

Competitive Analysis Report

Beginex Team 3 | 20 October 2021

Research Goals

- To understand how competitors encourage their users to complete their product profiles
- To develop ideas around areas of improvement and unique features that could benefit vendors

Indirect Competitors

We identified 5 indirect competitors:

1. Udemy
2. Teachers Pay Teachers
3. Airbnb
4. UpWork
5. Shopify

Research Questions

- What are the main user flows for vendor sign up?
- What are the main user flows for listing a product?
- What key features and incentives do competitors offer to encourage users to complete their profiles?

Competitive Analysis Matrix

We analyzed and ranked the competitor's offerings in a Competitive Analysis Matrix.

This Document

We grouped important insights from the competitive analysis and the heuristic evaluation into groups/themes. For each theme, we provided examples and screenshots from the competitors.

Udemy

www.udemy.com

What is it? Udemy is an online learning and teaching marketplace with over 155000 courses and 40 million students.

Who's it for? Udemy is a platform that allows instructors to build online courses on their preferred topics. Using Udemy's course development tools, they can upload videos, PowerPoint presentations, PDFs, audio, ZIP files and live classes to create courses.

Why did we choose it? We chose Udemy because it is a marketplace for educational content. Its 'instructors' are similar to an EdCuration 'vendor'. Instructors have to fill out long forms and provide a lot of detailed information in order to post their courses and be successful on the Udemy marketplace.

The screenshot shows the Udemy homepage with a purple header bar at the top containing the Udemy logo, navigation links like 'Categories', a search bar, and user account options ('Log in', 'Sign up'). Below the header is a large banner featuring a smiling woman with her arms crossed, with the text 'Come teach with us' and 'Become an instructor and change lives — including your own'. A 'Get started' button is visible. To the right of the banner is a section titled 'So many reasons to start' with three icons: a hand writing on a chalkboard labeled 'Teach your way', a person wearing a graduation cap labeled 'Inspire learners', and a trophy labeled 'Get rewarded'. At the bottom of the page, a purple footer bar displays statistics: '40M Students', '65+ Languages', '480M Enrollments', '180+ Countries', and '7,000+ Enterprise customers'. Below this is a white section with the heading 'How to begin' and three buttons: 'Plan your curriculum', 'Record your video', and 'Launch your course'.

Teachers Pay Teachers

www.teacherspayteachers.com

What is it? Teacher Pay Teachers is a platform created by teachers, for teachers to access the community, content, and tools they need to teach at their best.

Who's it for? Educators can sign up as sellers and set up a store to sell educator-created content.

Why did we choose it? We chose Teachers Pay Teachers because it is the leading marketplace for educational content. It's 'sellers' are similar to an EdCuration 'vendor'. Sellers have to fill out forms and provide a lot of detailed information in order to create a store and sell their products.

The screenshot shows the homepage of Teachers Pay Teachers. At the top, there is a navigation bar with links for About Us, Gift Cards, Help, TpT School Access, and TpT ClassFund. On the right side of the header, there is a 'NEW EASEL BY TPT' button, a Log In link, a Join Us link, and a shopping cart icon. Below the header, there is a large green banner with the text 'Not a TpT member? Register for free to receive:' and two bullet points: 'Access to over 3 million resources' and 'Our newsletter packed with free resources and best sellers'. A 'Register Today!' button is located at the bottom of the banner. To the left of the banner, there are several filter options: 'Formats' (checkboxes for EASEL BY TPT, Google Apps, PDF, and See All Formats), 'Grades' (checkboxes for PreK through 12th grade), 'Other' (checkboxes for Not Grade Specific, Higher Education, Adult Education, Homeschool, and Staff), 'CCSS' (dropdown menus for ELA and Math), and 'Subjects' (a dropdown menu with categories like Arts & Music, English Language Arts, Foreign Language, Holidays/Seasonal, Math, Science, Social Studies - History, Specialty, and For All Subject Areas). Below these filters, there are sections for 'Explore High School Resources', 'Explore Middle School Resources', and 'Explore Elementary School Resources', each displaying four resource cards. The resources include items like 'CELLS', 'Crash Course Biology Worksheets Complete...', 'Crash Course Chemistry #4 (The Periodic Table)...', 'DNA Replication Foldable', 'Narrative Writing - Graphic Organizers...', 'Cell Organelles Cornell Doodle Notes City...', 'Annotating Text (nonfiction): step-by-step...', 'Grocery Shopping and Meal Planning on a Budget', 'Solving Two Step Equations #1', 'Parent Teacher Conference Forms', 'October NO PREP Math and Literacy (2nd Grade)', and 'HALLOWEEN DIGITAL ESCAPE ROOM'.

