



MVP for a Marketplace App aimed at connecting Freelancing Consultants and Potential Customers.

Name - Priyam Kumar Deka

What's the Product and what users want out of it?

The product we are building is an online marketplace app connects freelancing consultants to customers for various professions. The aims to help people to get freelancers earn a side-income apart from their regular job. And also the users would be able to get consultancy services or advisory from top-rated professionals.

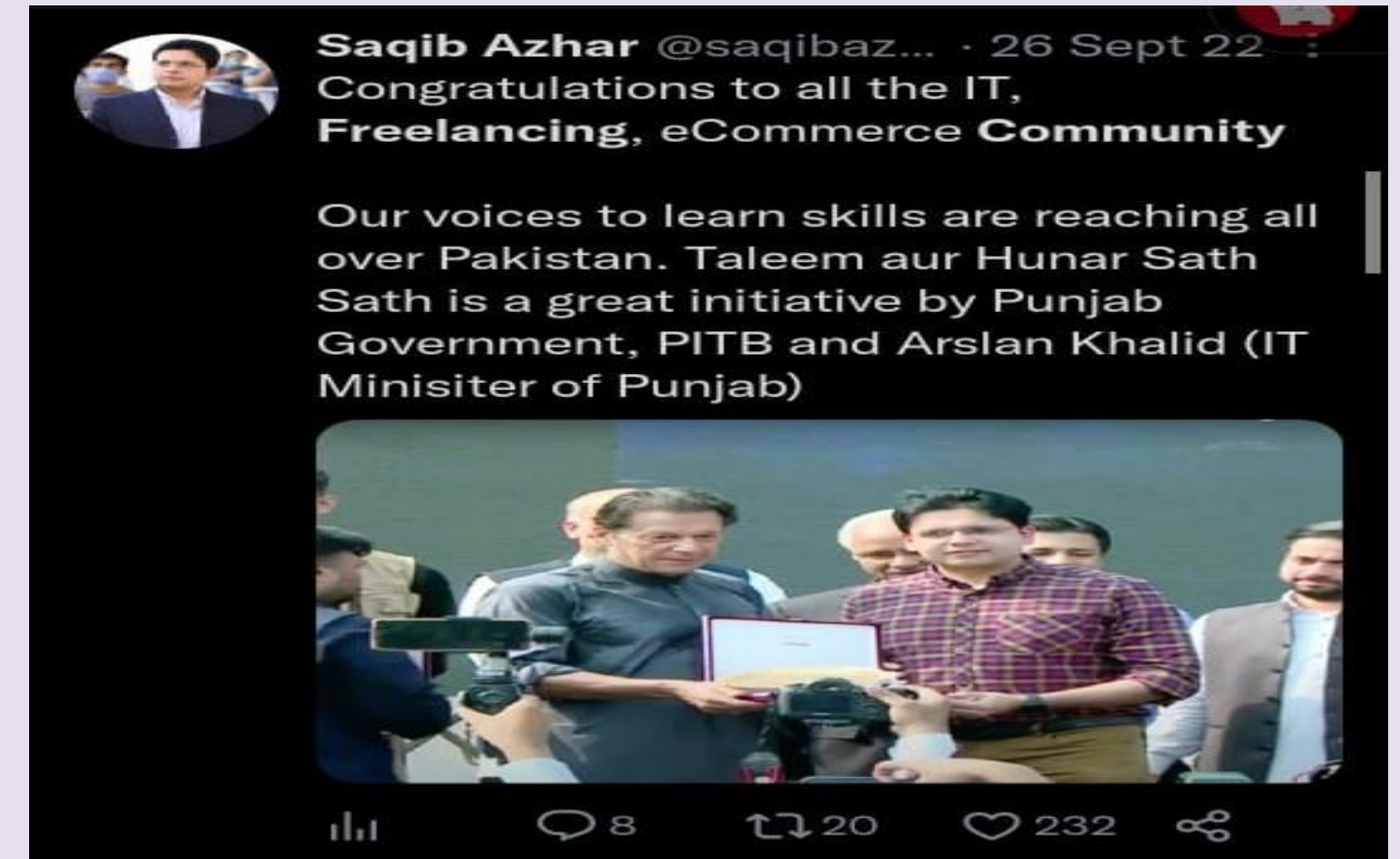
User Validation(Insights from Survey and Interviews)

- **58%** of freelancers are in the age range of 18-29 group .
- **78%** of freelancers are male.
- **90%** of the Freelancers believe that doing so adds value to their professional life.
- **75%** of the freelancers would also love to receive some training on the platform which makes them more proficient.
- **70 %** of the freelancers would love if there is a incentive program for all of the freelancers irrespective of their previous or current work experience or portfolio.
- **85%** of users prefer to use the top rated freelancer for the particular and also someone who does the work charging the lowest fees.

