**“Freelance Job Marketplace System”**

A Proposal presented to the Faculty of the College of Computer Studies

University of Cebu- Main Campus

In Partial Fulfillment of the Requirements for the

Degree Bachelor of Science in Information Technology

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**PROJECT OVERVIEW DOCUMENT**

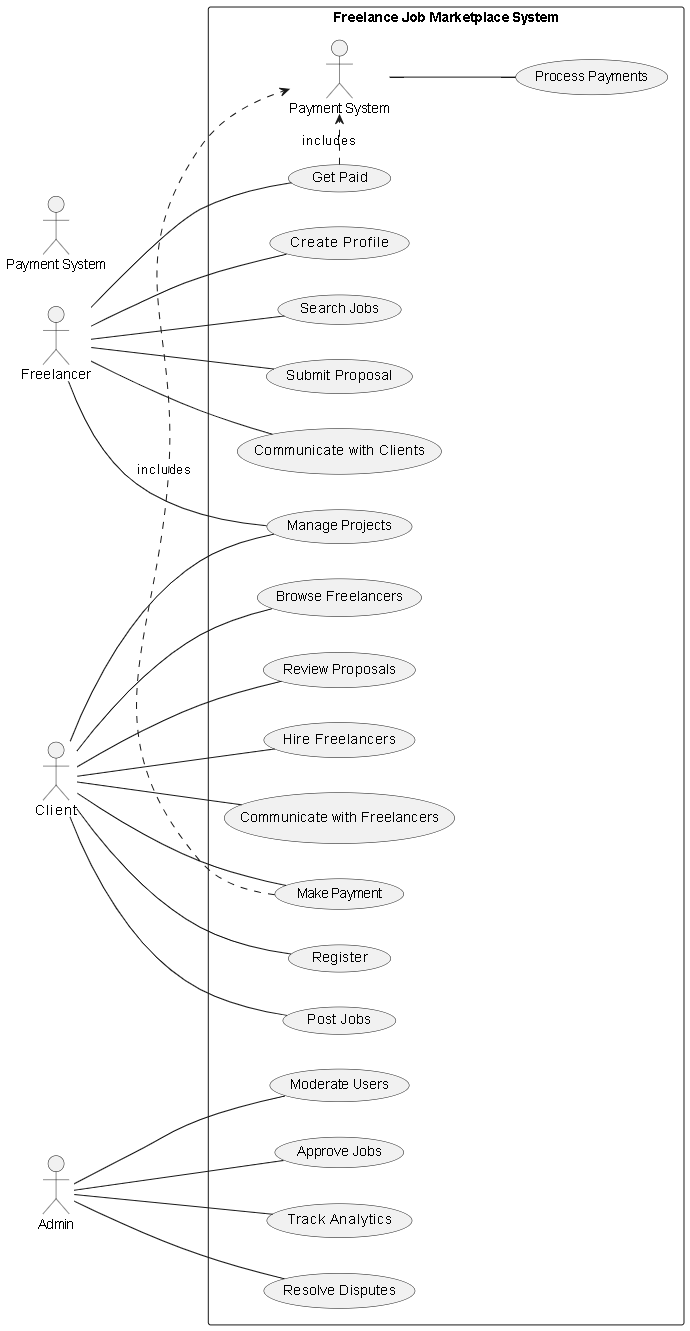
Project Objectives:

* **Connect Freelancers & Clients Efficiently**
  + Make it easy for freelancers and clients to find each other, communicate, and work together on projects.
* **Secure & Smooth Transactions**
  + Ensure that payments between freelancers and clients are safe, reliable, and clear, protecting both parties from any issues.
* **Enhance Communication between Freelancers & Clients**
  + Provide a way for freelancers and clients to talk easily in real-time to discuss project details, deadlines, and expectations.
* **Implement Rating & Review System**
  + Allow clients to rate and review freelancers after work is completed, and freelancers to rate clients, helping others make informed decisions.
* **Ensure Transparency & Trustworthiness**
  + Verify the identities and information of freelancers and clients to build trust and reduce the chances of scams or dishonesty.

