Empathy map canvas

This empathy map helps understand the needs, emotions, and challenges of FreeLancers, enabling the design of a secure, structured, and user-friendly online learning platform.
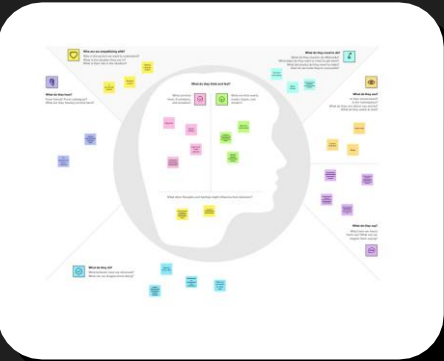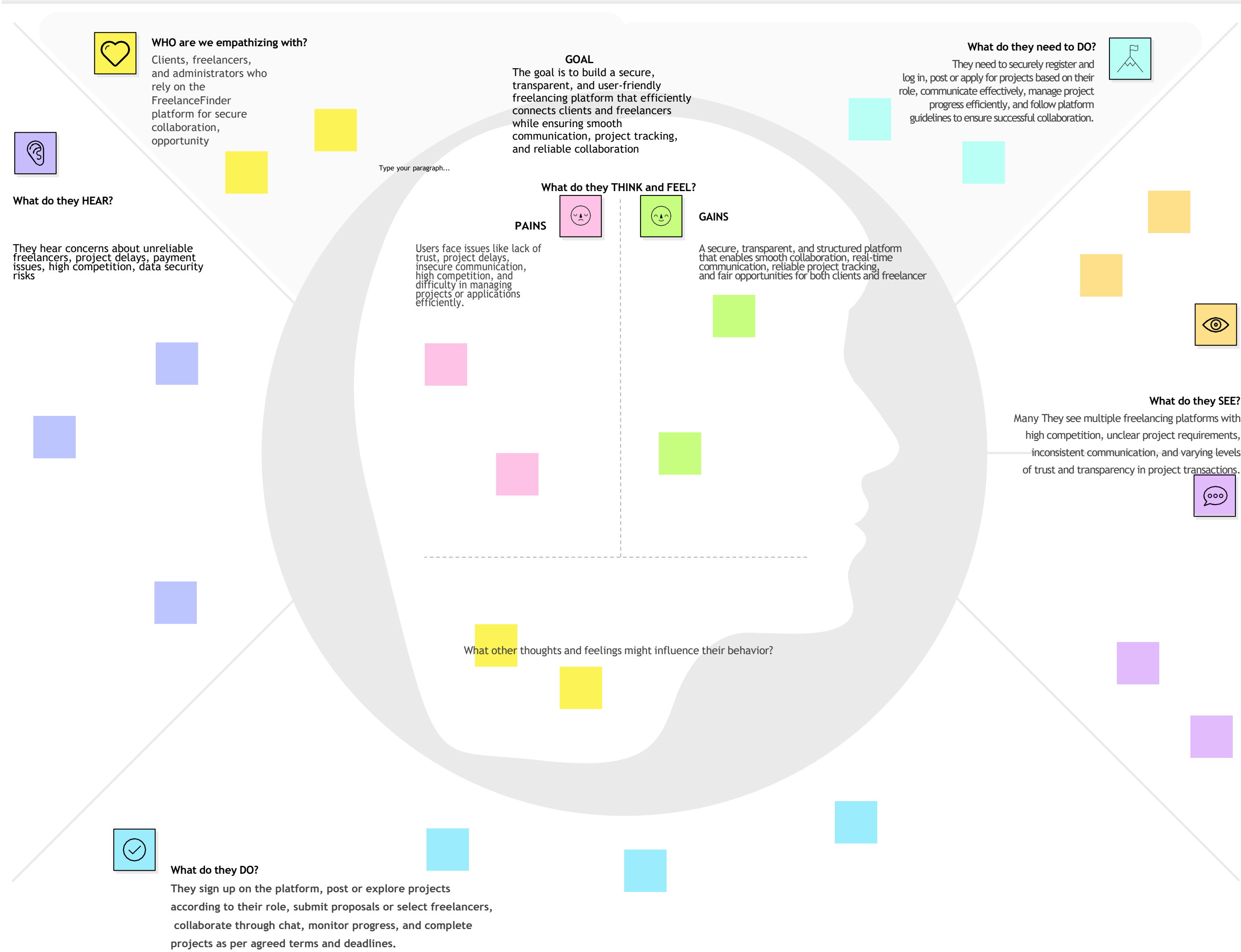
Originally created by Dave Gray at
XPLANE®

Develop shared understanding and empathy

Develop a shared understanding of **Clients, Freelancers, and Administrators'** needs by identifying their goals, challenges, and expectations in order to design a more secure, transparent, and user-friendly FreelanceFinder platform.

WHO are we empathizing with?
Clients, freelancers, and administrators who rely on the FreelanceFinder platform for secure collaboration, opportunity

GOAL
The goal is to build a secure, transparent, and user-friendly freelancing platform that efficiently connects clients and freelancers while ensuring smooth communication, project tracking, and reliable collaboration

Type your paragraph…

What do they need to DO?
They need to securely register and log in, post or apply for projects based on their role, communicate effectively, manage project progress efficiently, and follow platform guidelines to ensure successful collaboration.

What do they HEAR?

They hear concerns about unreliable freelancers, project delays, payment issues, high competition, data security risks

What do they THINK and FEEL?

PAINS
Users face issues like lack of trust, project delays, insecure communication, high competition, and difficulty in managing projects or applications efficiently.

GAINS
A secure, transparent, and structured platform that enables smooth collaboration, real-time communication, reliable project tracking, and fair opportunities for both clients and freelancer

What do they SEE?
Many They see multiple freelancing platforms with high competition, unclear project requirements, inconsistent communication, and varying levels of trust and transparency in project transactions.

What other thoughts and feelings might influence their behavior?

What do they DO?
They sign up on the platform, post or explore projects according to their role, submit proposals or select freelancers, collaborate through chat, monitor progress, and complete projects as per agreed terms and deadlines.

Need some inspiration?

See a finished version of this template to kickstart your work.

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