

# FreshLaunch: A Freelancing Platform for Freshers and College Students

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**Abstract:** *The way people work has changed a lot in the ten years. More and more people are becoming freelancers. They work on their own. Choose which projects they want to do. Many students and new graduates want to start freelancing... They face a problem. Most freelancing websites are not designed for people who are just starting out.*

*Websites like up work Fever and Freelancer.com want to see what kind of work you have done before. They look at things like ratings, portfolios and reviews from clients. This makes it hard for new freelancers to get started. Even if you have built something for a school project or won a competition it's hard to get noticed on these websites. New freelancers have a time.*

*In some countries this is an issue. To get a job you need experience. To get experience you need a job. This means that many talented and motivated people are not able to work as freelancers. For example in India over 1.5 million engineering graduates enter the workforce every year. Many of them have skills. They struggle to find work because they do not have experience. Freelancing is an option for them. They need a chance to get started.*

*That's why we created Fresh Launch. Fresh Launch is a kind of freelancing website that is designed for students and new graduates. Of looking at what you have done before we look at what you can do. We want to see what skills you have and what you can build. This way new freelancers can create a portfolio. Start working on projects right away. Fresh Launch is about helping freelancers. We built Fresh Launch using technologies like HTML5, CSS3 and JavaScript. We wanted to make sure that the Fresh Launch website is easy to use and looks great on all devices. We also added some features they're just for new freelancers.*

*Here are some features of Fresh Launch:*

- \* A guided Portfolio Builder to help you create a portfolio*
- \* A Fresher Verification Badge to show that you are a freelancer*
- \* A Fresher Friendly project flag to help you find projects they're right for you*
- \* A structured messaging system to help you communicate with clients*

*We think that Fresh Launch can be a model for websites that want to help young professionals get started in freelancing. We believe that everyone should have the opportunity to work and earn money no matter where they are from or what their experience's. By creating a community we can help more people achieve their goals and succeed in the economy. Fresh Launch is about helping new freelancers achieve their goals. We hope that Fresh Launch can make a difference, in the lives of professionals. We want to help them get started in freelancing and achieve their goals. We want to help new freelancers succeed in freelancing.*

**Keywords:** Freelancing Platform, Fresher's, College Students, Gig Economy, Firebase, Mongo DB, Node.js, Portfolio Building, Skill-Based Hiring, Web Application.



## **I. INTRODUCTION**

The gig economy has changed the way people work today. It offers jobs to millions of people all over the world. Websites like up work and Fever help skilled people work on their own and connect with clients from anywhere. In India freelancing grew fast after the COVID-19 pandemic. This is because more people started working from home and using communication.

\* Many students and young graduates have the skills and knowledge. Find it hard to get freelance work.

This is because most freelancing platforms focus on workers with good ratings and a history of work.

As a result these young people struggle to find opportunities even though they're capable. To fix this problem Fresh Launch was created. It is a platform for freelancers who are just starting out

Unlike platforms Fresh Launch looks at skills, certifications and project portfolios.

It also considers a person's potential to learn.

\* The platform is easy to use.

Freelancers can show what they can do. Clients can find talented people.

Fresh Launch wants to create an open freelancing system for young professionals.

It focuses on giving opportunities to those who're new, to freelancing.

Fresh Launch aims to help beginners and graduated professionals find work.

The platform helps them showcase their skills and connect with clients.

This way young people can start their freelancing careers.

## **II. PROBLEM STATEMENT**

There are four issues with the way freelancing platforms work for new people. These issues show that something is not right with the way these platforms are designed.

### **A. The Experience Paradox**

The biggest issue new freelancer's face is that they need to have experience to get work. They cannot get experience without doing work first. For example up work uses a system that looks at how a freelancer has done in the past, which is based on reviews from clients and completed contracts. If a new freelancer has no reviews it is hard for clients to find them. Fever also looks at how a freelancer responds completes orders and gets reviews. This creates a cycle that hurts freelancers who have skills. No proof of using them professionally. Freelancing platforms like up work and Fever have this problem.

### **B. Portfolio Inaccessibility**

Many students and recent graduates have done projects, like final-year projects, hackathons and open-source work.. Most freelancing platforms do not make it easy for them to show off these projects. A student who built a machine learning model for a university project cannot easily show this work to clients on up work or Freelancer.com. This means that the skills they have are not visible to people who might want to hire them. Freelancing platforms like up work and Freelancer.com have this problem.

