FREELANCE PLATFORM FOR DIGITAL ARTS

A PROPOSAL PRESENTED BY

H.D.T.HAPANGAMA

(S/17/522)

to the Department of Statistics and Computer Science of the

FACULTY OF SCIENCE

in partial fulfilment of the requirement

for the award of the degree of

BACHELOR OF SCIENCE

of the

UNIVERSITY OF PERADENIYA

SRI LANKA

2022

TABLE OF CONTENTS

LIST OF FIGURES

LIST OF TABLES

CHAPTER 1

INTRODUCTION

A graphic designer is a qualified individual working in the graphic design and graphic arts fields who combines motion graphics, typography, and images to produce a design. The graphics that a graphic designer creates are primarily used in published, printed, or electronic media, such as brochures and advertisements. They may also be in charge of typesetting, illustration, and user interfaces. The ability to convey information in a way that is both understandable and memorable is a fundamental aspect of the designer's job.

IDILIO is a graphic design and template purchasing platform that also functions as a design agency. Fiverr pro buyers are the targeted audience in this case because they are most likely to use these services. IDILIO's primary design areas are album covers, book covers, logos, flyers, and podcast covers. IDILIO is made up of five experienced designers who serve as an admin panel to oversee project work. If someone is interested in joining IDILIO, they must submit their resume to the admin panel. After a thorough review of their resume, they will be hired if they exceed the qualification levels.

The website will work in two ways. Buyers will be able to request a custom project, or they will be able to purchase already created projects and templates by customizing them. When a custom project is requested, IDILIO provides the buyer with samples of related artwork and four packages to choose from. Buyers will be able to select from already created templates and projects when purchasing already created artwork. To purchase artwork through any of these procedures, the buyer must first sign in to the official IDILIO website. In comparison to other websites, the website offers many buyer-friendly features.

The buyer can inspect their finished product. They can schedule discussion sessions about their projects via email or Zoom for review purposes. They can also save the artwork that they like best from the samples provided. The buyer will be informed about the process of designing their artwork using a consistent notification system. Furthermore, this is user-friendly. To make sure that a project is done, you can specify how many revisions you need, unlike on Fiverr. Other than these, IDILIO is easy to navigate and talk to clients.

1.1 Problem Statement

Freelancers working on Fiverr and other well-known platforms have noted some drawbacks to their experience in the field.

Most of these platforms charge extra fees from both the buyer and seller sides, and it is a big obstacle to making the platform sustainable. Therefore, unlike the other platforms, IDILIO attempts to continue as a free online platform, which removes additional charges from both parties (buyer and seller) and is accessible by any member of the public.

Also, there is a buyer category called "professional level buyers" (pro-buyers) in online marketing who always prefer to contact sellers with pro-status. Due to this situation, talented freelancers miss their opportunity to engage in top-level projects. Therefore, IDILIO aspires to offer high-quality products at a reasonable price, connecting with an expert design team without considering the status of the buyer.

Finally, IDILIO will continue as a standard freelancer platform, with buyers and sellers interacting in the online marketplace, which is effective for those who are looking for high-quality artwork for a reasonable price.

1.2 Motivation for the Project

Most graphic designers in Sri Lanka join various online platforms to become successful as freelancers, but the opportunities available now, necessitate a lengthy process. Furthermore, when working as a team, the quality of the outcome improves significantly. This offers an outstanding opportunity for aspiring graphic designers to gain valuable experience without having to give up their source of income. With the current situation in Sri Lanka, this platform will serve as a means of bringing in more foreign income, as it will target international buyers as well.

1.3 Aim of Project

The primary goal of this project is to develop an online digital platform that connects service providers with professional-level buyers in order to offer high-quality digital products that are customized to their preferences without charging any additional fees.

1.4 Objectives of Project

- Setup a platform for hiring the best graphic designer.
- Facilitate customizable arts for clients within a single platform.
- Give an opportunity for local designers to advance their freelancing journey.
- Allow clients to save, review and search for graphics.
- Control access admin to handle orders with an amazing progress bar.

CHAPTER 2

LITERATURE REVIEW / STUDY OF SIMILAR APPLICATIONS

Fiverr [1] is currently the most popular global online marketplace for freelance services. In addition, Upwork [2], People Per Hour, and Freelancer like other leading platforms are also available. These platforms connect freelancers with individuals or businesses seeking to hire them. However, a significant issue when interacting with these platforms is the charging of additional revenue from sellers and buyers (Figure 2.1).

Platform	Seller Fees
Fiverr	20% flat rate.
Upwork	20% for the first $500 per buyer. 10% per buyer with orders between $500.01 and $10,000. 5% for totals over $10,000 per buyer.
People Per Hour	20% for the first $350 per buyer. 7.5% from $350–$6,500 per buyer. 3.5% on orders over 6,500 pounds per buyer.
Freelancer	10% for hourly projects. For set price projects the fees is either 10% or $5, whichever is greater.
Platform	Buyer Fees
Fiverr	$2 for gigs up to $40. 5.5% of the total price for orders over $40.
Upwork	3% on all payments.
People Per Hour	$0.80 + 10% of total order price.
Freelancer	For fixed-price projects 3% or £2.00 GBP (whichever is greater). 3% for hourly projects.

Figure 2.1: The illustration of additional charges.

Furthermore, a small percentage of designers on Fiverr achieve Fiverr pro status. They are only capable of interacting with professional-level buyers and creating designs according to their preferences. Therefore, the target audience of this project is professional clients.

