

Freelancer Website USER RESEARCH REPORT



User Insights

User Needs

Competition

Identifying Problem



Report Agenda

01 Background

02 Target Users

03 Discovery

04 Competition Analysis

05 Results

06 Recommendations



User Research





01. Background

“

As of 2019, over **211,000** Singapore residents did regular freelance work, which comprises of about **9%** of the resident workforce.

”

Seow, J. (2020). More Singapore residents working as freelancers. *The Straits Times*.



Client Background

Client: Avenevv Pte. Ltd.

Primary business :

- Software-driven marketplace that provides a one-stop solution for **event planners** to discover unique **event venues and manage venue bookings** end-to-end.
- Tailor the platform to corporate and professional MICE **event planners** with thoughtful details and business-friendly processes.

Client Background

Client: Avenevv Pte. Ltd.

Software Products:

- **Avenevv.com**: Marketplace for event planners to book venues
- **Avellage.com**: Community of event planners, venue managers, event freelancers, event service partners and other ecosystems.
- **Avenaire.com**: Platform connecting **freelancers** and **event planners / project managers**



Aim: To understand freelancers market and their needs

02. Target Users



Target User Groups

Freelancers



Customers / Event Planners



User Research Participants

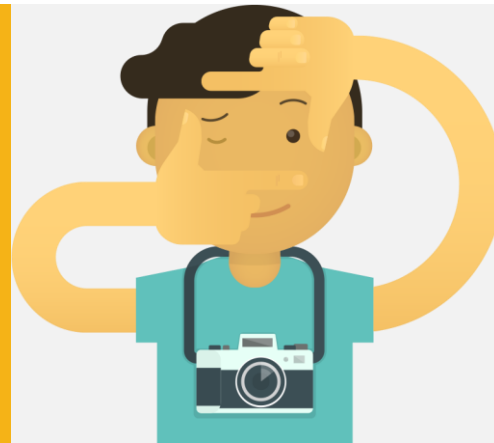
Interviewees



User A

Field: Graphic Design

Had about **3 years** of side work freelance experience.
Work on **1 freelance project / month** on average



User C

Field: Photography or Civil Engineering
Currently a student in NTU.
May intend to do freelance work in the future.



User B

Field: M&E Consultant Design

Had **7 months** of freelance experience.
Had worked on multiple M&E consulting projects before.

Survey demographic: 19 – 23 years old (42 respondents), 29 – 33 years old (1 respondent)

A teal-colored Moka pot sits on a light-colored wooden table. Next to it is a white ceramic cup filled with dark coffee, resting on a matching saucer. The background is softly blurred, showing more of the table and some papers.

