

Ideation Phase

Empathize & Discover

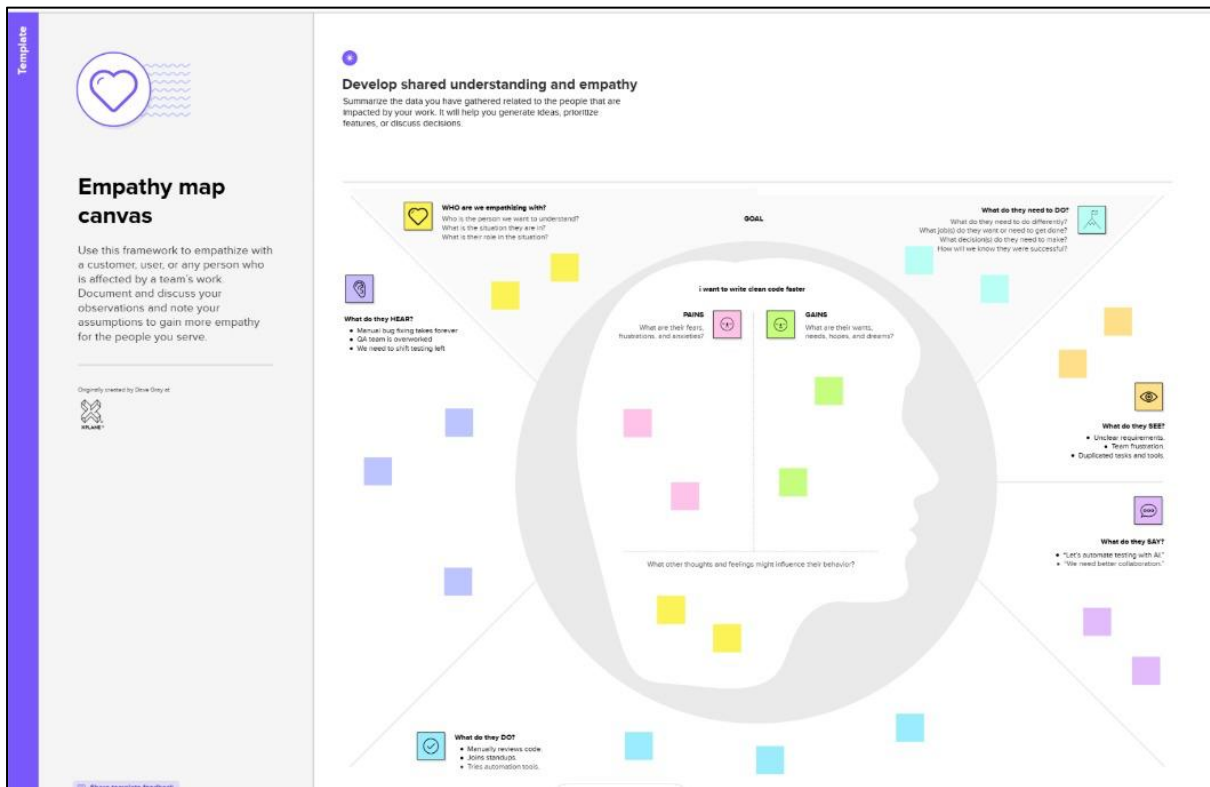
Date	19 February 2026
Team ID	LTVIP2026TMIDS24279
Project Name	FreelanceFinder: Discovering Opportunities, Unlocking Potential
Maximum Marks	4 Marks

Empathy Map Canvas:

In the **SB Works – Revolutionary Freelancing Platform** project, we empathized with fresh graduates like Sarah and local business owners to understand their daily challenges in navigating the competitive gig economy and finding reliable talent. Using the **Empathy Map Canvas**, we identified key frustrations such as the difficulty of building a portfolio from scratch, the anxiety of secure payment transactions, and the friction of disjointed communication.

Our users think about how to stand out in a crowded market, say they need a platform that prioritizes **transparency and integrity**, do repetitive manual searches for the "perfect" project match, and feel overwhelmed by the complexity of managing professional collaborations. For example, a freelancer often spends hours drafting proposals without knowing if their skills truly align with the client's brand identity, a process we optimized with **integrated chat systems and detailed project briefings**. This understanding informed the development of **SB Works**, a MERN-stack platform that streamlines the freelancing lifecycle to foster trust, boost professional growth, and ensure a secure, dynamic environment for all.

Example:



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

Example: Food Ordering & Delivery Application