### **C. No Opportunities for New Freelancers**

Clients on freelancing platforms post projects they're well-defined and have tight deadlines, which is hard for new freelancers to handle. There are no projects for beginners no way for clients to mentor freelancers and no way for clients to say they want to work with new people. Even clients who want to help freelancers, like business owners or start up founders cannot easily find new freelancers. Freelancing platforms need to have opportunities for freelancers.

### **D. Trust and Verification Challenges**

New freelancers have a time gaining trust on these platforms. They do not have reviews. They often do not have the credentials as experienced professionals, like certifications or awards. A college student who has a Google Developer



certification or won a coding competition has something to show for their skills... The platforms do not make it easy to display these credentials. Without a way to verify their skills new freelancers cannot show that they are qualified which makes it hard for them to get noticed. New freelancers need a way to show their skills, on freelancing platforms.

### **III LITERATURE REVIEW**

#### **A. The Gig Economy and Digital Labour Platforms**

The gig economy and digital labour platforms have been studied a lot since the mid-2010s. This is because platforms like Umber, Task Rabbit, up work and Fever have grown fast. Sundararajan wrote about this in 2016. He said that the gig economy is a way of working where people use digital marketplaces to find work instead of traditional employers.. Other researchers have found that these platforms can be unfair to workers. For example Wood and his team found that platform algorithms can make it hard for new workers to get jobs. They called this “precocity”. This means that workers do not have an income because the platforms design makes it hard for them to get work. The Fresh Launch design philosophy is based on this idea: if platforms can create problems they can also be designed to be fair.

In India researchers like Rani and Furrier have studied the experiences of gig workers. They found that it is hard for young workers to get their job on these platforms. This is because they do not have any reviews or ratings. Rani and Furrier surveyed over 400 freelancers and found that many of them had to wait for months to get their first paid project. Some even gave up trying. This is why Fresh Launch wants to create a platform that helps Indian fresher’s get started.

#### **B. Skill-Based Hiring and Portfolio-First Recruitment**

Some researchers think that the way we hire people is not fair. They say that we should look at what people can do not their qualifications or experience. Author wrote about this in 2019. He said that technical skills are more important than experience when it comes to job performance. In the freelancing world this means that platforms should rank workers based on their skills, not their reputation. Research on portfolios also supports this idea. A study by Paulson and his team found that a collection of work samples is a way to show what someone can do than just one test or interview. Another study by Deng found that workers who were hired based on their portfolios did better in their year than those who were hired through traditional interviews. This is why Fresh Launch uses project portfolios as the way to show what workers can do.

#### **C. Platform Design for Inclusion and Digital Labour Market Access**

Designing platforms to be fair and accessible is an area of study. Researchers like this and his team have found that interface design, trust-building mechanisms and community features are crucial for platforms to be successful. They say that platforms should be simple, relevant and trustworthy. Fresh Launch has used these ideas to design its platform. For example the profile completion system is. Client ratings are transparent. Other researchers like Galleria and Grippe have found that platforms that offer mentorship, feedback and beginner-friendly projects can help new freelancers stay on the platform. This is why Fresh Launch has a guided profile builder and skill verification workflow.

#### **D. Firebase and Cloud-Native Architectures for Start-up Web Applications**

The technical design of Fresh Launch is based on established research on native application development. Firebase is a platform for developing web and mobile applications. Research by Mooney has shown that Firebases real-time database and authentication capabilities make it easy for small teams to develop applications without needing a lot of resources. The combination of Mongo DB and Firebase is also a choice for web application development. This is because Mongo DBs flexible data model is good for storing freelancer profiles and project listings while Firebases time and authentication layers handle user interactions well. A study by Tilkov and Vinoski found that Node.js is a choice for API backend that serve multiple users with variable request patterns. This is the kind of load that a marketplace application, like Fresh Launch would experience.



Layer	Technology
Frontend	HTML5, CSS3, JavaScript (ES6+)
UI/UX Design Tool	Google IDX (Antigravity)
Backend Runtime	Node.js with Express.js
Database	Mongo DB (Atlas Cloud)
Authentication	Firebase Authentication
File Storage	Firebase Storage
Real-time Features	Firebase Fire store
Hosting	Firebase Hosting
Version Control	Git & Godthab

#### IV. SYSTEM ARCHITECTURE

##### A. Technology Stack

Fresh Launch is made using a lot of technologies. It is a web application that uses JavaScript for everything. The part that users see is made with web stuff like HTML5, CSS3 and JavaScript. We did not use any helpers to make this part so it loads fast on phones and is easy for our small team to work on.