Apart from that, as shown in Figure 2.2, Fiverr provides Filter Search, Quick Chat, and Add to Favorites features to navigate clients' needs easily.
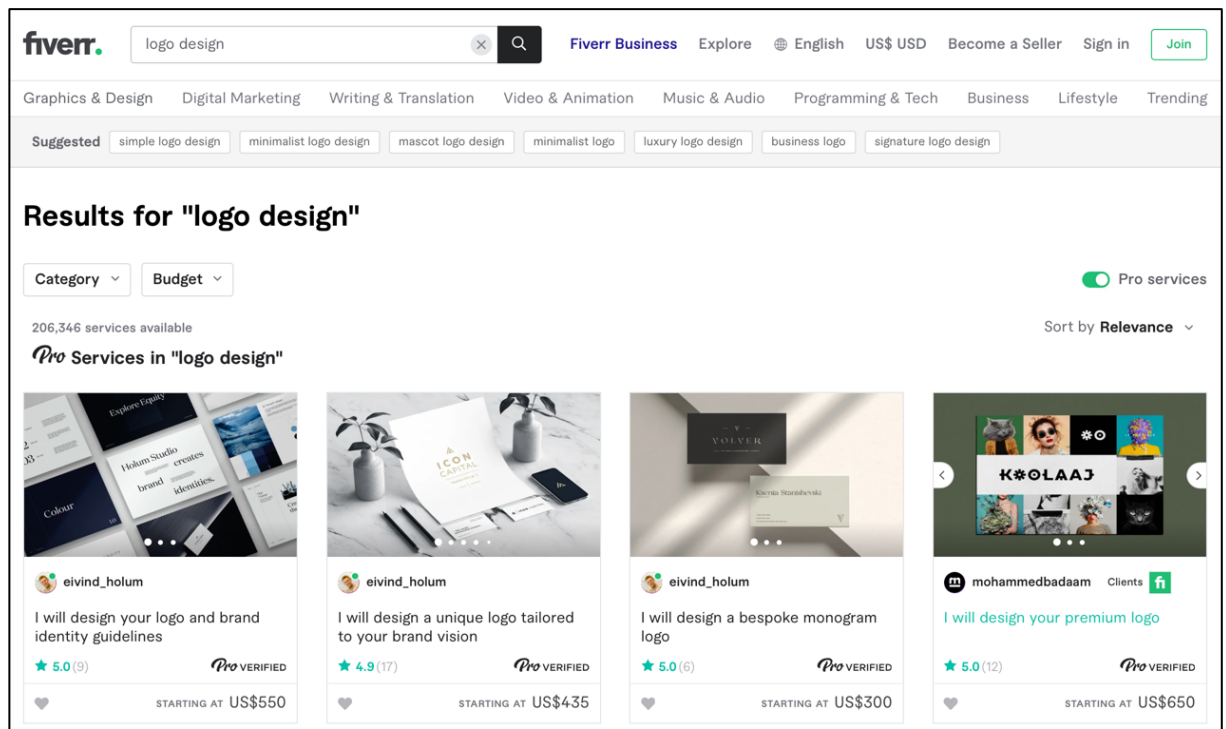

Figure 2.2: The search dashboard on fiverr.

Another popular existing Photoshop Documents (PSD) and template selling website is Envato Elements [3]. There is a monthly subscription to get an unlimited download. However, these systems were designed for specific tasks such as hiring a designer or purchasing designs.

CHAPTER 3

METHODS, MATERIALS AND TECHNOLOGIES

3.1 Approach

1) Study the existing systems and gather information

- Analyze the clients' requirements

- Define the purpose of the website, goal and target audience

- Create a draft project schedule

2) Planning and strategy, wireframing

- A site map will be prepared, including a list of all main topic areas of the website and sub-topics.

Main-topics:

- The user interface for a new project

- The user interface for templates

Sub-topics:

- Sign up for users and admins

- Search and Add to favorite features

- Order review and rating

- Order tracking (Progress bar)

- Join team

- User profile

3) Design the platform and implementation

- Create the back-end and the server

- Design the user interface

- Develop the front-end

- Implementation of the designed platform

4) Testing and debugging

- Test the functionality of the platform using test records stored in the database

5) Launch and Maintenance

- Maintain the system according to the changing user requirements to improve usability

3.2 Proposed Technologies

The system will use the following technologies:

- For database creation : MySQL
- For front end development : React
- For back end development : Spring Boot

CHAPTER 4

TIME PLAN

Table 4.1: The progression timeline and the evolution of the project

Duration / Action	01 Aug	15 Aug	01 Sep	15 Sep	01 Oct	15 Oct	01 Nov	01 Dec	01 Jan	01 Feb
Proposal and Requirement Analysis	■									
Design		■	■							
Implementation			■	■	■	■	■	■	■	
Documentation								■	■	■
Testing and Debugging				■	■	■	■	■	■	■

REFERENCES

[1] Fiverr. 2022. [online] Available at: <https://www.fiverr.com> [Accessed 10 August 2022].

[2] Upwork. 2022. [online] Available at: <https://www.upwork.com> [Accessed 10 August 2022].

[3] Envato Elements. 2022. *Envato Elements: Unlimited Stock Videos, Music, Photos & Graphics*. [online] Available at: <https://elements.envato.com> [Accessed 10 August 2022].