Project Design Phase: Problem – Solution Fit Template

Date: 20 June 2025

Team ID: LTVIP2025TMID56879

Project Name: Freelance Finder: Discovering Opportunities, Unlocking Potential

Maximum Marks: 2 Marks

# CUSTOMER SEGMENT(S)

* + Freelancers (Beginners to experienced professionals)
  + Clients (Businesses or individuals needing freelance services)
  + Admins (Platform moderators ensuring quality and support)

# 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.

# 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.

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

# AVAILABLE SOLUTIONS

* + Fiverr, Upwork, Freelancer.com
  + Pros: Established, wide reach, various services
  + Cons: High fees, algorithmic favoritism, poor support, complex navigation

# 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

# BEHAVIOUR

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

1. 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

# 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.

1. 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).