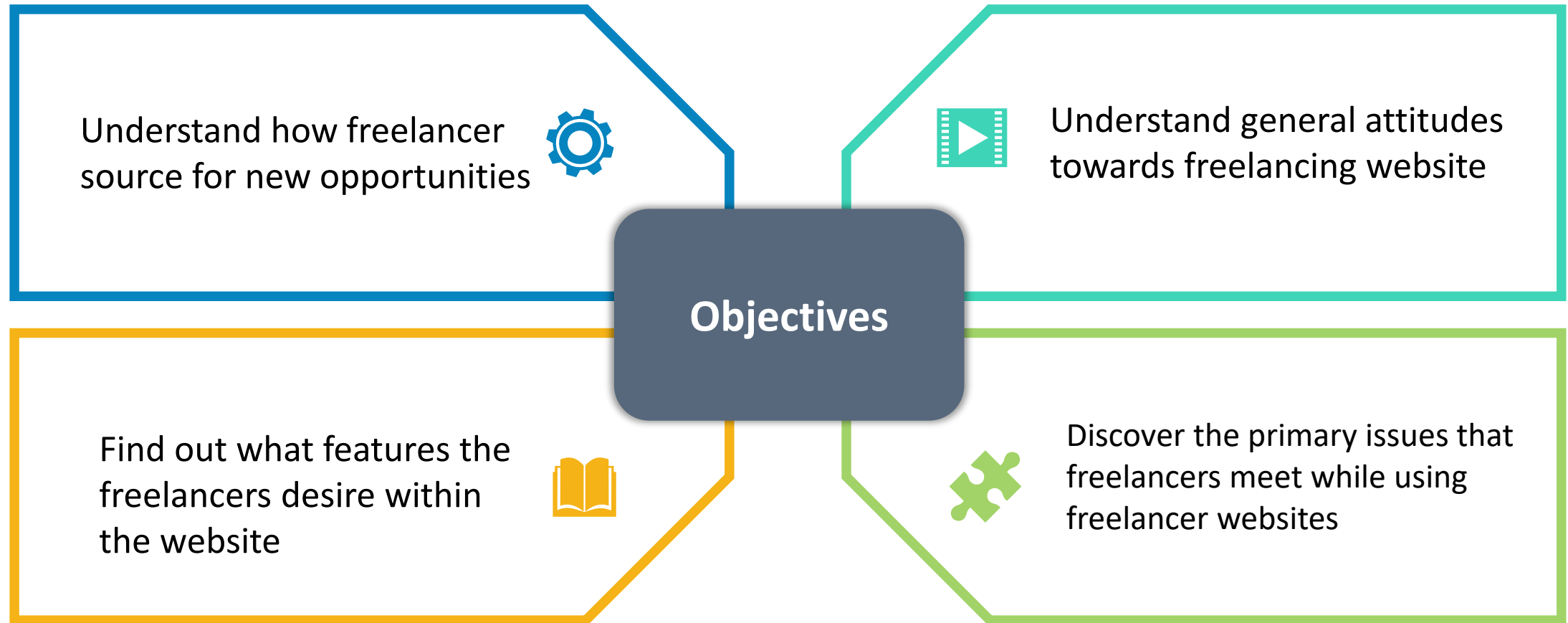
03. Discovery

A stack of papers and a paperclip are visible on a wooden table. The papers are slightly out of focus, and the paperclip is a simple metal design.

Methodologies:

- a. Survey
- b. Interview

Objectives



Assumptions

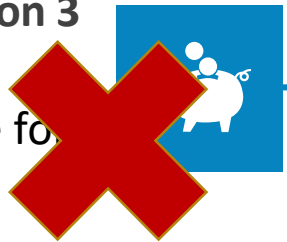
Assumption 1
Freelancers use online resources to find new project opportunities



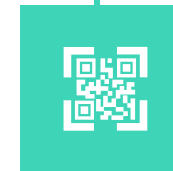
Assumption 2
Most freelancers prefer to work on a freelance platform that has wider range of users



Assumption 3
Most freelancers have used freelance websites to source for projects

