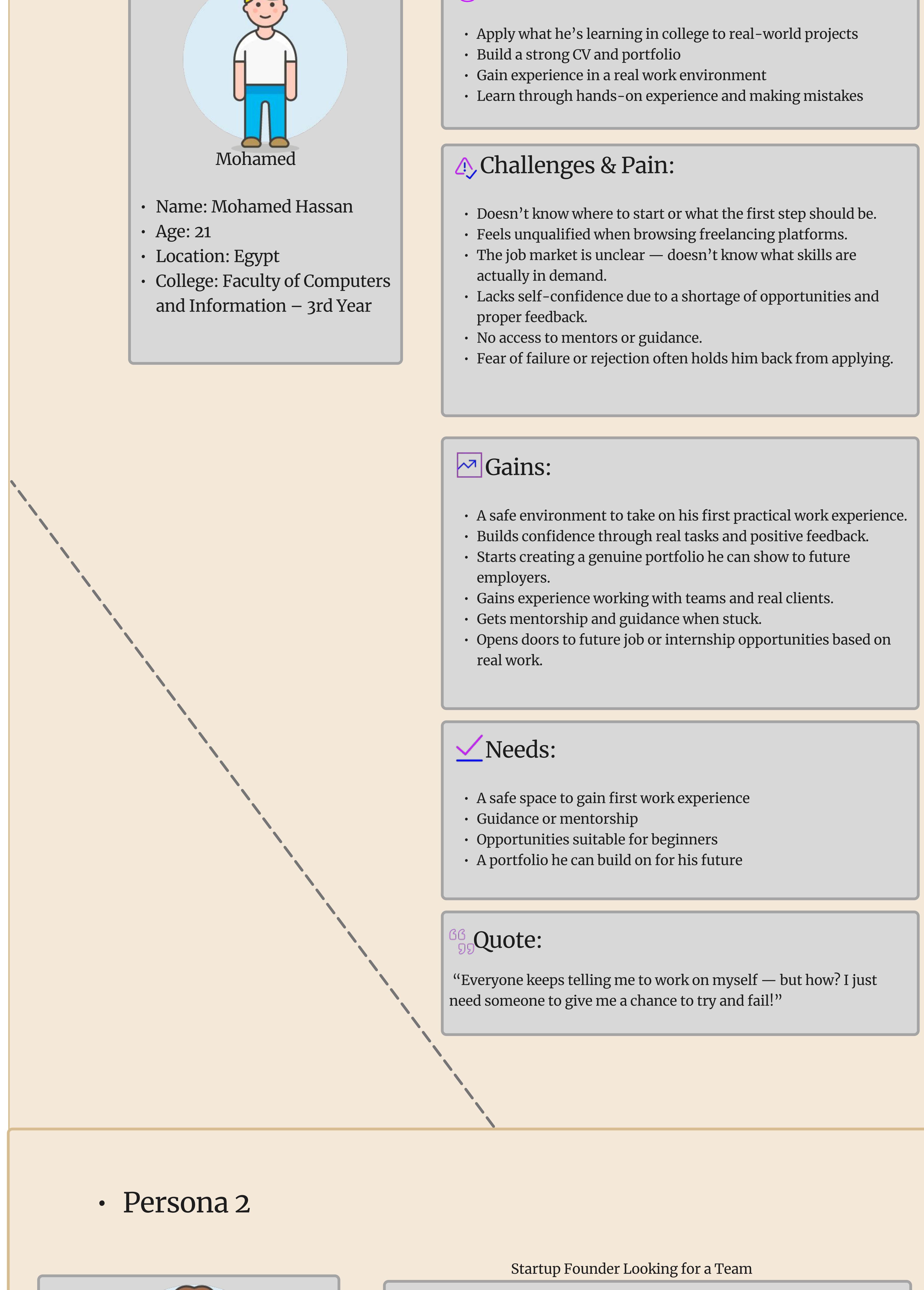
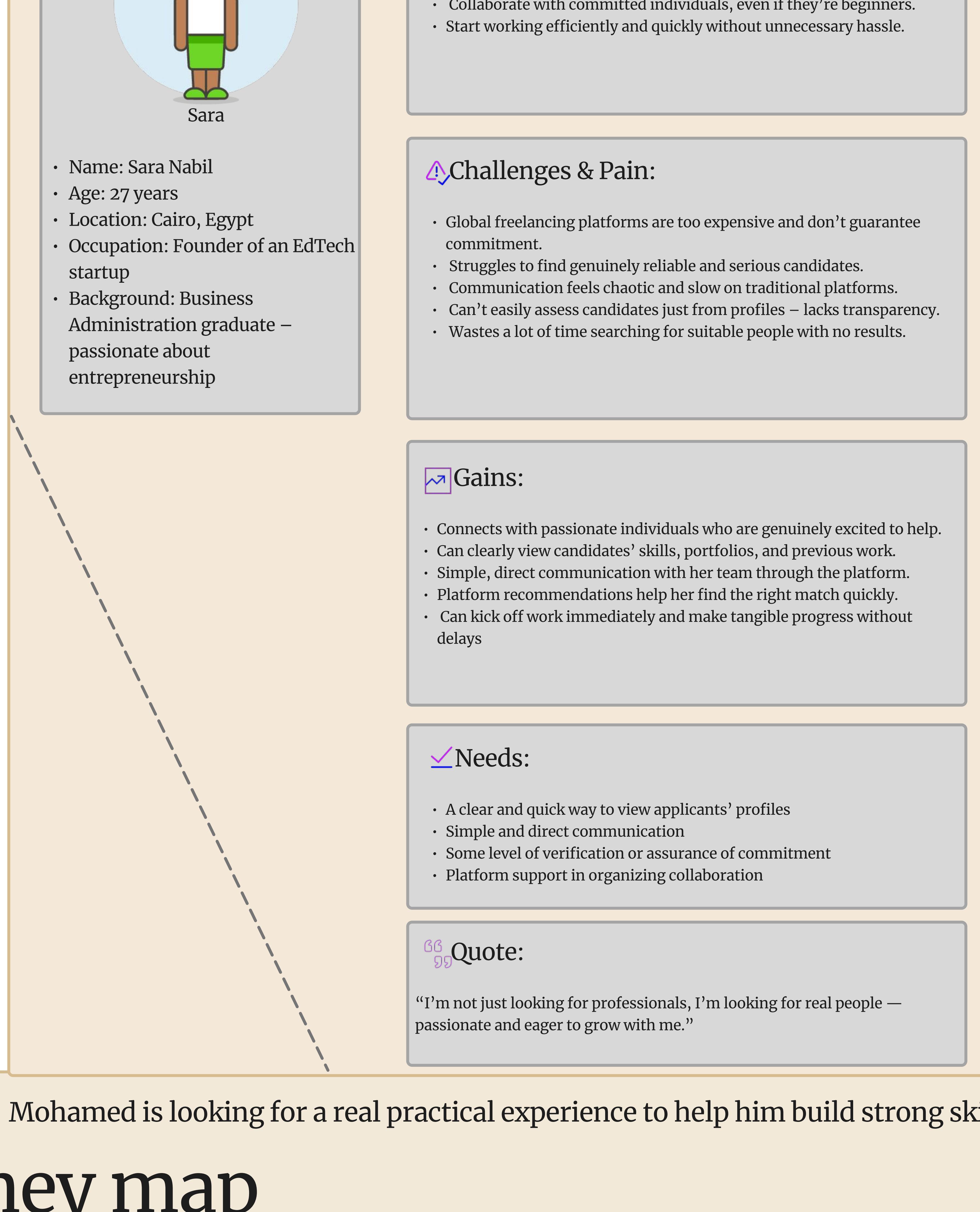


