**Business Case- Freelance Forge**

**Introduction**

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| **Business Case Conceptual Structure** | **Definitions** |
|  | **Customer:**  A customer is an individual or business that purchases another company's goods or services.  Customers are important because they drive revenues; without them, businesses cannot continue to exist.  **Supplier**:  A supplier is a person, business, or entity that provides products, data or services to another entity.  **Stakeholder**:  A person with an interest or concern in something, especially a business.  Stakeholders encompass all individuals or groups who have a vested interest in the performance of the business.  **Business Model:**  The term *business model* refers to a company's plan for making a profit. *Examples: Freemium, Subscription, Advertising, etc.*  **Distribution Channel:**  A distribution channel is a path that a product or service could take on its way to market. What's a direct distribution channel? A direct distribution channel is one where a company sells directly to the consumer, usually through their website or retail store. |

**Team No:3 Group 1**

**Application Name: Freelance Forge**

*Business case should be documented by completing the table below (Answers column).*

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| **Category** | **BC Section** | **Questions** | **Answers** |
| WHAT? | **Product Overview** | *Give a brief description of the proposed software product.* | The proposed software product is a **freelance job marketplace** designed to connect freelancers with clients. It enables freelancers to showcase their skills and find work opportunities while allowing clients to post job requirements and hire suitable candidates. The platform focuses on core functionalities, including profile creation, job posting, bidding, real-time communication, and ratings/reviews. It provides an admin panel to manage the platform and ensure smooth operations, excluding advanced payment systems for simplicity. |
| **Value Propositions** | What Customer business needs are we satisfying? | **Freelancers:**   * Need for a platform to display their skills, build a portfolio, and find relevant projects. * Access to job opportunities that match their expertise.   **Clients:**   * Need to hire skilled freelancers for specific projects efficiently. * Simplified process for managing job postings and evaluating freelancers.   **Admins:**   * Tools to manage platform activity and ensure high-quality service delivery. |
| What value do we add to the Customers? | **Freelancers:**   * Increased visibility to potential clients. * A streamlined way to find, apply for, and secure freelance jobs. * Opportunity to build credibility through ratings and reviews.   **Clients:**   * Easy access to a pool of talented freelancers. * Tools to compare candidates using filters, reviews, and profiles. * Simplified communication and collaboration.   **Admins:**   * A dashboard to monitor and manage the platform, ensuring compliance and a smooth experience for users. |
| **Type of Business Model** | What type of a business model do we adopt? | The proposed platform operates on a **freemium business model** designed to cater to freelancers, clients, and admins effectively while generating revenue through premium offerings.  **Free Access for Core Features:**  Freelancers and clients can sign up and use the platform without any upfront cost.  Freelancers can create profiles, showcase their portfolios, and bid on jobs.  Clients can post jobs, search for freelancers, and review proposals.  Real-time chat and basic search functionalities are available for all users.  **Premium Features for Enhanced Value:**  Freelancers:  Can pay to promote their profiles, ensuring higher visibility in client searches.  Access to advanced analytics, such as proposal tracking and job success insights, to refine their approach.  Clients:  Can pay to feature their job postings, making them stand out to top-tier freelancers.  Gain access to advanced filters for finding freelancers based on specific criteria like experience level or project rating.  Both Users:  Subscription-based plans unlock features like priority support, extended filtering options, and collaborative tools (e.g., document sharing or integrated task management).  **Revenue Generation:**  Subscription Plans: Regularly priced plans for freelancers and clients to access premium tools and features.  Profile & Job Promotions: Paid options to boost visibility for freelancers and highlight job postings for clients.  Advertisements: Space on the platform for relevant third-party advertisements.  **Scalable Monetization Potential:** While the platform avoids complex payment systems initially, future enhancements can include commission-based earnings from completed projects, further diversifying revenue streams. |
| **Key Resources** | What Key Resources do our value propositions require? | The key resources required for the freelance job marketplace to deliver its value propositions include technology resources, such as a robust backend (Node.js or Django), frontend frameworks (React.js), databases (MongoDB or PostgreSQL), and tools for real-time communication (Socket.IO or Firebase). Human resources are essential, including developers, UI/UX designers, customer support, and marketing professionals. **Content resources**, like user guides and templates, are needed to enhance user experience. Additionally, **financial resources** cover initial development, operational costs, and marketing, while partnerships and integrations with third-party tools can provide added value for users. |
