List of Internal User Needs

Customer Support

* Ability to login and manage user accounts (freelancers and clients)
* Ability to respond effectively through the customer support page
* Ability to update the open ticket as closed or resolved
* Ability to provide users with ticket resolution
* Ability to handle dispute resolution between freelancers and clients
* Ability to monitor and manage reported issues

Platform Management & Technical Support

* Ability to monitor platform activity for security and compliance
* Ability to generate platform analytics and performance reports
* Ability to maintain platform stability and security
* Ability to troubleshoot and resolve technical issues
* Ability to implement feature updates and improvements
* Ability to remove or modify inappropriate content

Advertisement and and promotions team

* Ability to promote featured freelancers and job postings
* Ability to run advertisements and sponsorships
* Ability to analyze user engagement and marketing effectiveness
* Ability to attract new clients and freelancers to the platform
* Ability to manage partnerships and collaborations
* Ability to generate reports on platform activity and user engagement

Sales & Marketing Team

* Ability to track and manage subscription revenue
* Ability to handle invoicing and financial reporting
* Ability to provide insights on financial performance and projections
* Ability to manage budget allocation for platform development and marketing
* Ability to review and compare bids for financial sustainability