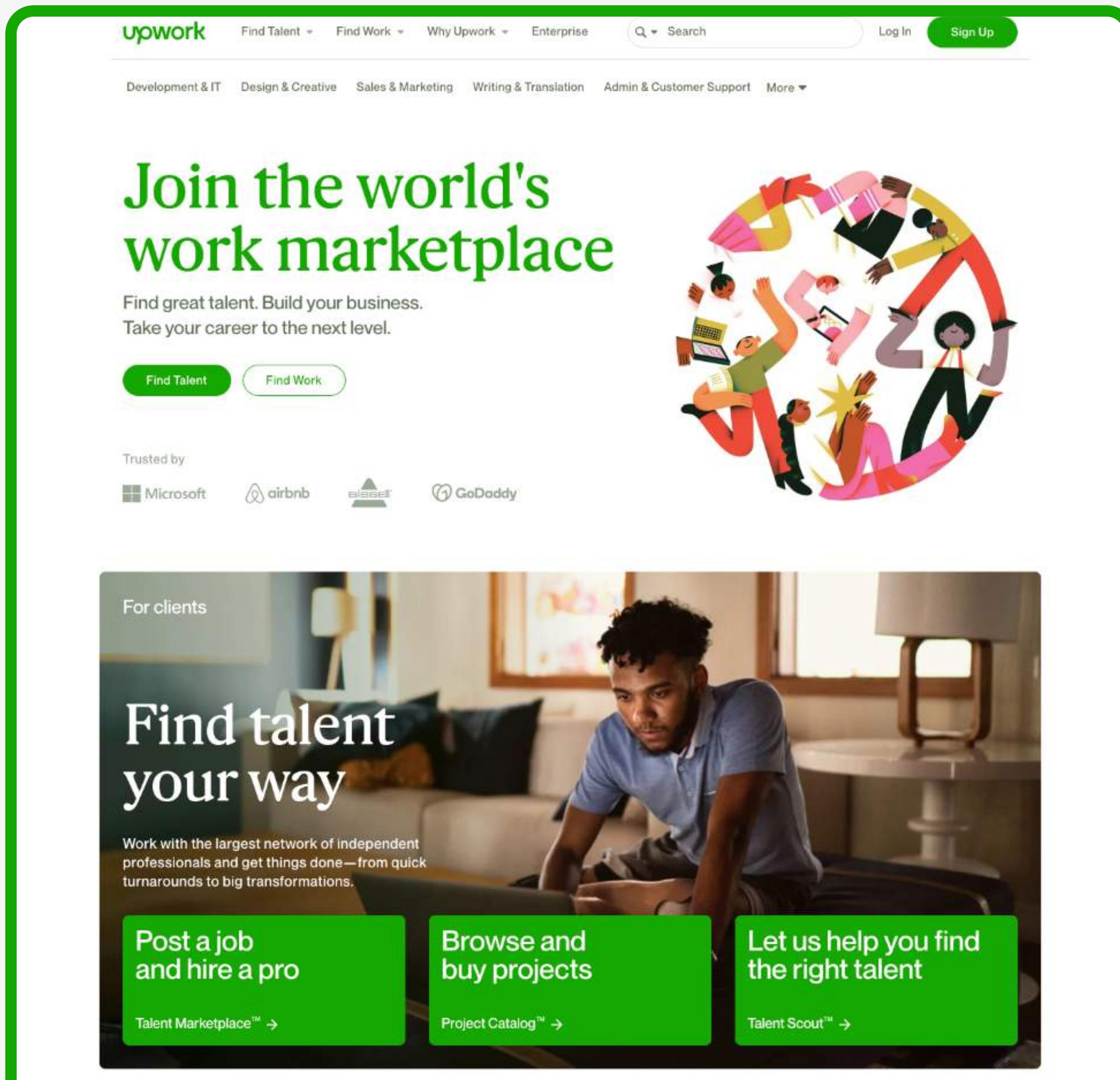
Upwork

www.upwork.com

What is it? Upwork is a freelancing marketplace that connects businesses with freelancers, independent talent, and agencies around the globe.

Who's it for? Clients can post jobs, receive proposals, and interview and hire freelancers through Upwork. The platform charges clients and freelancers a commission of up to 20% on all earnings.

Why did we choose it? We chose Upwork because an Upwork 'client' is similar to an EdCuration 'vendor'. Clients have to fill out long forms and provide a lot of detailed information in order to post their jobs and be successful on the Upwork marketplace.