Survey Insights

** Conclusion above is derived from primary research through interaction with users, insights from survey and secondary research through social media, blog and articles

Insights from Reviews on Review Sites/Social Media



User Research
and Validation

Target User
Persona

Competitor Analysis
& Business Model

Ideation

Wireframe
& User Journey

Metric, Pitfalls&
Mitigation

Hook
Framework

Pain Points

I love doing freelance work. But would love if there is a training service on the platform that helps us to upskill
- Anshuman Moharana (Psychologist)

I do freelancing but would love if there is a incentive program for the freelancers who complete projects on time.
- Harsh Garodia (IT Consultant)

I would love to get the job done by the top rated professional who is one of the best in it. - Puneet Saket (User on the platform)

Target User Persona



Anupam

Age,24,India

IT Professional

Says:

"I like to freelance. I do it apart from my daily job"

Needs:

"I love to freelance in order to earn a side-income which helps me achieve my needs."

Goals:

"To upskill and also earn a side-income in addition."

Jobs to Be Done Framework

Whenever I do freelancing ,I would love to get the work done from the best one in the job and also does it charging the least . Also, as a freelancer he would love if there is a way to incentivise their work and provide rewards to them. Also they would want training programs for them to upskill along with which helps them in their job too.

** Conclusion above is derived from primary research through interaction with users, insights from survey and secondary research through social media, blog and articles

Business Model

- I would propose a commission based plus Ads based Business Model wherein the platform would charge 15% commission .
- Also the platform would show ads to users who come on the platform and would charge for showing those third party ads.
- Total Revenue = (Revenue from 15% Commission) + (Ads based Revenue)

Competitor Analysis

- As per Verified Market Research, the freelance market size was valued at USD 3.8 billion in 2020. Growing at a CAGR of 15.02%, it is expected to grow over USD 12 billion from 2021 to 2028.
- The US has over 56 million individuals working as freelancers contributing over USD 1.4 billion to the US economy.
- At the current rate, freelancing is more likely to become the leading workforce in the coming few years.

* data source : <http://surl.li/egdfp>

User Research
and Validation

Target User
Persona

Competitor Analysis
& Business Model

Ideation

Wireframe
& User Journey

Metric, Pitfalls&
Mitigation

Hook
Framework

Proposed Final Product

Introducing New Freelancing Platform – A Platform where freelancers are trained and are also given incentives and rewards on being among the top performers on the platform. Along with users who get top notch service from the best ones in the job.

1

- Freelancers who are the top performers get exclusive discount all the courses on the platform for upskilling.

2

- Freelancers are paid bonuses on getting work done continuously for a long period of time and other benefits for being a valuable user on the platform.

3

- Access to priority services from Customer Support Team.

4

- Makes it easy for use to find the top freelancers along with one who charges the least fees.