| What are our Distribution Channels? | **Website Platform**:The primary channel where users (freelancers and clients) access your services. **Social Media Marketing**:Use platforms like LinkedIn, Facebook, Twitter, and Instagram to attract both freelancers and clients.  **Search Engine Optimization (SEO)**:Optimize for keywords like "hire freelancers" or "freelance jobs" to attract organic traffic.  **Referral Programs**:Encourage users to refer others in exchange for discounts or benefits. |
| **Technology** | What technology will we use to build the product? | **Technology Stack**  Backend: Node.js or Django Frontend: React.js  Database: MongoDB or PostgreSQL  Real-Time Communication: Socket.IO or Firebase  CI/CD: Jenkins  Deployment: AWS with Docker and Kubernetes  Authentication: JWT or OAuth 2.0 |
| Is it a mobile or desktop application? | Desktop Application |
| **Known Prototypes** | What are the know prototypes of your product?  *Reference some known portals on the Internet that are similar to your product. You will use these prototypes for developing business, user requirements.* | List of Prototypes:   1. **Upwork**: Freelancer/client profiles, job postings, bidding, real-time chat, ratings/reviews. 2. **Fiverr**: Service-based gigs, category search, messaging, ratings. 3. **Freelancer.com**: Bidding system, milestone-based payments, user profiles. 4. **Toptal**: High-quality freelancer vetting, advanced project tools. 5. **PeoplePerHour**: Flexible pricing, pre-defined service packages, reviews. These portals help define business/user requirements and guide feature development. |
| WHO? | **External Customers** | Who are our Customers? | The **freelancers** seeking job opportunities and **clients** looking for skilled professionals to complete their projects efficiently. 1. Freelancers  * **Who They Are**:   + Independent professionals offering specialized services.   + Ranges from beginners to experienced freelancers across industries (e.g., developers, graphic designers, writers, marketers, etc.). * **Needs**:   + A platform to showcase their skills and portfolio.   + Access to job opportunities that align with their expertise.   + Transparent job details (budget, requirements, deadlines).   + A safe space for communication with clients.   + The ability to build credibility (ratings, reviews). * **Pain Points**:   + Difficulty finding consistent, high-quality job opportunities.   + Uncertainty about client reliability (e.g., timely payments, clear project requirements).   + Challenges in standing out in a competitive market.   + Lack of proper communication tools on some platforms. * **How Your Platform Serves Them**:   + Enables profile creation to highlight skills and experience.   + Offers a bidding system to compete for relevant projects.   + Provides a secure, transparent space for client communication.   + Allows freelancers to build reputations with ratings and reviews.  2. Clients  * **Who They Are**:   + Individuals or organizations needing skilled professionals for specific projects.   + Ranges from startups and small businesses to established companies.   + Could include entrepreneurs, marketing teams, or project managers. * **Needs**:   + A pool of qualified freelancers to choose from.   + Efficient job posting and project management.   + Transparency in freelancer skills, rates, and reviews.   + Reliable communication channels for seamless project execution.   + Tools to assess freelancer performance post-project. * **Pain Points**:   + Struggling to find skilled freelancers with relevant expertise.   + Dealing with poor communication or missed deadlines.   + Uncertainty about the quality of work before hiring.   + Spending excessive time managing multiple freelancers. * **How Your Platform Serves Them**:   + Provides access to a diverse range of skilled freelancers.   + Simplifies job posting with intuitive forms and filters.   + Facilitates real-time chat for direct communication.   + Builds trust through freelancer ratings and reviews.  3. Secondary Customers  * **Administrators/Platform Owners**:   + While not customers in the traditional sense, you as the platform owner are a key user.   + You need tools to manage platform activity, ensure compliance, and address disputes. |
| **External Suppliers** | Who are our Suppliers?  *Does the system exchange data with external systems? For example, banks, delivery contractors, restaurants, etc.* | **Primary Suppliers:**   * **Freelancers:** The freelancers themselves are the primary suppliers, offering their skills and services to clients through the platform. They create value by delivering work on projects posted by clients.   **External Systems for Data Exchange:** While the initial platform avoids complex integrations, there is potential to exchange data with external systems in the future:   * **Payment Gateways:** Integration with systems like Stripe, PayPal, or Razorpay to enable secure transactions between clients and freelancers. * **Authentication Providers:** Systems such as Google, Facebook, or GitHub for user authentication through social login. * **Email and Notification Services:** External platforms like SendGrid or Mailgun for managing communication, such as notifications, job alerts, and updates. * **Cloud Storage Providers:** Tools like AWS S3 or Cloudinary for storing user-uploaded files, such as portfolios or completed work. * **Real-Time Communication Tools:** Firebase or Socket.IO for enabling seamless chat and project discussions between users.   **Potential Future Integrations:**   * **Verification Services:** Partnering with external platforms to verify freelancer credentials and build trust (e.g., LinkedIn or third-party background check services). * **Analytics Platforms:** Tools like Google Analytics to track user behavior and optimize the platform's performance. |