The screenshot shows the Upwork homepage with a green border. At the top, there's a navigation bar with links for 'Find Talent', 'Find Work', 'Why Upwork', 'Enterprise', a search bar, 'Log In', and a 'Sign Up' button. Below the navigation, there are category links for 'Development & IT', 'Design & Creative', 'Sales & Marketing', 'Writing & Translation', 'Admin & Customer Support', and 'More'. The main headline reads 'Join the world's work marketplace' in large green text, followed by the subtext 'Find great talent. Build your business. Take your career to the next level.' Below this, there are two buttons: 'Find Talent' and 'Find Work'. To the right of the headline is a circular illustration featuring diverse people in various professional roles like a teacher, a doctor, and a scientist. Below the illustration, there's a section for 'For clients' with the heading 'Find talent your way' and a subtext about working with a large network of professionals. Three green call-to-action buttons are shown: 'Post a job and hire a pro' (Talent Marketplace™ →), 'Browse and buy projects' (Project Catalog™ →), and 'Let us help you find the right talent' (Talent Scout™ →). At the bottom, there's a section titled 'Why businesses turn to Upwork' with an illustration of hands holding a document.

Airbnb

www.airbnb.com

What is it? Airbnb is an online marketplace that connects people who want to rent out their homes with people who are looking for accommodations in that locale.

Who's it for? For hosts, participating in Airbnb is a way to earn some income from their property. Hosts don't have to pay to list their properties. Listings can include written descriptions, photographs with captions, and

a user profile where potential guests can get to know a bit about the hosts.

Why did we choose it? We chose Airbnb because an Airbnb 'host' is similar to an EdCuration 'vendor'. Hosts have to fill out a long form and provide a lot of detailed information in order to list their property on the Airbnb marketplace.

The image is a composite of several screenshots from the Airbnb mobile application. At the top left, a dark-themed screen shows the text "Hosting makes Airbnb, Airbnb" and a "Try hosting" button. To its right is a portrait of a smiling man named Mohamed, a host from Johannesburg. Below these, a large white area features the text "You can host anything, anywhere". To the right of this text are four smaller images illustrating different types of hosts and their properties: a woman in a kitchen, a man standing on a porch, two women cooking pasta, and a man in a living room.

Shopify

www.shopify.com

What is it? Shopify is a subscription-based software that allows anyone to set up an online store and sell their products. Shopify store owners can also sell in physical locations using Shopify POS, our point-of-sale app and accompanying hardware.

Who's it for? Small to large businesses.

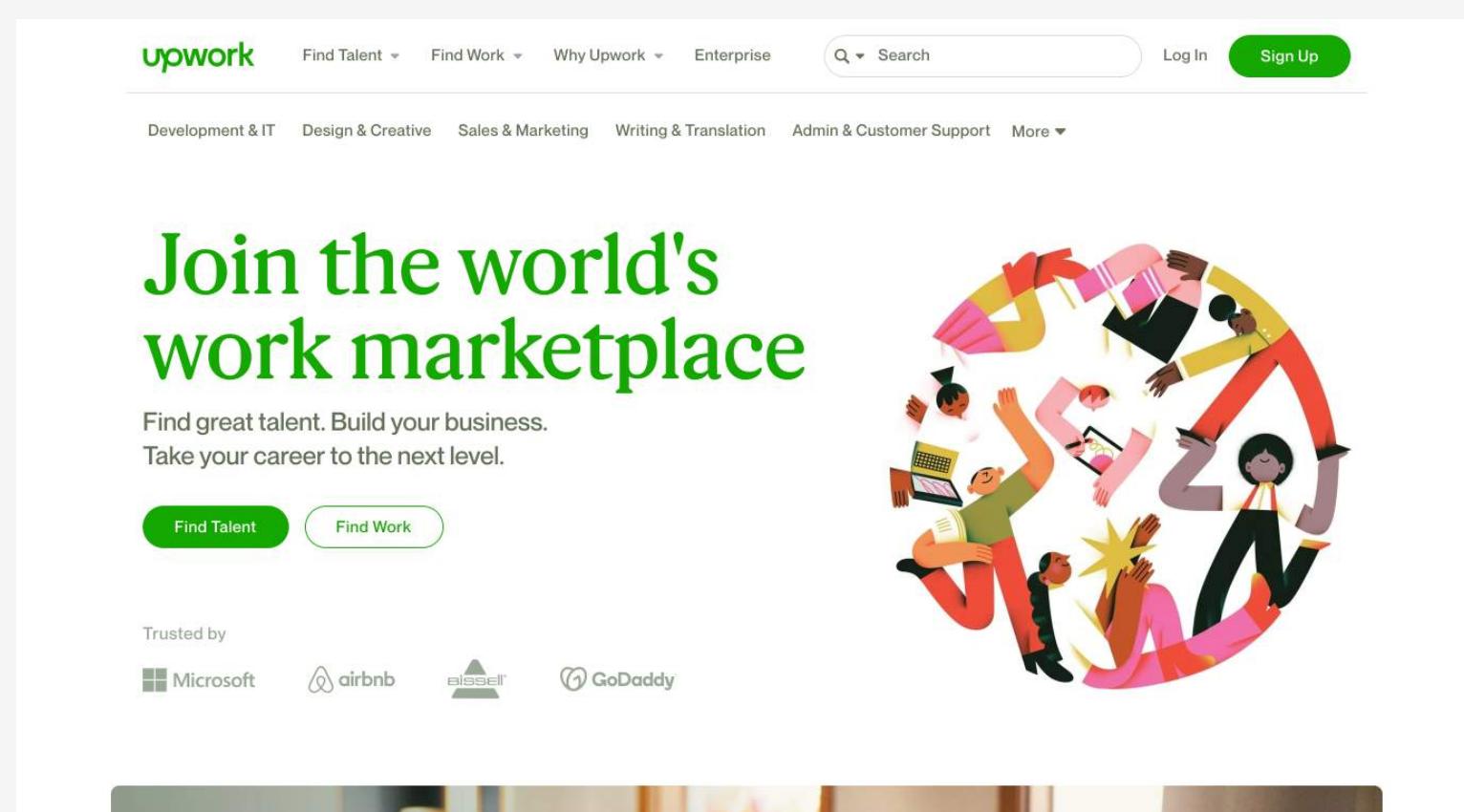
Why did we choose it? We chose Spotify because a 'seller' on Shopify is similar to an EdCuration 'vendor'. Sellers have to fill out a form and provide detailed information to create their store profile and list their products.

