**Proposing a New Paradigms for Learning & Earning (SkillHub)**



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**UNDERTAKING**

We **MUHAMMAD SAMI** and **MUHAMMAD HANZALA KHIZAR** solemnly declare that this final year project proposal titled “**SKILLHUB”** is based on my own work/analysis; and has not been submitted previously for taking any degree from Anywhere/Any University.

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**INTRODUCTION**

The gig economy is rapidly evolving, and our project aims to create a comprehensive platform that seamlessly integrates learning and freelancing opportunities. The “Lancers” platform will be developed using the Laravel framework, offering users a one-stop solution for enhancing their skills and monetizing them through freelancing. Using realized matches (RM) falls short of uncovering the technological requirements of a job. Instead, it measures how jobs are allocated in practice, based on hiring standards and labor market conditions. This allocation is influenced by various factors and should be seen as a market outcome, rather than a direct indicator of demand. In other words, RM data reflects the end result of the assignment process, similar to how the quantity traded in a market is an endogenous outcome of supply and demand interactions.

**Literature review**

Margaryan (2019) explored the intersection of work and learning in the gig economy [1]. Her study "Workplace Learning in Crowdwork: Comparing Microworkers' and Online Freelancers' Practices" highlighted the importance of integrating learning opportunities within freelancing platforms to enhance workers' skills and employability.

Online Course Delivery and Engagement:

Zhu et al [2] (2020) conducted a comprehensive review of MOOC (Massive Open Online Course) research. Their paper "A systematic review of MOOC research: Research themes, sample types, and research designs" provides insights into effective course design and delivery methods, which will be crucial for our platform's learning component .

Freelancing Marketplaces and Gig Economy:

Dunn et al[3] (2017) examined the rise of digital labor markets in "Digital Anthropology and the Gig Economy". This study offers valuable insights into user behavior and expectations in freelancing platforms, which will inform our project marketplace design .

User Experience in E-learning and Freelancing Platforms:

Li Xiangming et al[4] (2024) investigated user experience in Virtual learning environments in their paper " Assessing User Experiences in Virtual Reality Learning Environments". Their findings on factors affecting user satisfaction and engagement will be crucial for our platform's design .

Payment Systems and Revenue Models in Online Platforms:

Chen et al [5] (2018) analyzed various revenue models in their study "Platform-based online education: A game-theoretic analysis". Their insights into pricing strategies and revenue sharing between platforms and content creators will inform our payment and incentive structures .

Skill Development and Career Progression in Online Platforms:

Kässi et al[6](2018) examined skill development in online labor markets in their paper "Online labour index: Measuring the online gig economy for policy and research". Their findings on skill categorization and demand trends will be valuable for our skill assessment and job matching features .

**PROBLEM STATEMENT**

Traditional freelancing platforms lack a centralized solution that allows users to both acquire new skills and utilize them immediately for earning purposes. This gap hinders individuals who seek a cohesive environment for learning and freelancing, leading to inefficiencies in skill utilization and income generation

**OBJECTIVE**

The objective of the project is to automate vehicle rental ad reservations so that customers do not need to call and spend unnecessary time reserving a vehicle.

* To create an online platform that facilitates both learning and earning opportunities for individuals.
* To provide a diverse range of high-quality educational resources to users seeking to enhance their skills and knowledge.
* To establish a dynamic marketplace where skilled professionals can offer their services to clients worldwide.
* Design and implement a user-friendly platform that allows freelancers to showcase their skills, expertise, and services.
* Create robust profiles for freelancers, including portfolios, reviews, and ratings, to facilitate trust and credibility.
* Implement features such as job postings, bidding mechanisms, and secure payment gateways to streamline the freelancing process.

**PROPOSED METHODOLOGY**

The proposed methodology for the "Lancers" project entails a systematic approach to deliver a comprehensive online learning and freelancing platform. Beginning with thorough market research and user needs assessment, we will leverage agile development methodologies to iteratively design and develop the platform. Content creation and curation will involve partnering with experts and institutions to offer high-quality educational resources, while freelancer onboarding and engagement strategies will ensure a dynamic marketplace for skills exchange. Community building initiatives, coupled with robust quality assurance measures and responsive user support, will foster an active and supportive ecosystem. A multi-channel marketing strategy will drive user acquisition, while continuous monitoring and evaluation will inform iterative improvements to the platform, ensuring its alignment with user needs and industry trends.

**I**n the creation of the "Lancers" platform, a robust toolkit of web development technologies is essential to ensure its functionality and user experience. HTML forms the foundation, providing the structure and content of the web pages. CSS steps in to style these pages, ensuring they are visually appealing and user-friendly. JavaScript adds interactivity and dynamic behavior to the site, enhancing user engagement. Bootstrap streamlines the development process with its responsive design framework, ensuring the platform looks great across various devices and screen sizes.

**W**amppServer (or WAMPP) is utilized as a local development environment, enabling developers to work on the project offline before deployment. This comprehensive toolkit, comprising HTML, CSS, JavaScript, Bootstrap, Ajax, PHP, Laravel, MySQL, and WampServer, synergistically combines to create the "Lancers" platform, empowering users to learn new skills and earn opportunities in a dynamic online environment.Top of Form

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