# Ideation Phase

## Empathize & Discover

Date: 9 August 2025

Team ID: —

Project Name: Freelancer MERN Stack Platform

Maximum Marks: 4 Marks

### Empathy Map – Primary User: Freelance Web Developer

Says:

* I want projects that match my skills.
* I’m tired of high commission fees.
* I need a faster, secure way to get paid.
* The job listings I see are not always relevant.

Thinks:

* I might get scammed if the client isn’t verified.
* The bidding process is time-consuming.
* I wish the platform cared more about freelancers.
* If I could get direct recommendations, it would save me time.

Does:

* Regularly searches for new projects.
* Submits proposals to multiple clients.
* Updates profile and portfolio frequently.
* Checks payment status and client ratings.

Feels:

* Frustrated by delayed payments.
* Motivated when receiving quality projects.
* Stressed when there’s uncertainty about client reliability.
* Satisfied when work is appreciated and paid fairly.

### Empathy Map – Secondary User: Small Business Owner

Says:

* I want a skilled freelancer without breaking my budget.
* I don’t want to waste time on unqualified bids.
* The hiring process should be faster.

Thinks:

* I need someone who can deliver on time.
* High platform fees affect my budget.
* I want transparency in communication and work progress.

Does:

* Posts job requirements.
* Reviews proposals and shortlists candidates.
* Communicates project details with freelancers.
* Releases payment after project completion.

Feels:

* Overwhelmed by too many irrelevant proposals.
* Anxious about choosing the wrong freelancer.
* Relieved when hiring is quick and effective.
* Happy when project outcomes meet expectations.