

## 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 portfolios & reviews	- Communicate via chat & messages	- Submit finished work for review	- Receive payments
 <b>Positive moments</b>	- Difficulty finding suitable freelancers	- Difficulty pricing for estimates	- 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 peraver salo givole asters alitads	- Freelancer slow to respond or missed deadlines	- Quality of work not matching expectations	- Delayed or disputed payments
 <b>Opportunities</b>	- Improved 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 clear requirements	- Training freelancers on bidding best practices
 <b>Opportunities</b>	- Improve profile search filters to better match	- Data-wide a sssecnd-imbcar sand exstmate	- Education & templates for writing clear	- Secure escrow system for timely payments	- Training freelancers on bidding best practices