• Persona 1



• Persona 2



Mohamed is looking for a real practical experience to help him build strong skills and a professional CV.

• User journey map

Mohamed's Experience with SkillLink

**Discovery and Entry**  
Mohamed heard about SkillLink from a friend and decided to check it out. As soon as he entered the platform, he saw a clean, clear interface that explained the concept in seconds.

- Feelings: Curious + Excited
- Pain Point: Will I find something that fits me, or is this like every other site?
- Improvement Opportunity: Provide a quick onboarding experience that introduces the platform and how to use it.

**Account Creation & Skill Setup**

Mohamed registered quickly.

The platform asked him about his skills, field of study, and education level.

Then it showed him projects relevant to his background.

• Feelings: Comfortable + Professional

• Pain Point: How do I choose a project that suits me without wasting time?

• Improvement Opportunity: Smart recommendations based on the user's level and interests.

**Browsing and Applying for a Project**

He found a beginner-friendly web project with a clear description.

He applied, wrote a short message introducing himself, and attached a simple project he had done in college.

• Feelings: Excited + Nervous about rejection

• Pain Point: Am I really qualified for this?

• Improvement Opportunity: Add project difficulty ratings + tips on writing strong proposals.

**He Got Accepted!**

The project owner accepted Mohamed.

They started chatting and agreed on a simple plan.

Mohamed received his first task.

• Feelings: Proud + A bit anxious

• Pain Point: I don't want to mess anything up.

• Improvement Opportunity: Provide a mentor or supervisor for first-time users.

**Project Completion and Review**  
Mohamed worked on the task and delivered it on time. The project owner gave him a positive rating and encouraging comment.

The project was automatically added to his portfolio.

• Feelings: Very proud + Satisfied

• Pain Point: How do I properly document my work and stay on track?

• Improvement Opportunity: Tools to help users document and showcase completed work in their profile.

**Growth and Continuation**

Mohamed noticed his rating had improved, and the platform started recommending him for new projects. He felt like he was finally on the right track.

• Feelings: Motivated + Eager to grow

• Improvement Opportunity: A smart dashboard showing his progress and suggesting next opportunities.