# UNISA Devs team

Planning and setup

**Defining the Minimum Viable Product (MVP)**

The first step in building the freelance platform is defining the core features that will be included in the Minimum Viable Product (MVP). The platform should provide essential functionality to ensure usability and competitiveness in the market.

The key features include:

* **User Authentication:** Secure login and registration system for freelancers and clients.
* **Job Posting & Bidding System:** Clients should be able to post jobs and freelancers should have the ability to place bids on projects.
* **Messaging System:** Direct communication between freelancers and clients for seamless interaction.

Setting clear goals for the platform’s functionality and user experience is crucial.

The objectives include:

* Ensuring an intuitive and user-friendly interface.
* Facilitating smooth interactions between freelancers and clients.
* Establishing a secure and efficient transaction system (PayPal, PayFast, Stripe, etc).

**Market Research**

A comprehensive analysis of the competitive landscape will help in positioning the platform effectively.

* **Competitor Analysis:** Examining established platforms like Fiverr to identify their strengths, weaknesses and unique selling points.

**Understanding Target Audience**

**Freelancer Needs and Preferences**

|  |  |
| --- | --- |
| * Flexibility * Project selection * Clear communication | * Fair compensation * Positive reputation * Professional development |

**Client Needs and Preferences**

|  |  |
| --- | --- |
| * Reliability * High work standard to meet expectations * Clear communication | * Affordability * Expertise * Professionalism |

**Addressing Potential Issues:**

Common challenges faced by freelancers and clients on existing platforms are:

* + Finding suitable clients/freelancers
  + Managing communication & expectations
  + Navigating payment issues
  + Dealing with inconsistencies

**Choosing the Software/Platform Type**

Deciding on the appropriate software infrastructure is critical for long-term scalability and maintainability. The two primary options include:

* **Self-Hosted Solution:** Provides full control over the platform’s data and operations, allowing for customization but requiring more maintenance and technical expertise.
* **Software-as-a-Service (SaaS):** Offers a scalable and easier-to-manage solution with cloud-based hosting, reducing the need for extensive infrastructure setup and maintenance.

Choosing between these options will depend on the business goals, available resources, and long-term growth strategy.

By effectively executing this phase, the foundation for a scalable, competitive and user-centric freelance platform will be established.