

Product Design Brief – w3rk (Figma Optimization)

Objective:

Refine, complete, and standardize our existing Figma designs for our Web3 freelancing marketplace.

This includes building missing flows, optimizing usability and visual hierarchy, and ensuring all screens, components, and states follow our updated design language.

Our current visual style is best represented on the Find Work and Find Talent pages in our Figma file - all new work should align with this.

Scope of Work

1. Onboarding Flow (3 Screens)

Purpose: To guide new users through a simple setup that defines their role (client or freelancer), builds their profile, and prompts them to take their first action. The goal is to create a smooth first-time experience that feels quick, intuitive, and immediately connects users with the platform.

Flow:

1. User Type Selection:

- Options: Client or Freelancer.
- Each with icon/illustration and short role description.
- Selection determines the final onboarding step.

2. Profile Completion

- Fields:
 - Profile photo upload
 - Banner upload
 - Name
 - Job title
 - Short bio (max 160 chars)
 - Location
 - Links:
 - X profile.
 - GitHub.

- LinkedIn.
- Personal website.
- Progress indicator (“Step 2 of 3”)

3. First Post Prompt

- If Client → Prompt to Post First Job (Post-a-Job modal fields).
- If Freelancer → Prompt to List First Service (List-a-Service modal fields).
- Include short helper text.

Deliverables – Onboarding Flow

- Desktop designs
- All form states (empty, filled, error, success)
- Consistent with design language

2. Card Design — Find Work & Find Talent

Purpose: This section defines the main cards displayed on the Find Work and Find Talent pages. Please create the default card states, ensure they look consistent and polished, and design how they expand into modals when clicked. In addition, this section covers the creation modals for posting a job or listing a service, ensuring all states (cards + modals) feel cohesive across browsing, creating, and viewing.

Find Work (Jobs):

- Company name
- Job title (primary)
- Description (Shortened)
- Budget (currency + amount).
- Category tags (up to 3, pill-shaped, color-coded).
- Company profile picture

Find Talent (Freelancers):

- Freelancer name
- Service title
- Description (Shortened)
- Hourly or project rate

- Category tags (up to 3)
- Profile picture

Deliverables – Find Work & Find Talent Cards:

- Two master components (Job Card, Freelancer Card) with variants.
 - Review and polish of creation modals (Post-a-Job, List-a-Service). Creating modal master components for each of these.
 - Review and polish of viewing modals (expanded published Job/Service cards). Creating modal master components for each of these.
 - Confirmation messages & toast notifications (Success, Warning, Error, Info) for job/service creation and interactions. Creating master components for each of these.
 - Consistent UI/UX flow across cards + modals.
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3. My Jobs Page

Purpose: Ensure viewing contract cards, creating them and their statuses are clear, filtering is intuitive, and viewing modals for each stage (proposal, in-progress, work approval, completed) provide a consistent and seamless experience for both clients and freelancers.

Filtering Navigation:

- Active Contracts:
 - New proposals
 - In progress
 - Submitted (awaiting payment)
- Ended Contracts:
 - Cancelled
 - Completed

Contract Cards:

- Other contract user name & profile picture.
- Contract title
- Description
- Price
- Due date
- Status label

Create-a-Contract Modal (Optimized):

General review and improvements to the existing Create-a-Contract Modals, to ensure better UI and UX flow, and keeping the design consistency across the platform.

Perhaps only minor tweaks required here as the basis/templates are already in place.

Contains:

- Contract Title.
- Description (scope of work).
- Due Date (date picker).
- Cryptocurrency (single select).
- Payment Amount Toggle:
 - USD value (auto-converts to crypto).
 - Crypto amount (e.g., 0.1 ETH).
- Wallet Address - Client (payer).
- Wallet Address - Freelancer (recipient).

Contract Viewing Modals (Client + Freelancer perspectives):

General review and improvements of the contract viewing modals to align with any updates made to the Create-a-Contract modals. Ensure consistency, clear UI/UX flow, and that the experience makes sense when viewing contracts after they've been created or started.

- Viewing modals for each stage of a contract (Proposal, In Progress, Work Approval, Completed).
- Each stage designed from both perspectives:
 - Client (person who created the contract).
 - Freelancer (person who received the contract).

Deliverables – My Jobs Page:

- Desktop designs.
- Filtering navigation for contract statuses (active + ended).
- Contract cards with a way of identifying each status.
- Viewing modals for each stage (Proposal, In Progress, Work Approval, Completed) from both client + freelancer perspectives.
- Consistent UI/UX with overall platform.

4. Profile, Settings & Messages Pages

Purpose: To review and polish key user pages (Profile, Settings, Messages) so they are consistent, clear, and aligned with the overall platform design.

A general review and polish of these pages (Profile, Settings, Messages) to ensure consistency across the platform. Only minor tweaks that you deem required as the basis/templates are already in place.

Any UI/UX adjustments should focus on maintaining consistency with the rest of the platform's design language.

Deliverables – Profile, Settings & Messages Pages

- General review and polish of Profile, Settings, and Messages pages.
- Ensure consistency with overall platform design

Final Deliverables

- Updated Figma with:
 1. Onboarding flow
 2. Card Design Components, Creation Modals and Viewing Modals for Find Work & Find Talent
 3. My Jobs page + contract card states + modals
 4. Review & Improvements of: Profile, Settings, and Messages pages
- Organized component library with naming conventions.
- Annotations for developer handoff.
- Clickable prototype for key flows.