The screenshot shows the Shopify homepage with a green border. At the top, there's a navigation bar with links for Start, Sell, Market, Manage, Pricing, Learn, Log in, and a prominent 'Start free trial' button. Below the navigation, the main headline reads 'Sell — everywhere' in large green text. A sub-headline below it says 'One platform that lets you sell wherever your customers are—online, in-person, and everywhere in-between.' To the right of the headline are three images: a woman standing in a store, a hand holding a small potted plant, and a person walking through an outdoor market. On the left side, there are four sections with dropdown menus: 'Online store' (Sell online with an ecommerce website), 'Point of sale' (Sell in-person at retail locations, pop-ups, and more), 'Buy Button' (Add ecommerce to any website or blog), and 'Sales channels' (Sell on social media, online marketplaces, and more). At the bottom, there's a section titled 'CUSTOM ONLINE STORE' with the sub-headline 'Your brand, your way'. It includes a callout for 'Bring your products to life with an ecommerce website.', a section for '70+ themes' with a note about customizable responsive themes, a 'Drag-and-drop store builder' section for creating stores without coding, and a 'Custom domains' section for bringing your own or purchasing one through Shopify. To the right of this text, there's a large image of a computer monitor displaying the Shopify admin interface, showing a storefront with various plants and a sidebar with menu options.