We used Google IDX to design how Fresh Launch looks and works. Google IDX is a tool that lets us see how things look in real time and work together on the design. It also works well with Firebase.

The behind the scenes part of Fresh Launch is made with Node.js and Express.js. This is what makes the website work like when you look at projects or manage bids or get information, about users. Fresh Launch uses a system to make sure all of these things work together smoothly.

##### B. Authentication and Security Architecture

User authentication in Fresh Launch is managed using Firebase Authentication for Fresh Launch access and Fresh Launch identity management. Fresh Launch users can log in through Email/Password, Google OAuth or Godthab OAuth methods. The Node.js backend verifies every Fresh Launch API request using Firebase Admin SDK. This ensures that authenticated Fresh Launch users can access it features. The platform supports Freelancer and Client roles. The Freelancer and Client have dashboard views, Fresh Launch permissions and Fresh Launch access controls. The Fresh Launch platform maintains the system security, Fresh Launch functionality and organized its user management.

##### C. Database Design

Fresh Launch uses Mongo DB Atlas as its database. It uses the Mongoose ODM to access this database. The way Mongo DB stores data is really good for the information about freelancers. This information can be very different from one person to another. For example freelancers can have numbers of skills projects they have worked on, certifications and work experience.

The database has a main sections. These sections are:

\* Users: this is where we store information about each user like their profile, what role they have and their Firebase UID.

\* Projects: this is where clients post jobs they need help with including how they are willing to pay what skills are needed and when the job needs to be done.



- \* Bids: this is where freelancers propose their services for jobs and we link these proposals to the jobs and the users.
- \* Reviews: this is where clients leave feedback about the freelancers they have worked with after a job is finished.
- \* Notifications: this is where we store real-time updates like when a freelancer's accepted for a job when someone sends a message or when a job reaches a certain milestone.

We also use Firebase Fire store at the time. This is for real-time chat between clients and the freelancers they have chosen. Firebase Fire store is good, at sending messages in time so we do not have to keep checking for new messages. This means that messages are delivered instantly. Fresh Launch uses Mongo DB Atlas and Firebase Fire store to make sure everything runs smoothly and that users can communicate with each other in time.

#### **D. Frontend Architecture**

The website is made up of pages not just one. This is on purpose so it works well on phones and computers that students in India use. Each page has its HTML document and they all share the same design and JavaScript files. The design is made with CSS. It uses special variables to change how it looks. This means we can update the websites appearance from one file. The Firebase SDK is loaded in the background so the website starts quickly and does not get stuck. The frontend is, like this because we want the website to work on all kinds of devices the older ones that many students have.

### **V. FEATURES**

#### **A. Skill-Based Profile System**

The Fresh Launch profile system is really about what you can do not about what you have done before or how money you make. A Fresh Launch profile has four parts: Technical Skills, Project Portfolio, Badges and Educational Background. When you make a Fresh Launch profile you can show off the programming languages you know the frameworks you're familiar with and the projects you did in school or in hackathons. You can also add certifications you got from places, like Google, Microsoft and Coursera and put in your details. The FreshLaunch platform helps you make a profile by giving you step by step instructions suggesting keywords and telling you which certificates you should get. This way FreshLaunch helps you show what you can do even if you do not have a lot of work experience. FreshLaunch profiles are a way to demonstrate your FreshLaunch skills and abilities.

#### **B. Project Discovery and Bidding**

People who need work done post their projects using a form. This form asks for the project name, what the project's about, what skills are needed how much they are willing to pay when they need it done and if they are open to working with new people. If they say yes to working with people it sends a signal to the computer system and to other workers who are looking for projects. New workers can look at all the projects and use filters to find the ones that fit what they can do how much they want to get paid how long the project will. If the person who posted the project is open to working with new people. Each project has its card that shows what skills are needed how much the person is willing to pay how long ago the project was posted and how many people have already said they want to do the work. When a new worker says they want to do a project they send a letter that says why they should get the job how much they want to get paid and a link to something they have done before that is similar, to what the project needs. This helps the person who posted the project see away if the new worker is a good fit..

#### **C. Portfolio Builder**

The Portfolio Builder is a part of the freelancer profile where users can write down all the details of their projects. When you make a portfolio entry you can add the title of the project what problem it solved what technologies you used, what you got out of it and links to where people can see it live or on GitHub. You can also add up to four pictures of your project.



