# Ideation Phase
## Empathize & Discover

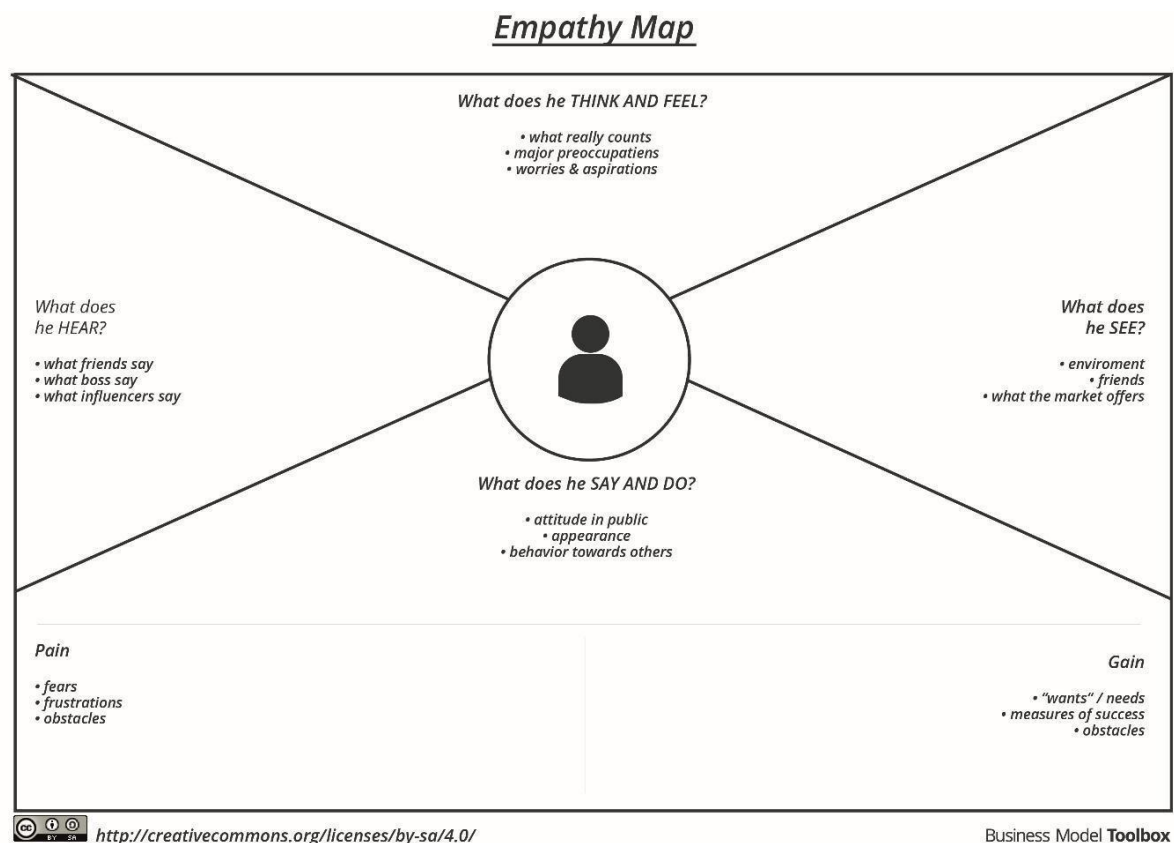| | |
|---|---|
| Date | 3 June 2025 |
| Team ID | LTVIP2025TMID56879 |
| Project Name | FreelanceFinder: Discovering Opportunities, Unlocking Potential |
| Maximum Marks | 4 Marks |