User Research
and Validation

Target User
Persona

Competitor Analysis
& Business Model

Ideation

Wireframe
& User Journey

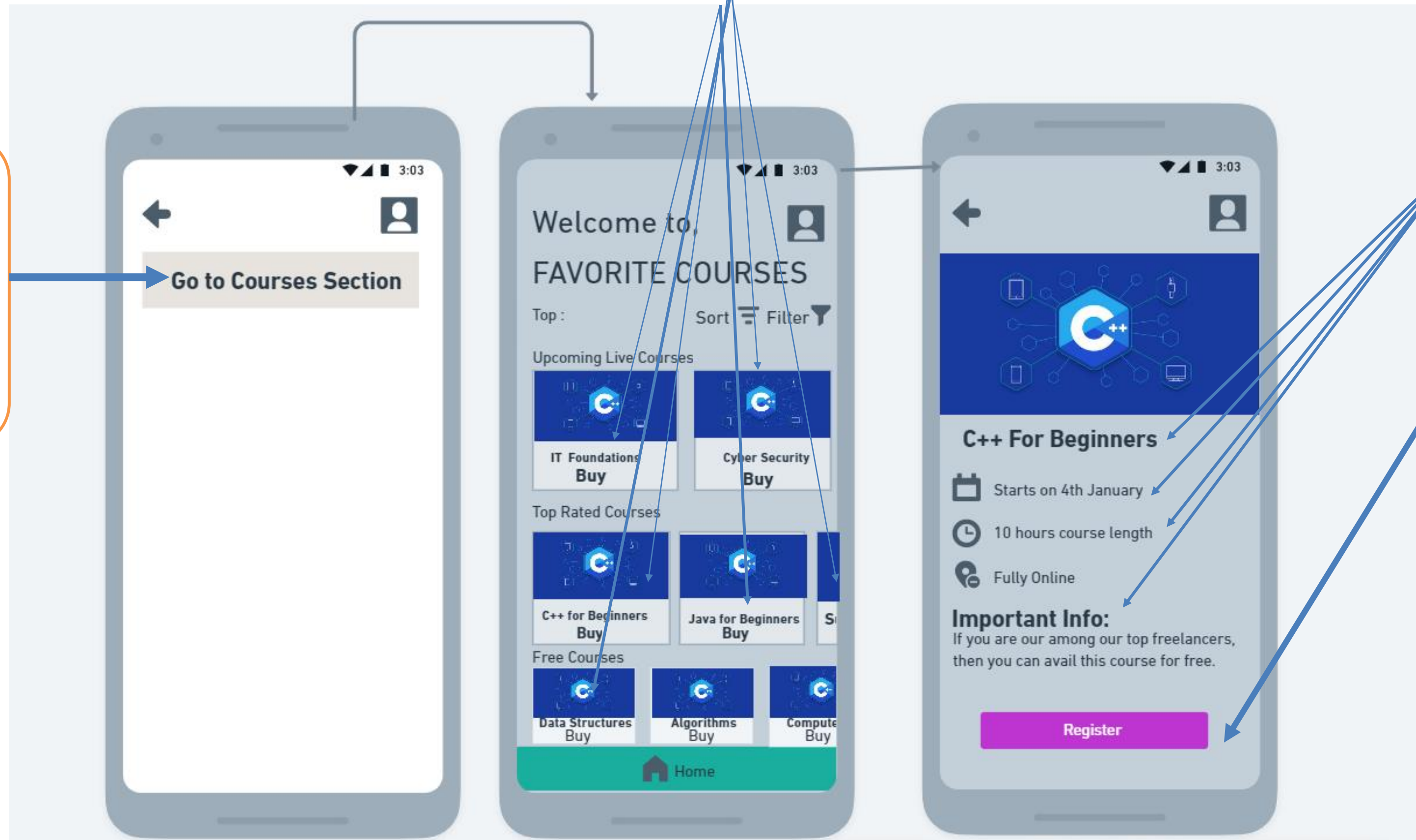
Metric, Pitfalls &
Mitigation

Hook
Framework

[Wireframe Link](#)

Users can chose their favourite courses from a set of ones like the upcoming live courses, top rated courses and Free courses too.

User can click on
"Go to Courses
Section" and
proceed to the
Courses Section
from where user
can buy courses



Course Details(Top Rated
Freelancers can get the
courses for free)

Freelancers can then
register for the course
by clicking on the
Register Button

User Research
and Validation

Target User
Persona

Competitor Analysis
& Business Model

Ideation

Wireframe
& User Journey

Metric, Pitfalls &
Mitigation

Hook
Framework

North Star Metric : Total Client Projects acquired per Freelancer per month

Download and Launch Rate

- Download and Launch Rates will clearly show whether the users are actually willing to come in for the features, incentives and offers that we are offering.

User Rating and Store Rate

- User ratings are a good source of feedback. Rating click-through is important as well. Also is an app, is easily find on the store or not

Customer Acquisition Cost

- How much does it cost to get a new user, as well as paying customer, per person

Number of new sign ups

- Number of New Customer Acquisitions

Percentage of active users

- Daily Active Users and Monthly Active Users to measure engagement rate which can help increase ad based revenue.

Churn Rate

- Percentage of people who uninstall the app or stop using it weekly, monthly etc.

User Research
and Validation

Target User
Persona

Competitor Analysis
& Business Model

Ideation

Wireframe
& User Journey

Metric, Pitfalls &
Mitigation

Hook
Framework

Applying Hook Framework

- Giving incentives to freelancers who regularly login and respond timely to client queries and are engaged frequently.
- Giving referral bonuses to users who refers to others to sign-up for the platform.
- Free courses to those who work for more time and also complete work on time.
- Access to priority based Customer Services.
- Get shown on the top for being the best performer in a category.
- Get good networking opportunities with other fellow freelancers for knowledge exchanging.