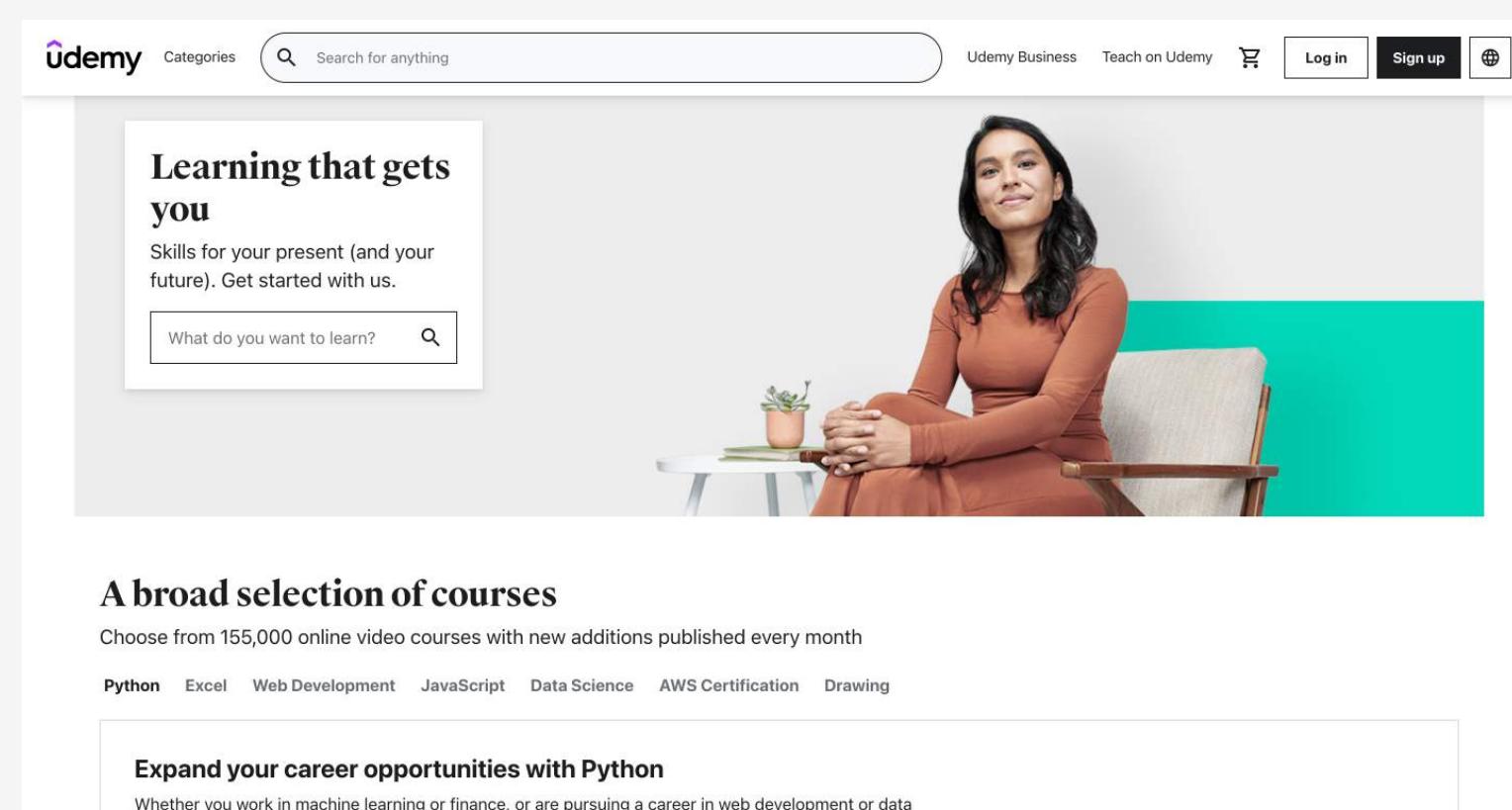
Target both user types on your homepage (above the fold)

These marketplaces cater to two types of users – buyers & sellers. It's important to make it easy for both types of users to sign up from the homepage. Here's how these companies do it well:

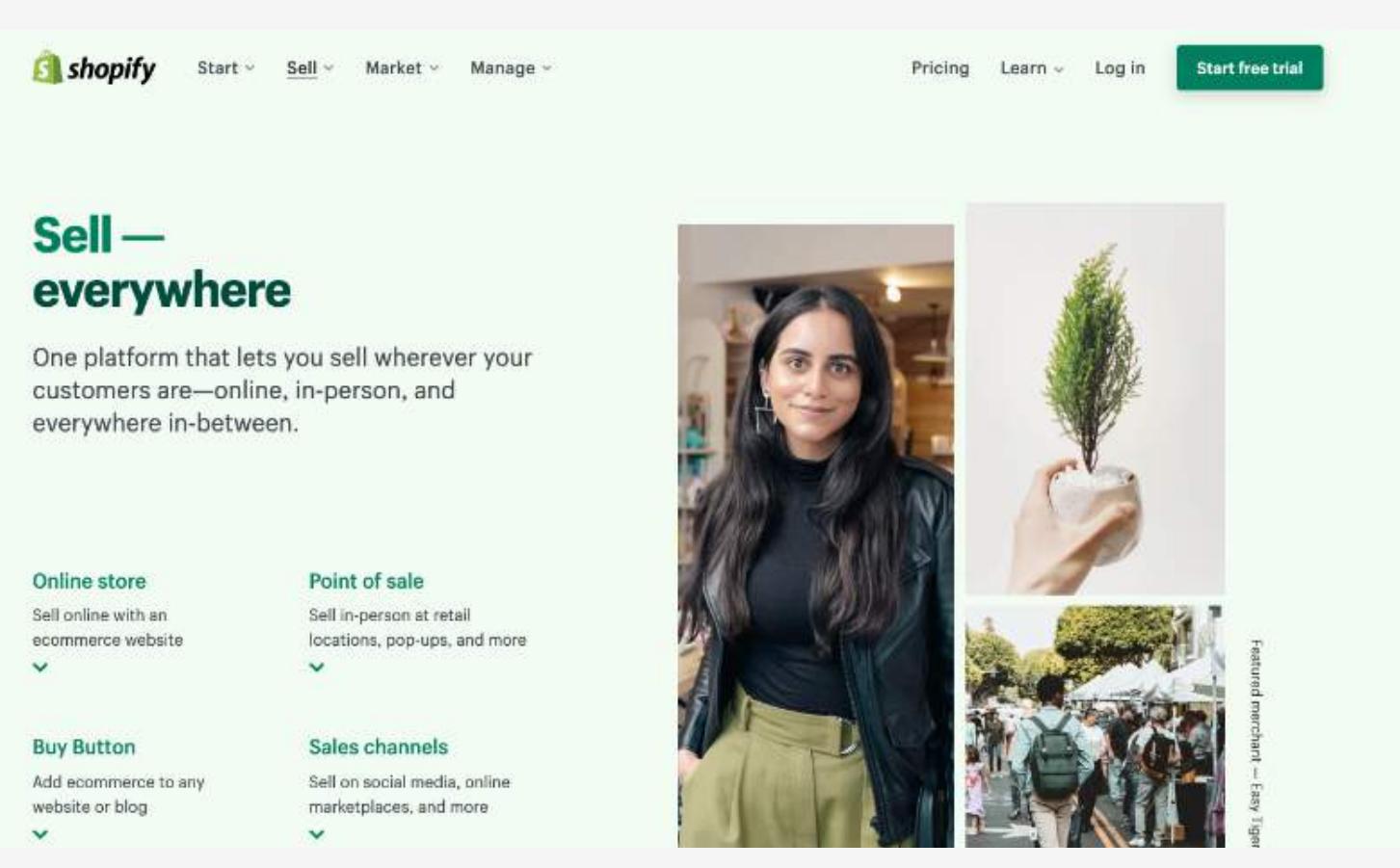
- Clear CTA labels aimed at 'sellers'
- Placing CTAs in a sticky homepage menu
- Two CTAs in the hero section, one for each user type
- Targeting primary users (usually 'buyers') in the hero section and including an easy-to-find CTA for secondary users (usually 'sellers') in the homepage menu



