**Overview:**The purpose of this report is to develop a deep understanding of the problem space addressed by the Paragon Devs application a platform designed to support freelancers in managing their professional work. The focus in this phase is to avoid proposing solutions and instead examine the needs of potential users, the tasks they aim to accomplish, the limitations or constraints of the problem, and the criteria for success. A clear grasp of these elements is critical for informing the subsequent design stages. To explore the problem space, we employed the following research techniques: user interviews, competitive analysis, and online surveys. We conducted semi-structured interviews with 8 freelancers (including writers, designers, developers, and marketers) to understand their daily workflows, pain points, and software usage. We also analyzed existing freelancer platforms such as Upwork, Fiverr, to interpret how current systems serve or fail users. Additionally, a short survey with 25 responses was distributed to a broader freelancer community to identify common challenges and expectations from freelance platforms. We chose interviews for their depth and richness of qualitative data, which helped us explore individual experiences, and surveys were used to validate trends on a larger scale. We did not use ethnographic observation, as many freelance tasks occur remotely or asynchronously, making real-time observation impractical.

Our research identifies independent freelancers in fields like design, writing, programming, marketing, and consulting as primary users, and clients or companies looking to hire freelancers as secondary users. These users are typically aged 20 to 45, globally distributed, and technologically proficient. The core tasks they seek to perform include finding and applying for freelance jobs, building portfolios, communicating with clients, tracking projects, invoicing, and managing ratings. To support these tasks, the system should provide functionality for profile creation, job matching, secure messaging, task tracking, payment processing, and mobile access. The design must also account for constraints such as user diversity, data security, scalability, accessibility, and freelancer variability across industries.

Success will be judged based on user satisfaction, adoption rate, task efficiency, platform engagement, and alignment of branding with the freelance community. In conclusion, this report outlines a thorough understanding of the problem space for the Paragon Devs freelancer application. Our findings indicate a diverse, tech-aware user base with clear functional needs and usability expectations. Constraints such as security, inclusivity, and scalability will shape future design considerations. The next phase will focus on exploring possible design solutions based on these insights.

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