Target Audience:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Audience Name** | **Description** | **Demographics Analysis** | **Psychographic**  **Analysis** | **Situational Analysis** |
| Freelancers | People offering services like graphic design, writing, programming, or virtual assistance. They work independently and look for projects to earn money. | Age: 18- 45 years old  Gender: Any gender  Education: Ranges from high school graduates to college degree holders, often specialized in fields like design, writing, or tech  Income Level: Varies widely depending on experience and number of clients/projects | Motivation: Value independence, flexibility, and the ability to choose projects. They seek to work from anywhere and want to grow their skills or career.  Behavior: Freelancers often look for platforms where they can find steady work, secure payments, and clear job descriptions.  Values: Creativity, self-reliance, flexibility, financial freedom. | Needs: Freelancers need a marketplace to showcase their skills, find reliable clients, get fair payment, and manage projects smoothly.  Challenges: Finding consistent work, dealing with unreliable clients, and ensuring timely payment. |
| Clients | Individuals or businesses looking to hire freelancers to complete specific tasks or projects, such as creating a website, managing social media, or writing content. | Age: 25-55 years old  Gender: Any gender  Education: Usually college degree holders or business professionals  Income Level: Medium to high, as they are willing to pay for freelance services | Motivation: Value quick access to talent for specific projects without long-term hiring commitments. They want quality work at fair prices.  Behavior: Clients look for platforms where they can easily find skilled freelancers, manage payments, and get projects done on time.  Values: Efficiency, reliability, trust, cost-effectiveness. | Needs: Clients need access to a pool of skilled freelancers to complete projects quickly and within budget.  Challenges: Finding trustworthy, skilled freelancers, managing multiple projects, and ensuring quality work. |

Use Case Diagram:



Key Features or Functionalities:

Freelancers:

* **Profile Creation and Customization**
  + Freelancers can create detailed profiles showcasing their skills, experience, portfolio, and certifications to attract clients.
* **Job Search and Filtering**
  + Freelancers can search for jobs using filters like project type, budget, skills required, and deadlines.
* **Bidding or Proposal Submission**
  + Freelancers can submit bids or proposals for projects, detailing their rates, timeline, and approach to completing the work.
* **Secure Payment and Withdrawal Options**
  + Freelancers are paid securely via escrow, with options to withdraw earnings through multiple methods (PayPal, bank transfer, etc.).
* **Messaging and Communication Tools**
  + Allows freelancers to communicate with clients in real-time, ensuring clear project discussions and expectations.
* **Project Management Tools**
  + Freelancers can manage deadlines, tasks, and milestones through a dashboard that keeps track of their projects.
* **Ratings and Reviews from Clients**
  + Freelancers receive feedback from clients based on job performance, helping them improve their reputation on the platform.
* **Skill Tests and Certifications**
  + Freelancers can take skill tests or showcase certifications to enhance their profiles and prove their expertise to potential clients.
* **Customizable Service Packages**
  + Freelancers can create predefined service packages (e.g., basic, standard, premium) with different pricing options for clients to choose from.
* **Analytics and Reports**
  + Freelancers can view analytics related to job performance, earnings, client satisfaction, and success rates.

Clients:

* **Client Registration and Profile Setup**
  + Clients can set up profiles with details about their business and project needs, making it easier to attract qualified freelancers.
* **Job Posting**
  + Clients can post detailed job listings, including project descriptions, skills required, budgets, and deadlines.
* **Freelancer Search and Filtering**
  + Clients can browse through freelancer profiles and use filters like skills, experience, ratings, and rates to find the right match.
* **Bidding and Proposal Review**
  + Clients can receive and review proposals from freelancers, compare them based on experience, price, and timelines, and choose the best fit.
* **Secure Payment Process**
  + Clients can pay freelancers securely using an escrow system, ensuring funds are only released when work is completed and approved.
* **Project Management Dashboard**
  + Clients can manage multiple freelancers, track project progress, set milestones, and monitor deadlines through a central dashboard.
* **Messaging and Communication Tools**
  + Clients can communicate with freelancers directly to clarify job expectations, timelines, and deliverables.
* **Ratings and Reviews**
  + Clients can leave feedback on freelancers’ work, rating their performance, quality, and reliability, helping future clients make informed decisions.
* **Dispute Resolution Support**
  + Clients can initiate a dispute resolution process if there’s a conflict regarding the freelancer’s work or payments.
* **Job Matching and Recommendations**
  + The platform suggests freelancers that match the client’s job requirements based on skills, ratings, and past experience.

**USER RESEARCH AND PERSONA DEVELOPMENT**

Survey, Interviews or User Research Results

Based on our survey, Cebu-based freelancers and clients view freelancing as a vital way to drive local economic growth, connecting talent with businesses that need skilled professionals. Freelancers in Cebu are motivated by a desire for simplicity in finding and applying for jobs, preferring an easy and streamlined process over the complex systems that dominate larger platforms. This simplicity allows them to focus less on administrative tasks and more on delivering high-quality work to their clients, ensuring their skills are fully utilized and appreciated.