## Empathy Map Canvas:

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

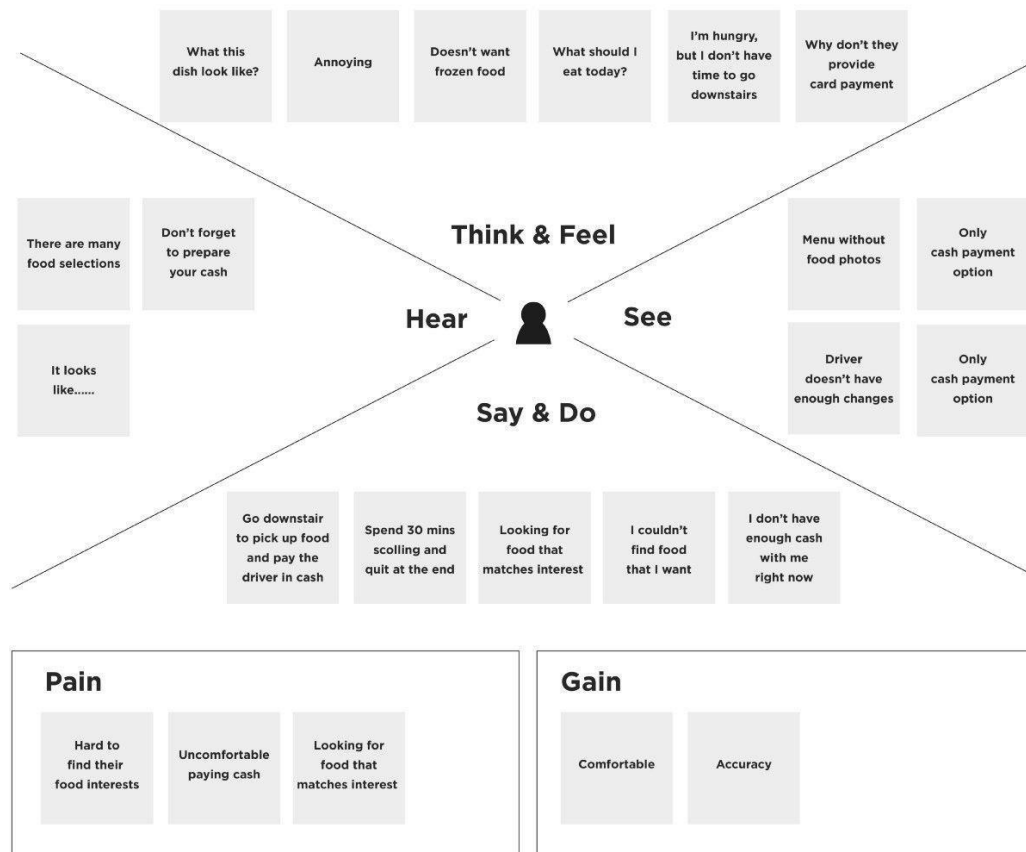It is a useful tool to helps teams better understand their users.
Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

### Freelancing Platform :

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

## Example :



Think & Feel

| What this dish look like? | Annoying | Doesn't want frozen food | What should I eat today? | I'm hungry, but I don't have time to go downstairs | Why don't they provide card payment |

Hear — See

| There are many food selections | Don't forget to prepare your cash | | Menu without food photos | Only cash payment option |
| It looks like...... | | | Driver doesn't have enough changes | Only cash payment option |

Say & Do

| Go downstair to pick up food and pay the driver in cash | Spend 30 mins scolling and quit at the end | Looking for food that matches interest | I couldn't find food that I want | I don't have enough cash with me right now |

| **Pain** | **Gain** |
|---|---|
| Hard to find their food interests / Uncomfortable paying cash / Looking for food that matches interest | Comfortable / Accuracy |

# Empathy Map Canvas – Freelancing Platform

## USER: Sarah – A Freelance Graphic Designer (Recent Graduate)

### SAYS

• I want to build my freelance portfolio.

• I need a platform that lets me find real projects easily.

• A clear, fast communication channel with clients matters to me.

• I prefer secure, professional working environments.

### THINKS

• Will clients take me seriously without reviews?

• There are so many platforms — how do I stand out?

• Submitting work should be easy, not a struggle.

• I need a system that values quality and professionalism.

**DOES**

• Searches online for freelance opportunities.

• Creates and submits design proposals using project briefs.

• Uploads her portfolio to the platform.

• Chats with clients via the integrated system.

• Delivers project files directly through SB Works.

**FEELS**

• Excited to gain experience and clients.

• Anxious about credibility and standing out.

• Relieved by the streamlined interface of SB Works.

• Motivated after receiving positive client reviews.