

Ideation Phase

Empathize & Discover

Date	28 June 2025
Team ID	LTVIP2025TMID55291
Project Name	FreelanceFinder: Discovering Opportunities, Unlocking Potential
Maximum Marks	4 Marks

Empathy Map Canvas:

Empathy Map Canvas Sfz JInnuary _____ Maximums Marks: 4

User: Freelancer

Says <ul style="list-style-type: none">• I need consistent projects.• It's hard to find clients I can trust.• The platforms charge too much commission	Thinks <ul style="list-style-type: none">• Am I pricing my services right?• Will this client pay on time?• I hope I get a good rating
Does <ul style="list-style-type: none">• Applies to multiple freelance gigs daily• Customizes proposals• Maintains an online portfolio	Feels <ul style="list-style-type: none">• Frustrated due to rejection or no response• Anxious about financial stability• Proud when a client appreciates their work
Pains <ul style="list-style-type: none">• High competition• Delayed payments• Lack of proper communication tools	Gains <ul style="list-style-type: none">• Steady income• Strong profile & reviews• Direct client interaction