Another important component that freelancers felt was necessary for developing client confidence is transparency. Freelancers can better align themselves with client expectations by maintaining clear communication throughout the project, from the proposal to the finish. A sense of accountability is fostered by frequent updates and progress tracking, which guarantees that clients are happy with the work completed and feel confident in the work being done.

For clients, particularly those with ties to Cebu, the ability to find local talent to complete projects quickly and efficiently is a major draw. They appreciate the chance to hire skilled professionals who understand their market, culture, and specific needs. The platform’s focus on Cebu-based freelancers ensures that projects stay local, boosting the regional economy and supporting community growth. Additionally, an easy-to-use hiring process, combined with secure and familiar payment methods like GCash, streamlines project management and ensures a smooth experience for both parties.

SkillNet addresses the challenges identified by both freelancers and clients, particularly the complexity and high fees associated with larger platforms. By offering simplified job search, low fees, and local payment options, SkillNet provides a uniquely tailored experience for Cebu-based professionals and businesses. This focus not only increases job visibility for freelancers within the Cebu community but also makes it easier for clients to connect with the right talent, fostering sustainable, community-focused growth.

Personas that represent typical users (include demographics, needs, goals, pain ponts)

Freelancers

**Persona 1: Creative Artist Freelancer**

Name: Zesrah Alcuino

Age: 20

Occupation: Animation/Art

Demographics: Animation/Art, 1-3 years of freelancing

Goals & Needs: She uses an online freelance platform weekly, values the ease of finding clients, the effective communication tools, and a user-friendly interface, with a pricing model that varies depending on the project.

Pain Points: Her biggest frustrations with freelance platforms include high service fees, a limited number of job opportunities, and insufficient protection against unfair client reviews, while they rate the importance of various features as follows: freelancer ratings and reviews (4), secure payment options (5), advanced search filters (3), project milestones and management tools (2), handling disagreements (3), communication tools (4), verification of freelancer skills (3), and a mobile app for hiring (3).

Motivations: She has not used any freelance platforms before and has a neutral stance on recommending those they have encountered suggests openness to exploring new options that meet their needs. She finds freelance platforms more appealing would be lower service fees, more client/freelancer reviews and ratings and more project categories and opportunities

**Persona 2: The Versatile Visual Creator**

Name: Peter Luigi Nelmida

Age: 21

Occupation: Graphic Design, 1-3 years of freelancing

Goals & Needs: He regularly uses online freelance platforms to find work, valuing user-friendly interfaces and flexible job options, with a preference for an hourly rate pricing model. Pain Points: His biggest frustrations with these platforms include delayed payments and poor client communication. When considering the importance of various features, he rates freelancer ratings and reviews a (2), secure payment options a (3), advanced search filters a (4), project milestones and management tools a (4), handling disagreements a (2), communication tools a (4), verification of freelancer skills a (4), and mobile app functionality for hiring a (4).

Motivations: He has previously used Freelancer.com, Peter is very likely to recommend freelance platforms to others. He finds freelance platforms more appealing on lower service fees, easier communication tools (e.g. integrated chat, video calls) and options to set flexible project deadlines/milestones

**Persona 3: The Talented Music Collaborator**

Name: Harold S. Nabua

Age: 21

Occupation: Music Sessionist, 7-10 years of experience

Goals & Needs: Harold has never used online freelance platforms to find work but appreciates features such as secure payment processes, good communication tools, and user-friendly interfaces. He prefers a pricing model that depends on the project.

Pain Points: is biggest frustrations with freelance platforms include delayed payments, poor client communication, and a lack of protection against unfair client reviews. When assessing important features in a freelance marketplace, he rates freelancer ratings and reviews a (4), secure payment options a (5), advanced search filters a (3), project milestones and management tools a (4), handling disagreements a (4), communication tools a (5), verification of freelancer skills a (5), and mobile app functionality for hiring a (4).

Motivations: Although Harold hasn’t used any freelance platforms before, he is very likely to recommend them to others. He finds freelance platforms more appealing if it is faster and more secure payment processing, better job matching based on skills and experience, Easier communication tools (e.g. integrated chat, video calls), Better customer support and dispute resolution and Improved mobile apps or website user experience

**Persona 4: The Cautious Content Seeker**

Name: Avila, Riez Nicole

Age: 22

Demographics: Avila rarely hires freelancers, about 1-4 times a year, primarily for writing and content creation projects. She has experience using Freelancer.com for these hires.

Goals: Her main reason for using freelance platforms is the secure payment system. She prefers to pay freelancers using a project-based model with milestone payments.

Needs: When hiring freelancers, Avila values secure payment options and the availability of local freelancers the most. She places lower importance on features like freelancer ratings and reviews, advanced search filters, and project milestones. She is neutral about her satisfaction with the freelancers she has worked with so far.

