Customer Journey Map – Freelancing Platform

Date	21 june 2025
Project Name	FreelanceFinder: Discovering Opportunities, Unlocking Potential
Team id	LTVIP2025TMID56954

Stage	Steps	Experience	Interactions	Things (Touchpoints)	Places	People	Goals & Motivations
Entice	Discovering SB Works while looking for freelance work	Curious, hopeful, uncertain	Social media ads, job boards, university career portals	SB Works website, email campaigns	Online platforms	None initially	Help me find real freelance opportunities to grow my portfolio
Enter	Visiting SB Works and exploring project categories	Excited, a bit overwhelmed	Homepage, project filters	Responsive UI, project tiles, search bar	SB Works web app	None directly	Help me quickly see projects I'm eligible for
Engage	Creating profile and submitting first bid	Motivated, nervous	Signup form, bid submission	Signup portal, skill tag selector	SB Works profile system	N/A	Help me introduce myself to clients and land my first job
Purchase	Getting selected and beginning the project	Energized, cautious	Notification system, message inbox	Dashboard alerts, project brief	Platform dashboard	Client (via chat)	Help me make a strong first impression and deliver quality work
Participate	Working on the project and	Focused, hopeful	Chat, file upload, deadline tracker	File upload tool, message	Remote / personal	Client	Help me collaborate easily and meet

	sending deliverables			feed	workspace		the client's expectations
Exit	Client accepts work and leaves a review	Relieved, eager for feedback	Review form, rating module	Feedback display, project archive	SB Works profile	Client	Help me build credibility for future work
Extend	SB Works recommends new projects and features client's review	Encouraged, valued	Email summary, recommendations	Notification system, project suggestions	SB Works dashboard, inbox	Admin (indirect), new clients	Help me find more projects suited to my skills

Positive Moments

- Browsing well-organized project listings

- Getting selected for first bid

- Positive feedback from clients

Negative Moments

- Anxiety over first bid

- Lack of clarity on deliverables or timeline

- Uncertainty about platform credibility (initially)

Areas of Opportunity

- Simplify onboarding with starter guides

- Add 'Suggested Skills' to match freelancers with better-fit projects

- Include status indicators on active bids

- Auto-showcase freelancer reviews on bidding screen