

Ideation Phase

Empathize & Discover

Date	7 February 2026
Team ID	LTVIP2026TMIDS80676
Project Name	FreelanceFinder: Discovering Opportunities, Unlocking Potential
Maximum Marks	4 Marks

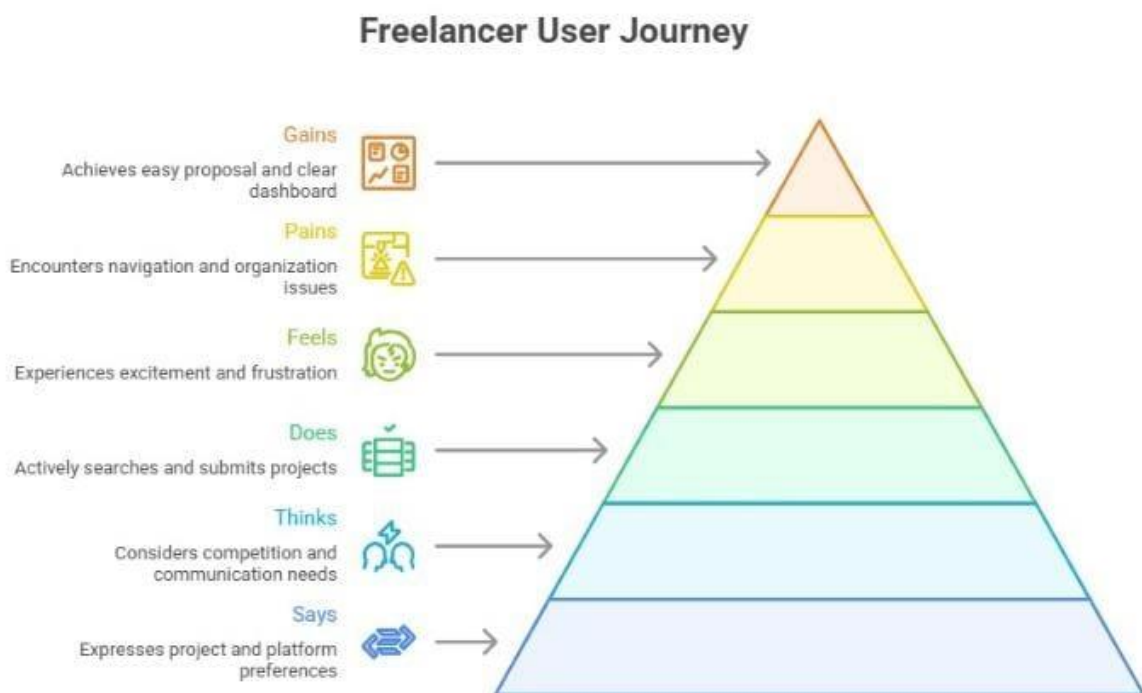
Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to help teams better understand their users.

Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Example: User Type:Freelancer



user: Freelancer and Platform Administrator

✓ Empathy Map Canvas – FreelanceFinder

User Type 1: Freelancer



Says

- "I want genuine projects that match my skills."
- "The platform should be simple to use."
- "I need a clear way to track my submissions."



Thinks

- Worried about competition and fake projects
- Wants faster communication with clients



Does

- Searches for projects daily
- Submits proposals and uploads work
- Checks project status and notifications



Feels

- Excited about opportunities
- Lack of project organization
- Too many unnecessary features



Feels

- Excited about opportunities
- Confused by complex dashboards
- Frustrated when tracking is unclear

User Type 2: Platform Administrator



Says

- "I need better control over users and projects."
- "Security and monitoring are important."



Thinks

- Needs centralized management tools
- Wants automated workflows



Does

- Monitors user activities
- Manages roles and permissions
- Reviews system performance



Pains

- Manual monitoring processes
- Lack of automation
- Difficulty tracking submissions



Gains

- Role-based dashboard
- Automated management system
- Secure data handling