














## Project Design Phase-II

### Customer Journey Map

<b>Date</b>	20 February 2026
<b>Team ID</b>	LTVIP2026TMIDS80887
<b>Project Name</b>	FreelanceFinder: Discovering Opportunities, Unlocking Potential
<b>Maximum Marks</b>	4 Marks

### Customer Journey Map

#### FreelanceFinder: Discovering Opportunities, Unlocking Potential

	 <b>Discover &amp; Join</b> Signing up and getting started	 <b>Post &amp; Apply</b> Posting and bidding on projects	 <b>Manage Projects</b> Overseeing project progress	 <b>Complete &amp; Review</b> Finalizing, reviewing, and closing projects	 <b>Payments &amp; Feedback</b> Handling payments and feedback
	Clients	Clients	Freelancers	Post & Apply	Payments & Feedback
 <b>Steps</b>	• Sign up and create account	• Post a new project with details	• Track project milestones & updates	• Track project milestones & updates	• Review and rate freelancer
 <b>Interactions</b>	• Securely log in	• Browse freelance profiles & reviews	• Communicate via chat & messages	• Review submitted work	• Release payment securely
 <b>Goals &amp; motivations</b>	• Easily find skilled freelancers	• Browse freelance profiles & reviews	• Communicate via chat & messages	• Submit finished work for review	• Receive payments
 <b>Positive moments</b>	• Difficulty finding suitable freelancers	• Difficulty pricing for projects	• Slow or delayed interactions & timely feedback	• Delayed or disputed payments	• Slow or delayed payments
 <b>Pain points</b>	• Difficulty finding suitable freelancers	• Daily email-series' freelance more on personal side of the business	• Freelancer slow to respond or missed deadlines	• Quality of work not matching expectations	• Delayed or disputed payments
 <b>Opportunities</b>	• Improve profile search filters to better match clients with skilled freelancers	• Daily email summaries of new and relevant bids	• Automated project status emails or notifications	• Education & templates for writing clear requirements	• Secure escrow system for timely payments
 <b>Steps</b>	• Improve profile search filters to better match Clients with skilled freelancers	• Daily email summaries of new and relevant bids	• Education & templates for writing clear requirements	• Education & templates for writing requirements/enquiries	• Training freelancers on bidding best practices
 <b>Opportunities</b>	• Improve profile search filters to better match	• Develop a systematic and estimate	• Education & templates for writing clear	• Secure escrow system for timely payments	• Training freelancers on bidding best practices