The Portfolio Builder has a template for different kinds of projects like web development, mobile app, data science, graphic design and content writing. This template asks you questions about your project so you can explain it in a way that makes sense to people who might want to hire you. You can also add keywords to your portfolio projects like skills you used which helps people find you when they search for those skills. This makes it easier for freelancers to get noticed by people looking for someone, with their skills. The Portfolio Builder is a tool for freelancers to show off their work and get more jobs..

#### **D. Fresher Verification Badge**

FreshLaunch has something that's really useful for freelancers it is called the Fresher Verification Badge. The Fresher Verification Badge is for people who do freelance work and want clients to trust them. When you first start doing freelance work you can show clients that you are a person by uploading some papers. You can upload your college id card or certificates that you got from courses you took. You can also upload links to your GitHub or the projects that you are working on now. The people who work at FreshLaunch will check these papers. If everything is fine you will get a badge from FreshLaunch. The Fresher Verification Badge means that you are a freelancer.

This is really great for people who are just starting out as freelancers. They can get clients to trust them even if they do not have any experience of getting paid for their work. FreshLaunch and the Fresher Verification Badge are very helpful, for freelancers who want to get started.

#### **E. Real-Time Messaging**

When a client likes a freshers bid or profile they can talk to each other in time using a messaging system that Firebase Firestore makes possible. This messaging system lets them send text messages add files from Firebase Storage and give updates on project milestones. The project milestones are like templates that help the freelancer say what they have done far like "I sent a design mock-up" or "I made the first version of the project". This way of talking to each other helps to avoid misunderstandings that can make projects fail when the freelancer and client are new, to working. It gives them a way to know what to expect and to track how the project is going. The freelancer and client can use this system to stay on the page.

#### **F. Review and Rating System**

Fresh Launch has a system where people who hire and freelancers can give their thoughts on how things went after a project is finished. The people who hire rate the freelancers on how they talk to each other how good they are at what they do if they get back to them quickly and if they take charge of things. They also write down what they think. Fresh Launch puts these thoughts on the freelancer's page so everyone can see what they are good at and how well they do their job. This helps freelancers make their work better by telling them what they can do differently. It also helps the people who hire understand what the freelancer is capable of if they are reliable and how they are getting better at their job before they hire them again for another project. Fresh Launch and its review system are very useful, for both freelancers and the people who hire them.

### **VI. IMPLEMENTATION AND RESULTS**

Fresh Launch was made into a working web application over sixteen weeks. The people who made it used Google IDX as the tool, which let them work on the code online and see how it looked right away. They also used Firebase to help with the development. The back end of the application was put on a Node.js server that was connected to a Mongo DB Atlas cluster. This was enough to test the application. They also used Firebase Authentication, Fire store and Storage with a free Firebase project.

To test the application they made twenty user profiles. Twelve for freelancers and eight for clients. The freelancer profiles had projects that were like projects and they were given tags for things like Web Development, Mobile Development and Graphic Design. The client profiles had fifteen project listings with budgets and deadlines.



When they searched for freelancers using the skill-based search system it worked correctly. Found the right people for the projects. They also tested the login system with email, Google and Godhab. It all worked fine. The messaging system, which was made with Fire store worked quickly. Delivered messages in less than 500 milliseconds. They also tested the Fresher Verification Badge. It worked as it should. They were able to upload images to Firebase Storage in JPEG and PNG formats and the images were secure.

The Portfolio Builder was tested by five students from JSPM University’s Department of Computer Applications. They were asked to make their profiles without any help. They all did it in fifteen minutes. This means that the application is easy to use for the people it is meant for. The students liked the guided prompts in the Portfolio Builder because it helped them explain their projects in a way that clients could understand. Four, out of the five students thought this was the part of the application.

**VII. DISCUSSION**

**A. Designing for the Fresher Experience**

The biggest design decisions we made with Fresh Launch were not about the technology. They were the way we think. We decided to build a platform that does not need you to have a work history. This meant we had to think about how people build trust and credibility in a way. On platforms people trust you because of what you have done before. With Fresh Launch we want to try something. We think people should be able to show what they can do and that should be enough to make them credible.

This changes the way we work with clients. When clients come to Fresh Launch they are not just looking for someone who has done the job before. They want someone who's good, at what they do and who really wants to do it. They want someone who can bring ideas and a lot of energy to the project. These clients are looking for something and we think Fresh Launch can help them. We think this is a group of clients that other platforms are not serving well. Fresh Launch is trying to do things and that is what makes it special...