| **Internal Stakeholders** | Who are our internal Stakeholders?  *Do we need a product development group?*  *Do we need a sales group?*  *Do we need a finance group (accounts payable, receivable)?*  *Do we need a customer support team?*  *Do we need an advertising management group?* | The **product team**, **sales and marketing team**, **finance team**, **customer support team**, and **advertising team**.  **Do we need a product development group?** Yes, to design, develop, and maintain the platform while ensuring scalability and usability.  **Do we need a sales group?** Yes, to onboard clients and freelancers, build partnerships, and drive revenue growth.  **Do we need a finance group (accounts payable, receivable)?** Yes, if you plan to manage platform revenue, such as freelancer fees or subscription models.  **Do we need a customer support team?** Yes, to resolve user issues, mediate disputes, and ensure a smooth user experience.  **Do we need an advertising management group?** Yes, to promote the platform, manage ad campaigns, and attract new users through targeted marketing. |
| WHY? | **Expected Benefits to the Customer** | Why do we believe our new product will be better than those already existing on the market? | Our product stands out from existing market alternatives by focusing on simplicity, usability, and efficiency. It emphasizes **core functionalities**, avoiding unnecessary complexity like advanced payment systems, ensuring a streamlined experience for freelancers and clients. With an **intuitive interface** and **real-time communication** tools, collaboration is seamless and instant.  We offer **advanced search and filtering options**, allowing users to find the perfect match for their needs more effectively than competitors. A **dedicated admin panel** ensures quality control by monitoring profiles, job postings, and reviews, fostering trust and maintaining platform integrity.  Our **freemium business model** provides essential features for free while offering premium tools at competitive prices, making it accessible and cost-effective. Built with scalable technologies, the platform is highly **customizable** for future enhancements, ensuring it evolves with user needs.  By delivering a user-friendly, reliable, and affordable solution, our platform surpasses competitors in meeting the needs of freelancers and clients alike. |
| Why the Customers would want to use our system? | Customers would want to use our system because it offers a **simple, efficient, and user-friendly platform** tailored to their needs. Freelancers can easily showcase their skills, find relevant projects, and build credibility through reviews. Clients can quickly post jobs, filter candidates, and communicate in real time, saving time and effort.  The system ensures **quality and trust** through admin moderation and provides advanced tools like personalized search, job recommendations, and profile boosting for premium users. With its **cost-effective freemium model** and reliable features, our platform delivers a seamless experience, making it the ideal choice for connecting freelancers and clients. |
| HOW? | **System Use** | How will the External Customers use the system?  What is the main system use scenario for the External Customers? | External customers, including freelancers and clients, will use the system seamlessly to achieve their goals.  **Freelancers** will create profiles, showcase skills, and browse job postings using filters like skills, budget, and deadlines. They will submit proposals, communicate with clients via real-time chat, and build credibility through ratings and reviews.  **Clients** will post job listings, search for freelancers using advanced filters, and review proposals. They can communicate directly with freelancers through chat to finalize project details and provide feedback after project completion.  **Main Use Scenario:** A client posts a job with specific requirements. Freelancers browse the job, submit proposals, and discuss project details via chat. Once a freelancer is selected, they complete the project, and the client provides a review. The system ensures efficiency, trust, and a smooth workflow for both parties. |
| What is the main system use scenario for the Internal Users? | The main system use scenario for internal users (admins) involves overseeing platform operations to maintain quality and ensure smooth functioning. Admins will manage user accounts, approving or rejecting registrations, and handling account updates or suspensions when necessary. They will also monitor job postings, ensuring they meet platform guidelines, and moderate ratings and reviews to ensure compliance with policies.  Admins will track platform activity through analytics to identify trends and areas for improvement. Additionally, they will address user complaints, resolve disputes, and facilitate communication between freelancers and clients, ensuring the platform remains a trusted and efficient space for both parties. |
| **Revenue Generation, Revenue Streams** | How will we make money?  *Such as Subscription fees, renting, leasing, licensing, brokerage fees, advertising sales, etc.* | (Freemium Model – Initial Phase)   1. Free Access to Core Features:    * Freelancers can create profiles, showcase portfolios, bid on jobs, and communicate with clients.    * Clients can post jobs, search for freelancers, and review proposals. 2. Future Revenue Streams (Planned Enhancements)    * Subscription Fees: Premium plans for freelancers and clients offering profile boosts, advanced search filters, and analytics.    * Advertising Sales: Sponsored job listings, promoted freelancer profiles, and third-party advertisements.    * Strategic Partnerships: Collaborations with external service providers for exclusive offers and promotions. |