IDEATION PHASE

# Define the Problem Statement

Based on: Define Problem Statements Template Problem Statement 1 (PS-1):

I am a client trying to hire skilled freelancers for specific tasks,

But I often receive low-quality work and face communication gaps, Because most platforms lack proper monitoring and transparency, Which makes me feel frustrated and hesitant to outsource again.

Problem Statement 2 (PS-2):

I am a freelancer trying to find trustworthy clients and build a portfolio, But I face issues like delayed payments and lack of feedback,

Because there is no reliable rating or review mechanism,

Which makes me feel demotivated and insecure about freelancing.

# Empathy Map Canvas

Based on: Empathy Map Canvas.docx User Type: Freelancers and Clients

|  |  |
| --- | --- |
| EMPATHY AREA | DESCRIPTION |
| Think & Feel | Worried about payments, recognition, and trust |
| Hear | Complaints about scams, delayed  responses, poor support |
| See | Unorganized dashboards, random bids, lack of filtering |
| Say & Do | Express frustration about experience, seek  better UX/UI |
| Pain | Unclear project scopes, poor accountability, zero support |
| Gain | Clear communication, reliable matching, and review system |

# Brainstorming & Idea Prioritization

Based on: Brainstorming Template

## Step 1: Team Collaboration

Selected Problem: Inefficiencies and lack of trust in freelance project execution and hiring.

## Step 2: Idea Listing & Grouping

* Add admin dashboard
* Real-time chat between freelancer and client
* Profile verification for users
* Rating and feedback system
* Centralized platform for project posting and bidding
* Notifications for status updates

**Step 3: Idea Prioritization**

|  |  |  |  |
| --- | --- | --- | --- |
| Idea | Feasibility | Impact | Priority |
| Admin dashboard | High | High | ✅Must have |
| Real-time chat | Medium | High | ✅Must have |
| Rating system | High | High | ✅Must have |
| Profile verification | High | Medium | ✅Good to have |
| Notifications | Medium | Medium | ✅Should have |