

IDEATION PHASE

1.1 Define the Problem Statement

Based on: Define Problem Statements Template

Problem Statement 1 (PS-1):

I am a client trying to hire skilled freelancers for specific tasks,
But I often receive low-quality work and face communication gaps,
Because most platforms lack proper monitoring and transparency,
Which makes me feel frustrated and hesitant to outsource again.

Problem Statement 2 (PS-2):

I am a freelancer trying to find trustworthy clients and build a portfolio,
But I face issues like delayed payments and lack of feedback,
Because there is no reliable rating or review mechanism,
Which makes me feel demotivated and insecure about freelancing.

1.2 Empathy Map Canvas

Based on: Empathy Map Canvas.docx

User Type: Freelancers and Clients

EMPATHY AREA	DESCRIPTION
Think & Feel	Worried about payments, recognition, and trust
Hear	Complaints about scams, delayed responses, poor support
See	Unorganized dashboards, random bids, lack of filtering
Say & Do	Express frustration about experience, seek better UX/UI
Pain	Unclear project scopes, poor accountability, zero support
Gain	Clear communication, reliable matching, and review system

1.3 Brainstorming & Idea Prioritization

Based on: Brainstorming Template

Step 1: Team Collaboration

Selected Problem: Inefficiencies and lack of trust in freelance project execution and hiring.

Step 2: Idea Listing & Grouping

- Add admin dashboard
- Real-time chat between freelancer and client
- Profile verification for users
- Rating and feedback system
- Centralized platform for project posting and bidding
- Notifications for status updates

Step 3: Idea Prioritization

Idea	Feasibility	Impact	Priority
Admin dashboard	High	High	✔Must have
Real-time chat	Medium	High	✔Must have
Rating system	High	High	✔Must have
Profile verification	High	Medium	✔Good to have
Notifications	Medium	Medium	✔Should have