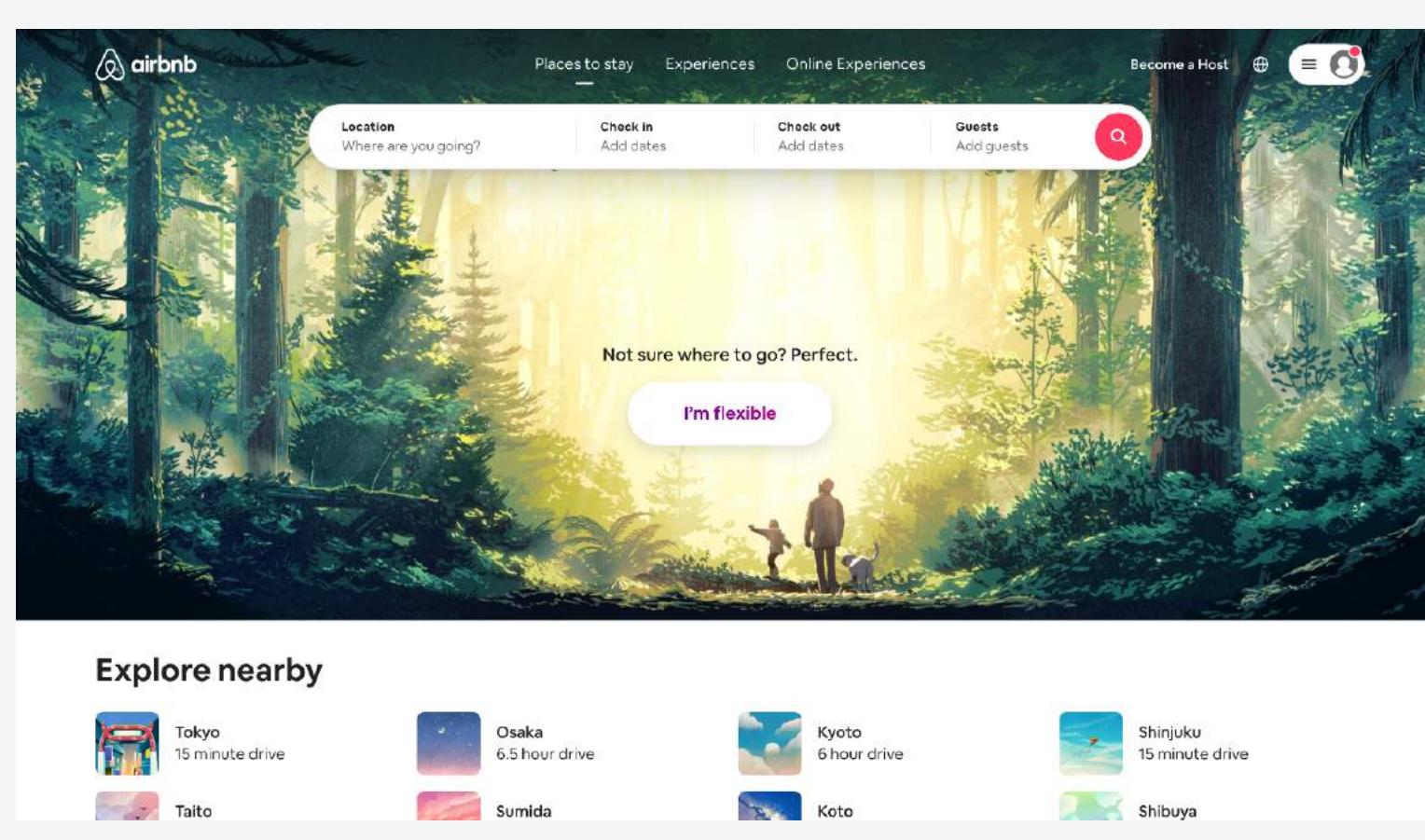
Upwork – 'Find Work' CTA in menu and homepage hero



