

Project Design Phase

Problem – Solution Fit

Date	20 February 2026
Team ID	LTVIP2026TMIDS80887
Project Name	FreelanceFinder: Discovering Opportunities, Unlocking Potential
Maximum Marks	2 Marks

Problem – Solution Fit Template:

The project addresses the inefficiencies and lack of transparency in managing freelance projects through unstructured or manual systems. Clients often struggle to find suitable freelancers, while freelancers face difficulty in discovering reliable projects and secure payment mechanisms.

The proposed solution directly fits these problems by providing a centralized, role-based web platform that streamlines project posting, bidding, communication, and management. By integrating secure authentication, structured workflows, and real-time status tracking, the system ensures clarity, accountability, and efficiency for both clients and freelancers, effectively bridging the gap between demand and skilled talent.

Table:

Problem-Solution Fit Canvas									
Vertical labels on the left side of the canvas, rotated 90 degrees counter-clockwise.	1. CUSTOMER SEGMENT(S) Who is your customer? is working parents of 6 y.a. kids. <ul style="list-style-type: none">• Clients seeking freelancers for various projects• Freelancers looking for new job opportunities		2. CUSTOMER CONSTRAINTS Which constraints prevent customers from taking action or limit their choices of changes from available. <ul style="list-style-type: none">• Budget limitations for hiring freelancers• Concerns about finding trustworthy freelancers		3. AVAILABLE SOLUTIONS What do customers currently use to outsource when they have the problem's up and that they lack, aside of how customer they before? <ul style="list-style-type: none">• Generic freelance platforms like Upwork, Fiverr, Freelancer• Posting on job boards and social media to find freelancers		Explore AS oldness		
	4. JOBS-TO-BE-DONE / PROBLEMS What jobs-to-be-done (or problems) do jobs for your customers? These could be new ones, replace different tasks. <ul style="list-style-type: none">• Finding and hiring qualified freelancers for various project tasks• Managing communication, payments, and project milestones efficiently• Ensuring secure and transparent transactions between clients and freelancers		5. PROBLEM ROOT CAUSE What is the real reason that this problem exists? What is holding customer back from solving the problem? <ul style="list-style-type: none">• Lack of centralized, easy-to-use platform for hiring and managing freelancers• Customers have no little to no trust due to unclear and unreliable processes		6. BEHAVIOUR What does your freelance platforms, job boards, or social media to find freelancers, - tips. <ul style="list-style-type: none">• Using multiple (inefficient, freelancers, job boards, or social media to find freelancers• Manually tracking projects, milestones, and payments through spreadsheets and personal notes		Focus on old heavy link		
	4. TRIGGERS What triggers customers to act, such as seeing their neighbor installing solar panels, reading a headline about a new efficient solution in the news? Job, freelancers seeking consistent work supports thus trigger their search.		8. YOUR SOLUTION A centralized online freelance platform connecting clients with verified freelancers, securing transaction elements, all over their project management, and job platform and feedback. A centralized online freelance platform connecting clients with verified freelancers, securing transaction elements, all over their project management, and efficient communication.		9. CHANNELS OF BEHAVIOUR ONLINE <ul style="list-style-type: none">• Secure for freelancers using freelance marketplaces via website or app• Post projects and review bids• Communicate and make payments through the platform		Focus on oldness from fit		
Vertical labels on the right side of the canvas, rotated 90 degrees clockwise.	10. EMOTIONS: BEFORE / AFTER How do customers feel at the start/end of project? (e.g., before/after hiring a freelancer) Before: <ul style="list-style-type: none">• Uncertain, distrustful of freelancers• Overwhelmed by the hiring process• Worried about payment security After: <ul style="list-style-type: none">• Confident in hiring process• Rebounds with secure network payments• Delighted by streamlined project management		10. EMOTIONS: BEFORE / AFTER How do customers feel at the start/end of project? (e.g., before/after hiring a freelancer) Before: <ul style="list-style-type: none">• Uncertain, distrustful of freelancers• Overwhelmed by the hiring process• Worried about payment security After: <ul style="list-style-type: none">• Confident in hiring process• Rebounds with secure network payments• Delighted by streamlined project management		9. CHANNELS OF BEHAVIOUR ONLINE <ul style="list-style-type: none">• Search for freelancers using more• Extract offline channels from it• Next isolated it out from their payment, with considered is nothing reverts.		Old on fit		