

Customer Journey Map: Freelancer (Student User)

Stage	Action	Touchpoints	Pain Points	Opportunities
Awareness	Learns about Freelance Fider via social media, college events, or	Instagram, Posters, College Website Whatsapp	<ul style="list-style-type: none"> • Difficult signup process • Not being sure what to add to 	<ul style="list-style-type: none"> • Clear marketing about student focus • Real success stories
Onboarding	Register on platform, create a profile uploading skills	Website/App	<ul style="list-style-type: none"> • Difficult signup process • Not being 	<ul style="list-style-type: none"> • Simple guided onboarding • Templates for
Exploration	Browses freelance jobs matching their skills	Job listings page Search/filters	<ul style="list-style-type: none"> • Too many irrelevant jobs • Not enough beginner- 	<ul style="list-style-type: none"> • Proposal writing tips • Free review boost for new users
Application	Applying to job by writing a proposal or upload a portfolio	In-app chat Notifications	<ul style="list-style-type: none"> • Miscommunication with client • No deadline 	<ul style="list-style-type: none"> • Proposal writing tips • Free review boost
Engagement	Complete task and upload deliverables	In-app chat Project tracker	<ul style="list-style-type: none"> • No deadline clarity 	<ul style="list-style-type: none"> • Proposal writing kms • Free review
Delivery	Complete the task and upload deliverables	File upload Project tracker	<ul style="list-style-type: none"> • Late submission • Unclear about feedback 	<ul style="list-style-type: none"> • Countdown timer • Client feedback checklist
Payment/ Review	Getting rated by the client earning mock points/certificates	No real payment feeling less rewarding	<ul style="list-style-type: none"> • No real payment feeling less rewarding 	<ul style="list-style-type: none"> • Issue digital certificates/badges for portfolio
Retention	Come back to find more jobs and build a	Losing motivation if not successful	<ul style="list-style-type: none"> • Losing motivation 	<ul style="list-style-type: none"> • Weekly challenges • Feedback