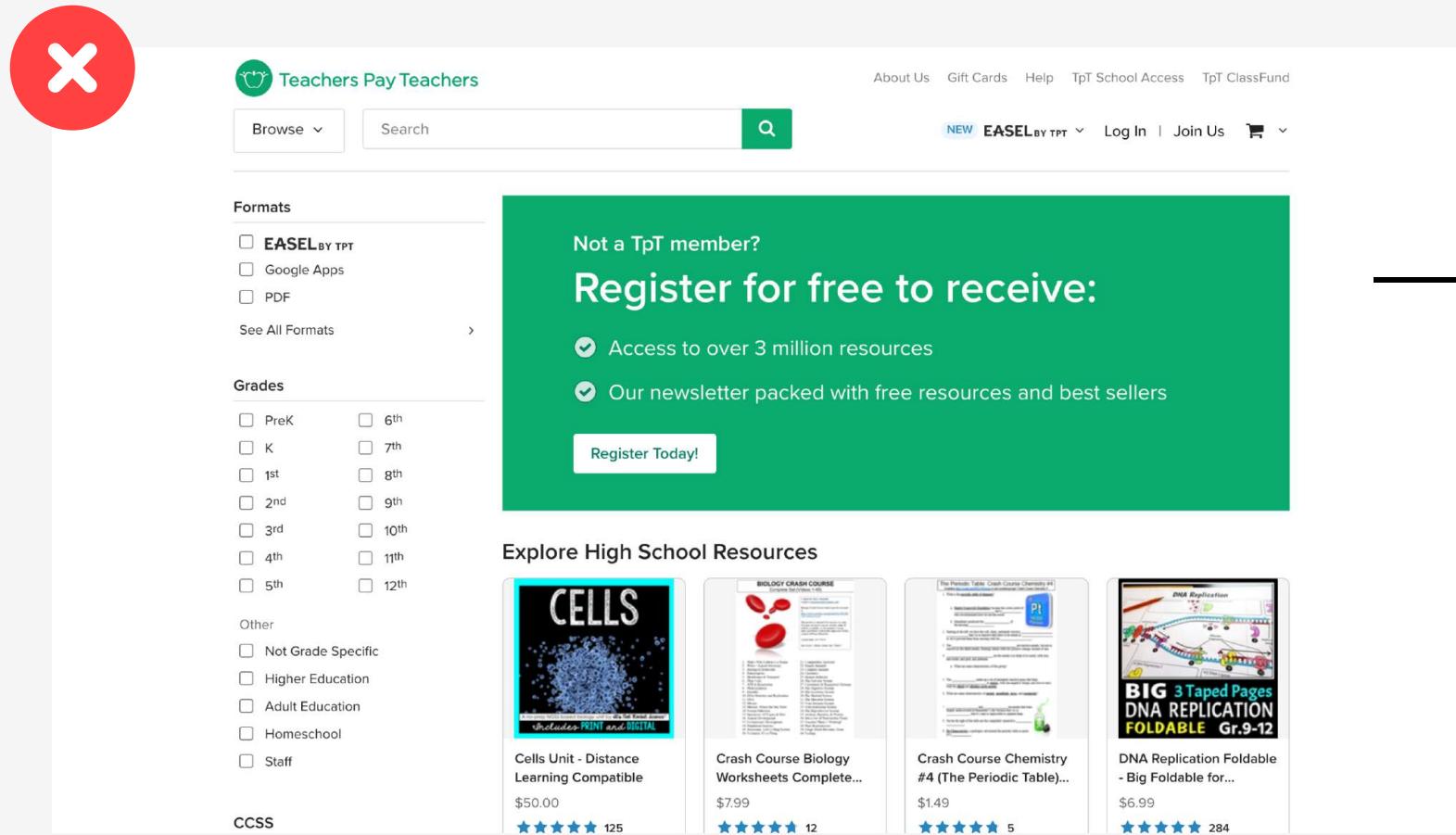
Udemy – 'Teach on Udemy' CTA in homepage menu