**B. Comparison with Existing Platforms**

Here is a comparison of Fresh Launch with freelancing platforms that have been around for a while. The table below shows how Fresh Launch stacks up in areas they’re really important for people who are new to freelancing like accessibility, for fresher’s.:

The table shows that Fresh Launch has a place in the market for freelancing platforms. Fresh Launch is different from platforms like Fever. Fever is a platform where anyone can make a seller account... It is still hard for new people to get their first project, on Fever. This is because Fever likes to show established sellers to clients. It is hard for new sellers to get noticed on Fever. This makes it very tough for new people to get their project. Fresh Launch is trying to change this by helping new freelancers get their projects.

Platform	Experience Required	Fresher Friendly?
Up work	Verified work history	No
Fever	Portfolio + Reviews	Partially
Freelancer.com	Bid history + JSS score	No
Fresh Launch	None — skill-based entry	Yes

**C. Limitations and Ethical Considerations**

Fresh Launch works in a world where people do small jobs for money. This can be bad for workers because they do not know how money they will get and they do not have protection if something goes wrong. Some people who hire workers might also take advantage of them if they are new. Fresh Launch tries to make things a little by letting workers



and the people who hire them review each other by making them talk about what they want and by making the people who hire workers say yes before they start working with new workers... It does not fix the big problems that happen when people work in small jobs. To make things better Fresh Launch should think about making sure workers get paid at a certain amount of money for each job making a way to solve problems when they happen and giving workers tips, on how to charge fair prices for what they do. This way Fresh Launch can help make sure that new workers are paid fairly for the work they do on the Fresh Launch platform.

### **VIII. FUTURE WORK**

Fresh Launch is going to have some features.

- Fresh Launch will have a feature that uses intelligence to match freelancers with projects that are a good fit for them. This feature will look at the skills and work history of freelancers. Match them with projects that are a good match. It will be easier for freelancers to find work and for clients to find freelancers. Fresh Launch will help both freelancers and clients.
- Fresh Launch is going to have a mentor program. This program will pair freelancers with people who have experience in the industry. These mentors will give feedback on things like project proposals. How to talk to clients. This will help new freelancers get started.
- Fresh Launch is working with universities to create a program that will help students learn about the platform. Students will be able to use Fresh Launch as part of their school work. Fresh Launch can check to make sure students have the skills they say they have.
- Fresh Launch is building an app for Android. This app will let people use Fresh Launch on their phones. A lot of people in India use their phones to get online. This is really important for Fresh Launch.
- Fresh Launch is going to have a way to pay freelancers. This system will hold the money until the freelancer finishes the work. This will keep both the freelancer and the client safe. You can help Fresh Launch get better.
- Fresh Launch will have a way to test the skills of freelancers. This will include tests in areas, like JavaScript and design. These tests will be supervised to make sure they are fair. The results will be shown on the freelancer's profile. This will help clients trust the freelancers they hire on Fresh Launch.
- Fresh Launch is working with a platform called DigiLocker to verify the identities of freelancers. This will make it easier for new freelancers to get started on Fresh Launch. It will also help clients trust the people they hire. Fresh Launch will be able to check the certificates and credentials of freelancers.

### **IX. CONCLUSION**

The global freelancing economy is an opportunity for young and skilled individuals but only if the platforms that help them get work are designed with their needs in mind. For graduates and college students in India and other developing countries the way mainstream freelancing platforms work is a big problem. Fresh Launch is a solution to this problem. It is a freelancing ecosystem where new graduates can start working without needing to have a lot of work experience Fresh Launch is built using accessible technology like HTML, CSS, JavaScript, Node.js, Mongo DB and Firebase. This shows that a small team of college students can create a working freelancing platform using free cloud tools. The platform has some useful features like skill-based profiling the Portfolio Builder, the Fresher Verification Badge and the Fresher Friendly project flag. These features solve the problems that new graduates face when trying to get work. They do not have experience they do not have a portfolio they do not have access to good jobs and people do not trust them.

The people who made Fresh Launch tried it out and it works well. They also asked some students to try it. They liked it. Fresh Launch is not a small improvement on other platforms. It is a completely new way of doing things. The people who made it think it can be used as a model for platforms and they want to work with others to make it even better. Fresh Launch can help create an inclusive and fair labour market for people who are just starting out. The people who made Fresh Launch believe in it and they want to keep working on it to make it even better for freelancing and, for



people who are just beginning. Fresh Launch is an example of how freelancing platforms can be designed to help new graduates and college students get work and start their careers

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