Pain Points: Her biggest frustrations are high service fees and a lack of trust in freelancers, which make the hiring process challenging.

Motivations: Avila is somewhat unlikely to recommend freelance platforms to others. However, she would find a platform more appealing if it offered faster and more secure payment processing, along with better options for setting project deadlines and milestones.

Persona 5: The Flexible Project Seeker

Name: Ram Railey Alin

Age: 21

Demographics: Ram has never hired freelancers before but plans to hire for a variety of project types, including design, writing, marketing, social media management, web development, programming, video editing, photography, virtual assistance, SEO & digital marketing, and consulting/coaching. He has not used any freelance platforms in the past.

Goals: Ram's main reason for using a freelance platform is the flexibility it offers in hiring for short-term projects, allowing him to adapt quickly based on project needs.

Needs: When hiring freelancers, Ram prioritizes key features such as freelancer ratings and reviews, secure payment options, advanced search filters, project milestones, freelancer vetting, and mobile app functionality. He values these features highly, rating all of them as "very important." His payment preferences depend on the type of project, and he is neutral about the quality of freelancers he has encountered through online platforms. Ram is very likely to recommend freelance platforms to others.

Pain Points: His biggest concerns revolve around poor freelancer quality and a lack of trust in freelancers, which makes him cautious about hiring.

Motivations: Ram believes freelance platforms would be more appealing with more client and freelancer reviews and ratings, better customer support, enhanced dispute resolution, and flexible project deadlines/milestones to suit varied project requirements.

User Journey Map illustrating ow a user interacts with the system over time

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Phase** | **Action/Task** | **User Goals** | **User Emotions/**  **Experience** | **Touchpoints** | **Opportunities for Improvement** |
| Awareness | Users become aware of the platform through ads, blogs, or referrals | Find a reliable platform for hiring/finding freelance work | Excitement, curiosity | Social Media, Google Search, Referrals, Ads | Promote through social media, targeted ads, and SEO |
| **Consideration** | Users explore platform features like freelancer profiles, job postings, etc. | Understand platform functionality and how it meets their needs | Interest, cautious optimism | Homepage, Feature Demos, Reviews | Clear messaging on features, transparent fee structure |
| **Registration** | Users sign up and create profiles (freelancer/client) | Start using the platform to either find work or post jobs | Slight hesitation, but interested in trying | Sign-up Form, Profile Creation Page | Simple, fast, and user-friendly onboarding |
| **Search/**  **Explore** | Users search for freelancers/jobs | Find relevant projects or freelancers with the right skill sets | Engaged, focused | Search Filters, Job Listings, Freelancer Profiles | Improve advanced filtering for relevant results |
| **Selection** | Freelancers submit proposals; clients review profiles | Choose the best freelancer or project that meets requirements | Confident but slightly unsure if they made the right choice | Proposal Submissions, Client Ratings/Reviews, Freelancer Bids | Showcase strong client/freelancer portfolios |
| **Hiring/**  **Bidding** | Clients review freelancer proposals and make a hire; freelancers wait for selection | Start work on the project or get the project started by hiring a freelancer | Hopeful, sometimes anxious | Bid Submission, Messaging System, Client Reviews | Provide clear, transparent bidding options and messaging for negotiations |
| **Project Kickoff** | Freelancers and clients start communicating on the project | Begin work efficiently with clear expectations | Motivated, focused, but wary of potential miscommunication | Messaging System, Project Milestones, Dashboard | Facilitate smooth communication through real-time messaging |
| **Execution** | Freelancers work on the project, track milestones, communicate progress | Meet project deadlines, deliver quality work | Satisfaction, concern over payments or deadlines | Project Dashboard, Messaging, Payment Processing | Clear tracking of milestones, progress updates, and payment releases |
| **Payment** | Client approves work, payment is processed via the secure system | Ensure freelancers are paid fairly and securely | Relief, excitement, or frustration with any payment delays | Secure Payment via Escrow, Invoicing, Milestone Approval | Streamline payment approval and processing to avoid delays |
| **Review & Feedback** | Both freelancers and clients leave feedback for each other | Build credibility on the platform through reviews | Satisfied or dissatisfied, depending on overall experience | Rating and Review System, Project Completion Page | Encourage fair reviews and provide dispute resolution for unfair ratings |
| **Retention** | Users return to the platform for future jobs or hires | Continue building a network of clients or freelancers | Trust built with good experience; frustration may arise if issues persist | Email Notifications, Project Updates, Personalized Job Suggestions | Improve user engagement and provide better project matches |