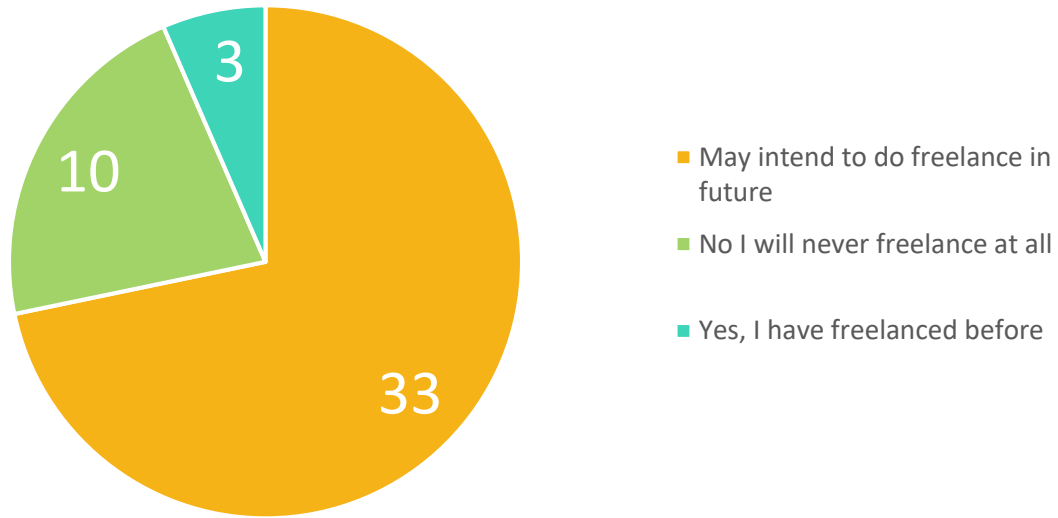


Assumption 4
Freelancers may face harsh competition on freelance websites



Survey Findings

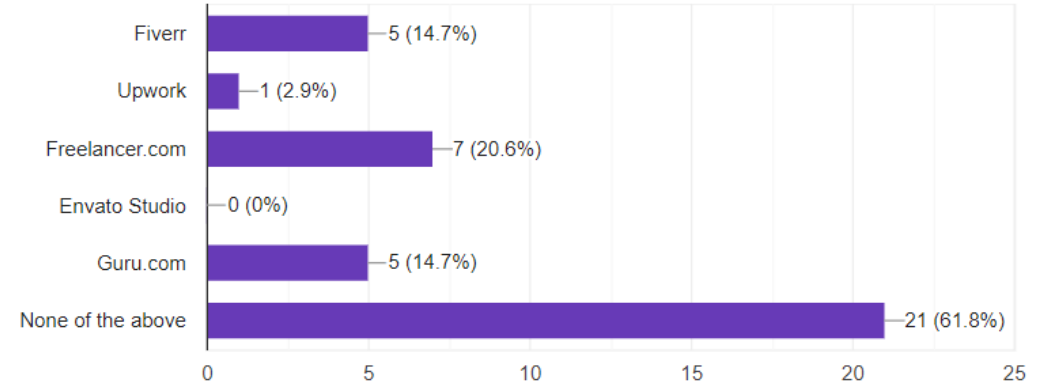
Freelance Experience



36 out of 46 total respondents have experience or are open to doing freelance in the future

Have you heard of the following freelance websites?

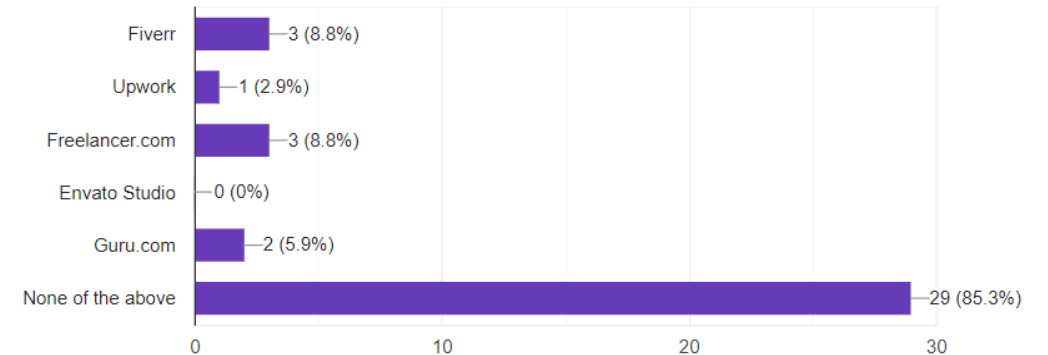
34 responses



Freelancer.com, Fiverr and Guru.com amongst the most popular freelance website

Have you used the following websites before?

