**Ideation Phase**

**Empathize & Discover**

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| --- | --- |
| Date | 31 January 2025 |
| Team ID | LTVIP2025TMID59358 |
| Project Name | freelance finder: discovering opportunities, unlocking potential |
| Maximum Marks | 4 Marks |

**🧠 Empathy Map Canvas for Freelance Finder**

**Title:** *Freelance Finder: Discovering Opportunities, Unlocking Potential*

**👤 Who are we empathizing with?**

* **Primary:** Freelancers looking to find reliable and well-paying projects.
* **Secondary:** Clients looking to hire skilled freelancers efficiently.

**💭 What do they THINK & FEEL?**

* Worry about getting fair pay and securing genuine work.
* Nervous about scams, unresponsive clients, or unpaid work.
* Appreciate platforms that are transparent and fair.
* Value the ease of finding jobs that match their skills and interests.
* Want career growth and long-term client relationships.

**👀 What do they SEE?**

* Dozens of freelance websites with inconsistent project quality.
* Highly competitive profiles with strong ratings and reviews.
* Promotional posts claiming “earn $1000/week freelancing.”
* Other freelancers using platforms or social media to get work.

**🗣️ What do they SAY & DO?**

* "Is this project real or a scam?"
* "I want to work with trusted clients only."
* Share their profile links in networking groups.
* Ask about payment protection and project reliability.
* Post updates about completed projects or testimonials.

**👂 What do they HEAR?**

* Friends: "Try this site, I got a project last week!"
* Freelance YouTubers and influencers recommending platforms.
* Horror stories of people not getting paid or ghosted by clients.
* Community tips on avoiding scams and improving profiles.

**😣 Pain (Challenges)**

* Unpaid work or delayed payments.
* Low-quality or fake job postings.
* Inconsistent project availability.
* Lack of platform support or dispute resolution.

**🎯 Gain (Desires)**

* Consistent job opportunities with reliable clients.
* Easy-to-use platform with verified users.
* Faster project matching based on skills.
* Secure payments and professional growth.

**Example:**

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AI-generated content may be incorrect.

Reference: <https://www.mural.co/templates/empathy-map-canvas>

**Example: DISCOVERING OPPORTUNITIES, UNLOCKING POTETIAL**

