Project Design Phase: Problem – Solution Fit Template

Date: 20 June 2025
Team ID: LTVIP2025TMID56954
Project Name: FreelanceFinder: Discovering Opportunities, Unlocking Potential
Maximum Marks: 2 Marks

1. CUSTOMER SEGMENT(S)
- Freelancers (Beginners to experienced professionals)
- Clients (Businesses or individuals needing freelance services)
- Admins (Platform moderators ensuring quality and support)

2. JOBS-TO-BE-DONE / PROBLEMS
- Clients need reliable, skilled freelancers without excessive vetting overhead.
- Freelancers seek credible platforms to find work, build reputation, and get paid reliably.
- Admins aim to maintain a fair, secure, and user-friendly ecosystem.

3. TRIGGERS
- Clients get frustrated with unreliable freelance hires from generic platforms.
- Freelancers seek alternatives due to poor support or exploitative practices on other platforms.
- Word-of-mouth, reviews, or ads about SB Works trigger interest.

4. EMOTIONS (Before / After)
- Before: Confused, skeptical, overwhelmed (clients and freelancers alike)
- After: Confident, satisfied, empowered (clear UI, smooth collaboration, admin support)

5. AVAILABLE SOLUTIONS
- Fiverr, Upwork, Freelancer.com
- Pros: Established, wide reach, various services
- Cons: High fees, algorithmic favoritism, poor support, complex navigation

6. CUSTOMER CONSTRAINTS
- Freelancers: Low visibility, delayed payments, portfolio limitations
- Clients: Limited trust, unclear pricing, inconsistent quality

- Both: Need for intuitive communication and secure transaction features

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7. BEHAVIOUR
- Clients: Post jobs, browse freelancers, communicate over email/other tools, delay feedback
- Freelancers: Juggle multiple platforms, customize proposals manually, worry about scams

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8. CHANNELS of BEHAVIOUR 8.1 ONLINE
- Job/project posting
- Proposal submission
- Communication via chat
- Portfolio showcasing

8.2 OFFLINE - Freelancers sourcing clients via referrals - Clients finding freelancers through personal networks

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9. PROBLEM ROOT CAUSE
- Existing platforms do not balance simplicity, transparency, and user support.
- Trust gaps between freelancers and clients due to poor resolution processes and inconsistent interfaces.

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10. YOUR SOLUTION SB Works provides:
- A simple, transparent platform for posting, bidding, collaboration, and review.
- Admin-monitored interactions to reduce fraud and increase support.
- Easy onboarding, structured profiles, and secure transactions.
- Intuitive frontend (React, Bootstrap), robust backend (Node.js + Express), and scalable database (MongoDB).