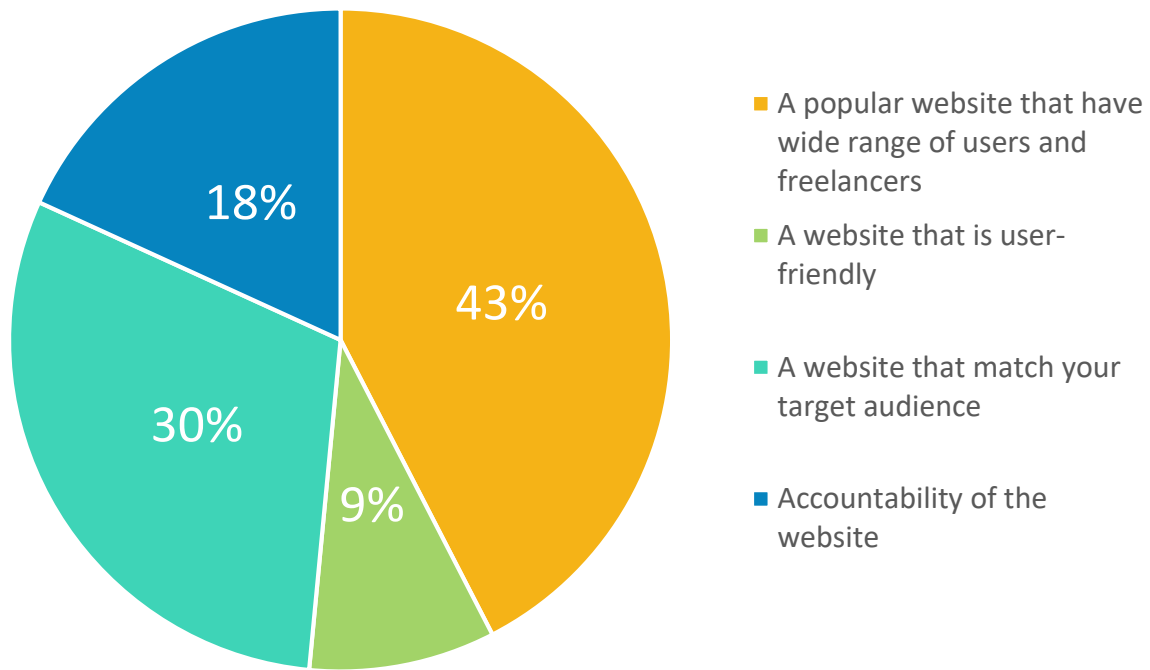
34 responses



Survey Findings

Key Aspects:

Top key aspects of website (33 responses)



Important Features:

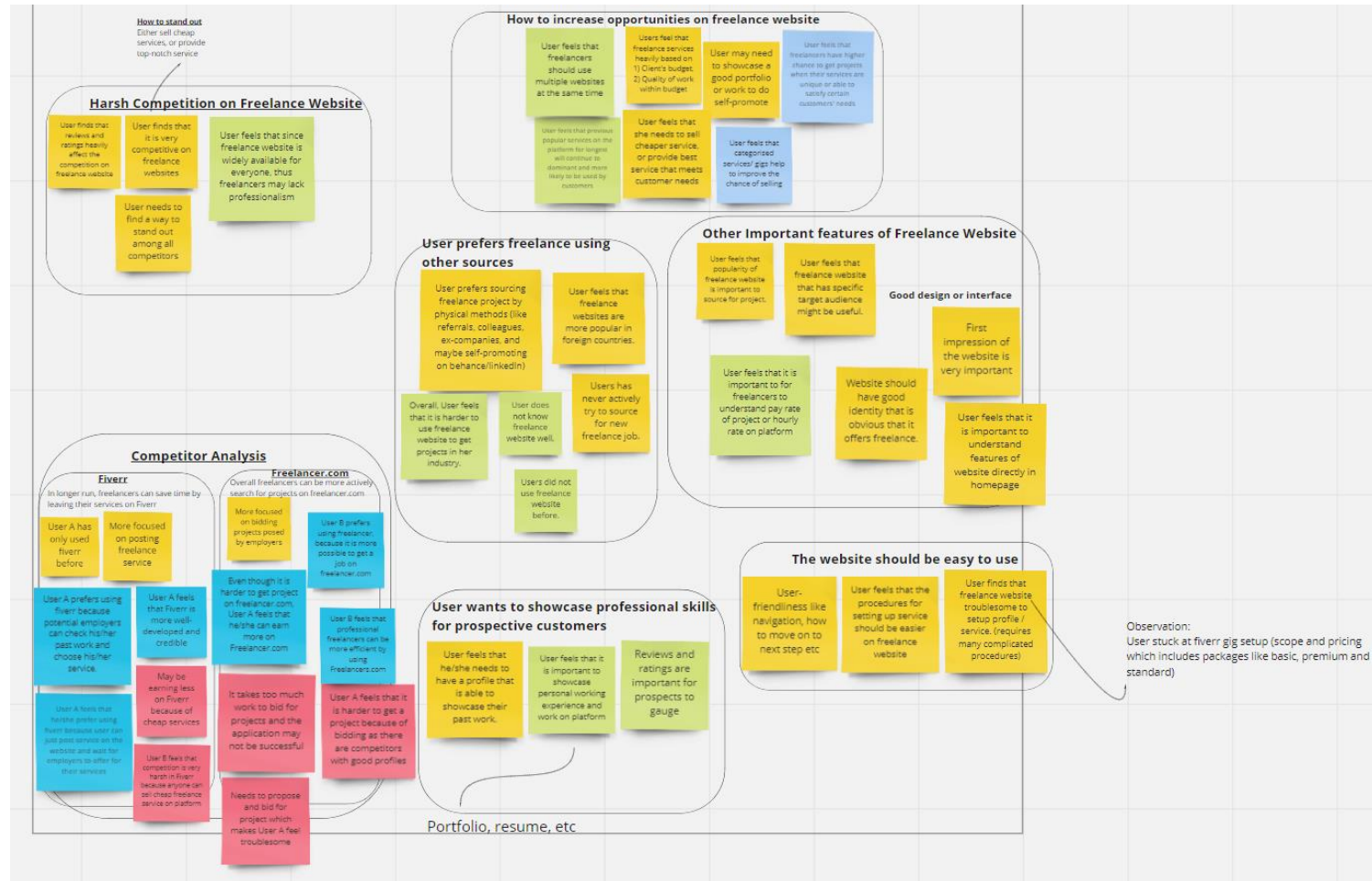
- 1) **SEO Friendliness,**
- 2) **Review and Ratings,**
- 3) **Freelancer Profiles**

