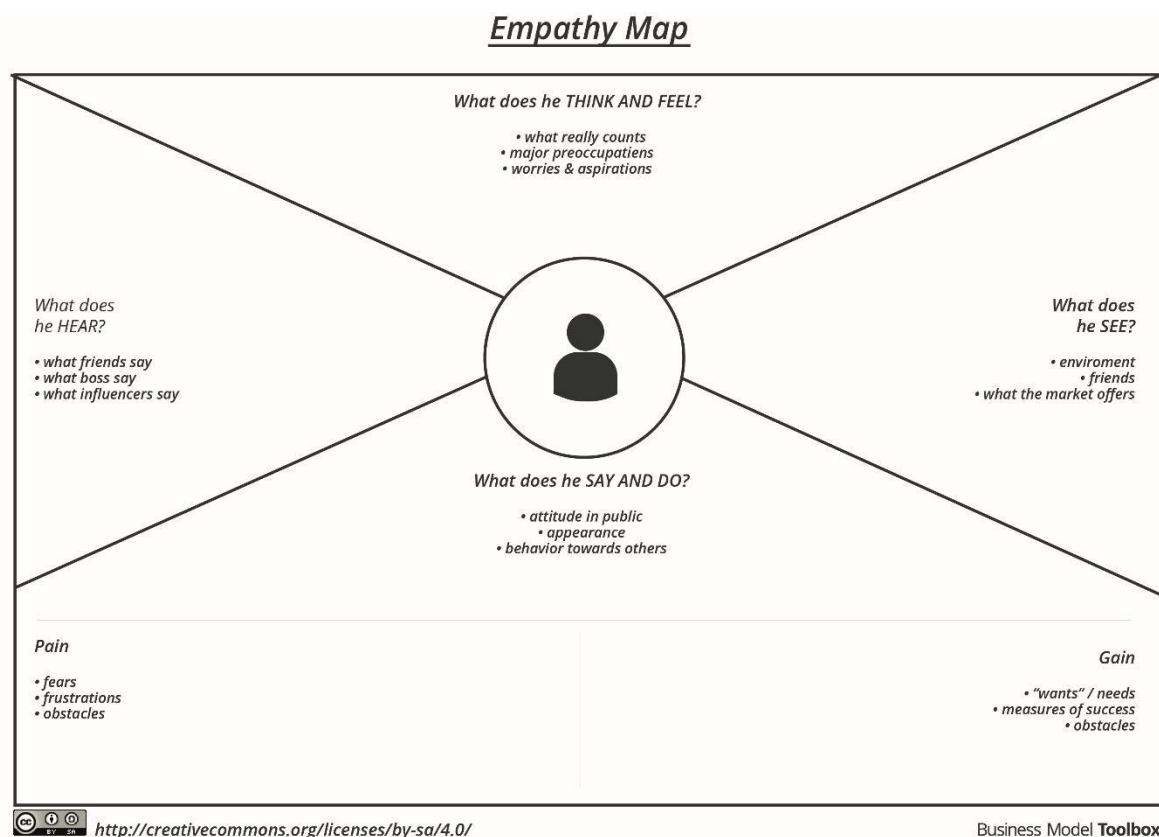
Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to help teams better understand their users.

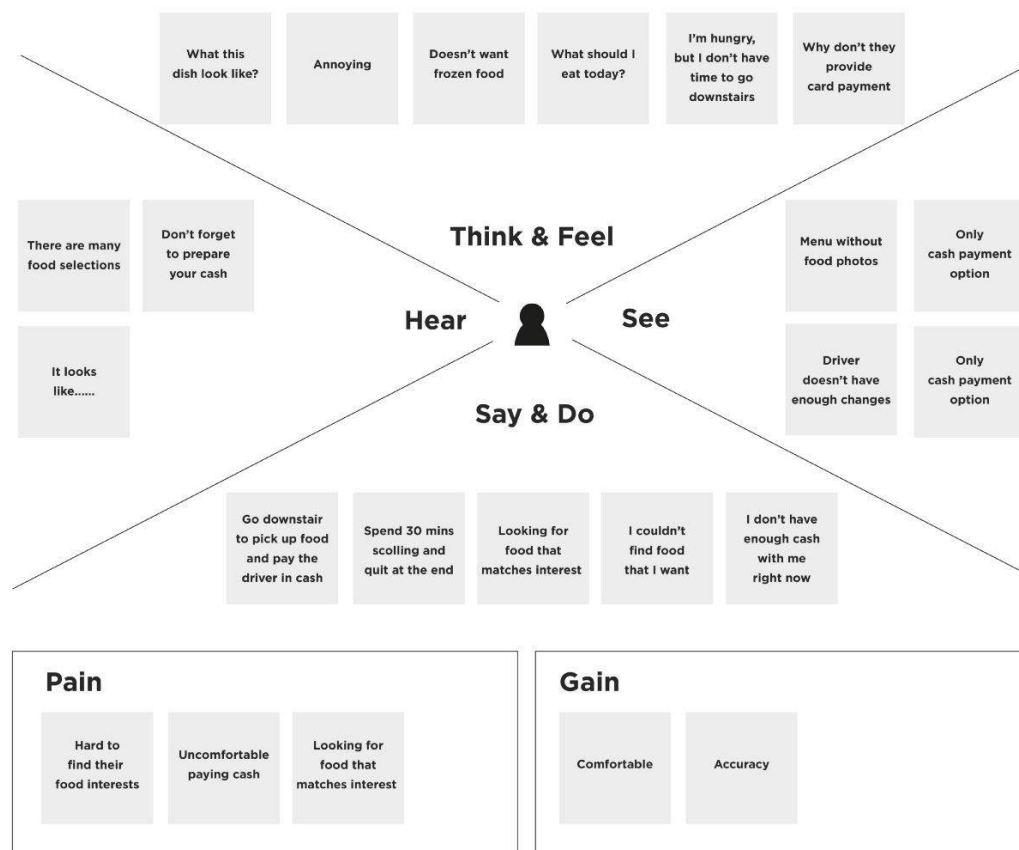
Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Freelancing Platform :



Reference: <https://www.mural.co/templates/empathy-map-canvas>

Example :



Empathy Map Canvas – Freelancing Platform

USER: Sarah – A Freelance Graphic Designer (Recent Graduate)

SAYS

- I want to build my freelance portfolio.
- I need a platform that lets me find real projects easily.
- A clear, fast communication channel with clients matters to me.
- I prefer secure, professional working environments.

THINKS

- Will clients take me seriously without reviews?
- There are so many platforms — how do I stand out?
- Submitting work should be easy, not a struggle.
- I need a system that values quality and professionalism.

DOES

- Searches online for freelance opportunities.
- Creates and submits design proposals using project briefs.
- Uploads her portfolio to the platform.
- Chats with clients via the integrated system.
- Delivers project files directly through SB Works.

FEELS

- Excited to gain experience and clients.
- Anxious about credibility and standing out.
- Relieved by the streamlined interface of SB Works.
- Motivated after receiving positive client reviews.