are rated as **Top 3 important features** among different features.

Feature	Mean Rating
SEO Friendliness	4.394
Review & Rating features	4.303
Detailed freelancer profile.	4.091
Project bidding system.	4.031
Web design of freelance website	3.940
Different payment gateways available.	3.906
Monetization plan	3.848

Interview Findings

Affinity Mapping



Finding

(1)

Harsh competition on website

Generally, all interviewees face harsher competition on freelance website

Problem: Users feel that the competition on freelance website is harsh because it is widely available for anyone with different skill levels.

User Needs: Users need to stand out among the competitors.

“

You see there are so many people bidding for this project, and they have over 3000 reviews. If I see this right I won't dare to bid for this project.

”

-- User A

“

If you have just joined this platform, it is difficult for you to surpass other services posted that appear on the first page and have better reviews and ratings.

”

-- User B

Finding

(2)

Showcase their expertise

Users feel that it is important to showcase personal working experience and work on platform

Problem: Users have problems showcasing their technical knowledge / skills on the websites.

User Needs: Users need to have a platform that showcases their unique expertise and experience so that potential customers will use their services.

“

For websites like Fiverr, it is possible that users will find me because they checked out a specific past work of mine and they like it, plus my reasonable pricings.

”

-- User A

Ease of use

Users dislike websites that have complicated procedures of setting up accounts and might lose interest in the service

Problem: Users feel that setting up profiles or accounts is very troublesome and lose interest in using the websites.

User Needs: Users want to find an easier way to use the website while showcasing their expertise at the same time.

“ Imagine you are a student who wants to start freelancing, you won't know much about market price. You don't know what kind of project standard is required for this pricing. So for newcomers this freelance website will make you feel quite lost and overwhelmed. ”

-- User A

“ I still have to write description, pricings for different packages. Last time I just gave up when I see this page. ”

-- User A

Ways to increase opportunities on freelance website

Users suggested multiple ways to increase opportunities on websites:

- Selling cheaper services
- Providing high quality work
- Categorised services
- Providing unique services
- Increasing own ratings on website
- Using multiple websites

“ Let’s say if your ratings are not high, your service comes up on 5th page. How many customers will visit the 5th page? ”

-- User A

Problem: Sometimes the websites are **dominated by freelancers** that have used the platform for longer period

User Needs: Freelancers want to have more fair opportunities of work on freelance websites.

Other important elements:

Users recommended other features of freelance website:

- Popularity of website
- Meeting target audience
- Understanding pay rate on platform
- Good interface or design

04. Competition Analysis

The background image is a workspace scene with a teal overlay. It features a silver Moka pot on a wooden surface, a white cup of coffee on a saucer, a tablet computer, and various papers and documents. The text '04. Competition Analysis' is overlaid in white on the teal background.

Competition Analysis

Click here to find out more about [TOWS](#) analysis



Comparison between Avenaire and competitors (Freelancers' perspective)

Important Elements	Avenaire	Fiverr	Freelancer.com
Unique Selling Point	The company has established a community of event planners	The company showcases some of the cheapest services among freelancers	The company provides simple process for customers to purchase services
Operating Systems	(To be designed in Ideation Stage)	Freelancers post their service packages with details on the website	Freelancers have to send a proposal, bid for the project with details
Strength	The company is specialized in event planning , venues and relevant services	A lot of users, well-established , wide range of services available	Many projects available , strong interface, able to bid with reasonable price
Weakness	Niche market, new in gig economy	Freelancers may earn less due to cheaper services, harsh competition	Time consuming to bid for a project, harsh competition
Opportunity	Provide new opportunities for freelancers to source project	A lot of prospective users on platform, able to showcase your service	A lot of projects available on platform, able to find the ones that meet criteria

Stand out as
freelance platform

1. A bigger customer base
2. Quality services with reasonable price from freelancers
3. Enough opportunities for freelancers

05. Results

The image shows a wooden desk with various items. In the top left, there is a stack of papers or magazines. To the right is a silver Moka pot. In the center, a tablet lies flat. In the bottom right, a white cup of coffee sits on a saucer. On the desk, there are also small wooden architectural models, including a house-like structure and a smaller cube. A teal semi-transparent overlay covers the left and center portions of the image, with the text '05. Results' in white.



Conclusion

Freelancer wants to be able to source quality projects with reasonable pay on freelance websites.



06. Recommendations



Recommendations

1. Avenaire has established a community of event planners / venue managers (Avellage), the freelance platform should be targeted to niche/local market of freelancers relevant to event planning
2. Incorporate the two systems of offering service packages, and posting projects for freelancers to bid
3. Incorporate a way for freelancers to market themselves on the platform
4. Do research on event planners as well to enlarge customer base (providing more opportunities for freelancers)



THANK YOU

My two cents worth:

- 1) Treat a research report as a storytelling session. The content must flow logically and smoothly. My general rule of thumb, if you cover the contents of each slide and only read the headers for each slide, the story should flow and I should be able to understand what this report is about. Trust me, when you present this to your client, sometimes they don't have to time to read everything you wrote in the report and might just glance at the headers.
- 2) When you are writing a research report, always remember why are you doing this research. For any kind of research, there is always reason(s) for wanting to do research – and nope, I am not referring to the research objectives as reason(s).
 - An example would be: Being an established event planner, Avennaire is thinking of penetrating the freelance market. However they are not familiar with this segment and would like to do an assessment on the current situation in Singapore. Hence, the research objective of this study is to.....
- 3) I can't emphasize how important it is for you to have your framework upfront. Tell your reader what is your proposed research methodology and why you propose such approach. If demographics is important, add that during the front part (but for this report it is not important, so you might want to have them in the annex). And you have to tell me interviews first or survey first. General rule of thumb:

- 1) When qual comes before quant: when I want to explore the topic for me to develop my survey. For example, which of the following can you relate to Avennaire: option A, B, C, D and E. But how do I decide what options to include? I can do a qual study for me to decide what questions and options to put in the survey.
- 2) When quant comes before qual: when I want to probe deeper to understand the results I have gathered from the quant study. Why 65% of the people are not happy with my service? What areas did I do badly? What problems my users face when using my platform? How can I better enhance their experience?
- 3) Be clear and precise with your findings. The 5 Whys is a very good rule to follow when you are doing the interviews. Keep probing and probing until you know what can be done to help them or address their problems.
- 4) But when it comes to writing report, I always like to use the Golden Circle concept. While it is important to tell them what is the findings and how they can improve their services (probably through your recommendation), many clients are interested to know Why. Why are the customers saying these? Why are you recommending such strategies?

Click here to find out
more about 5 Whys
theory

Click here to find out
more about Golden
Circle concept

THANK YOU