Shopify – 'Start free trial' CTA in homepage menu



Airbnb – 'Become a host' CTA in homepage menu



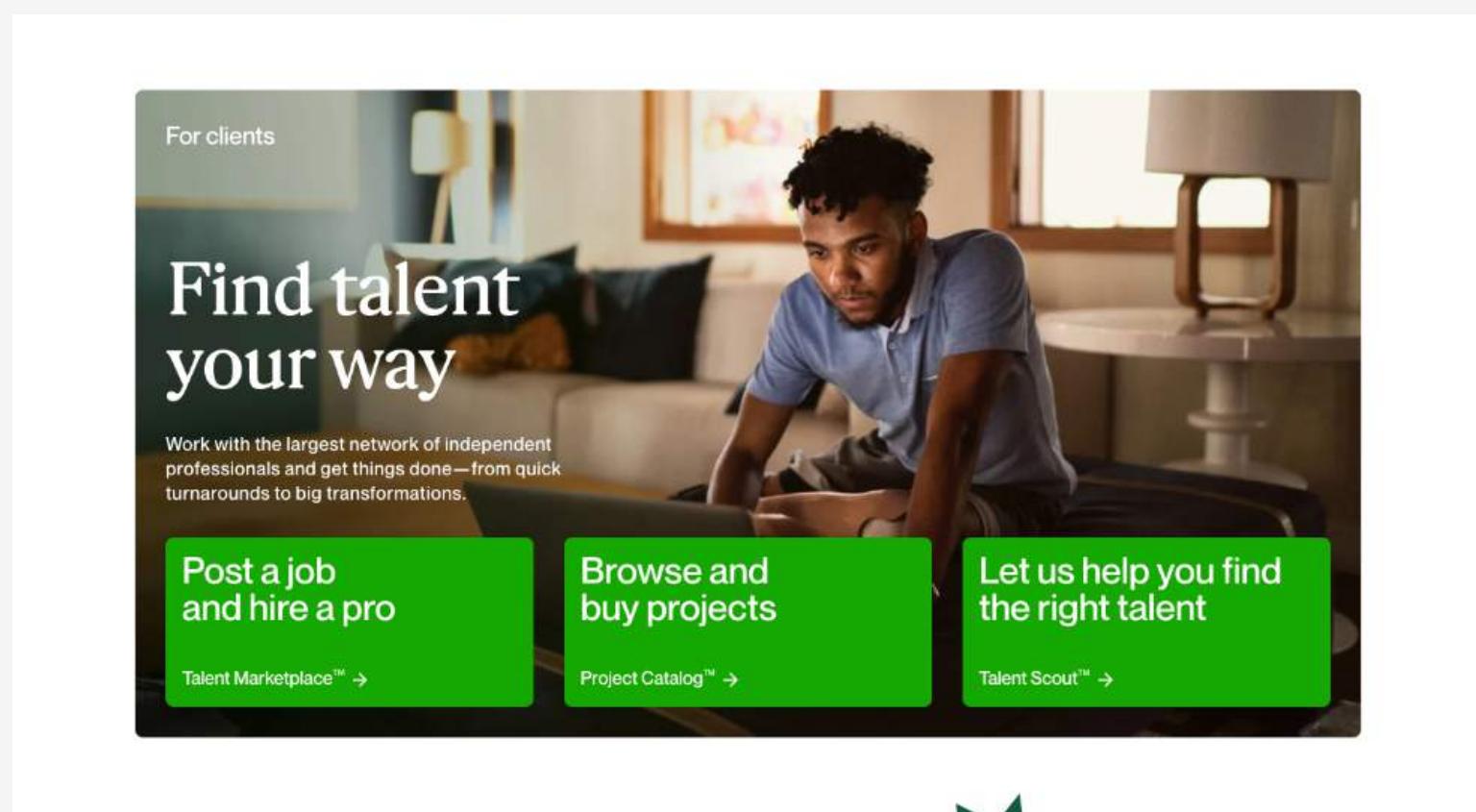
Teachers Pay Teachers – 'Join Us' link in homepage menu

Avoid vague CTAs like Teachers Pay Teacher's 'Join Us' link, which is aimed at vendors of educational material

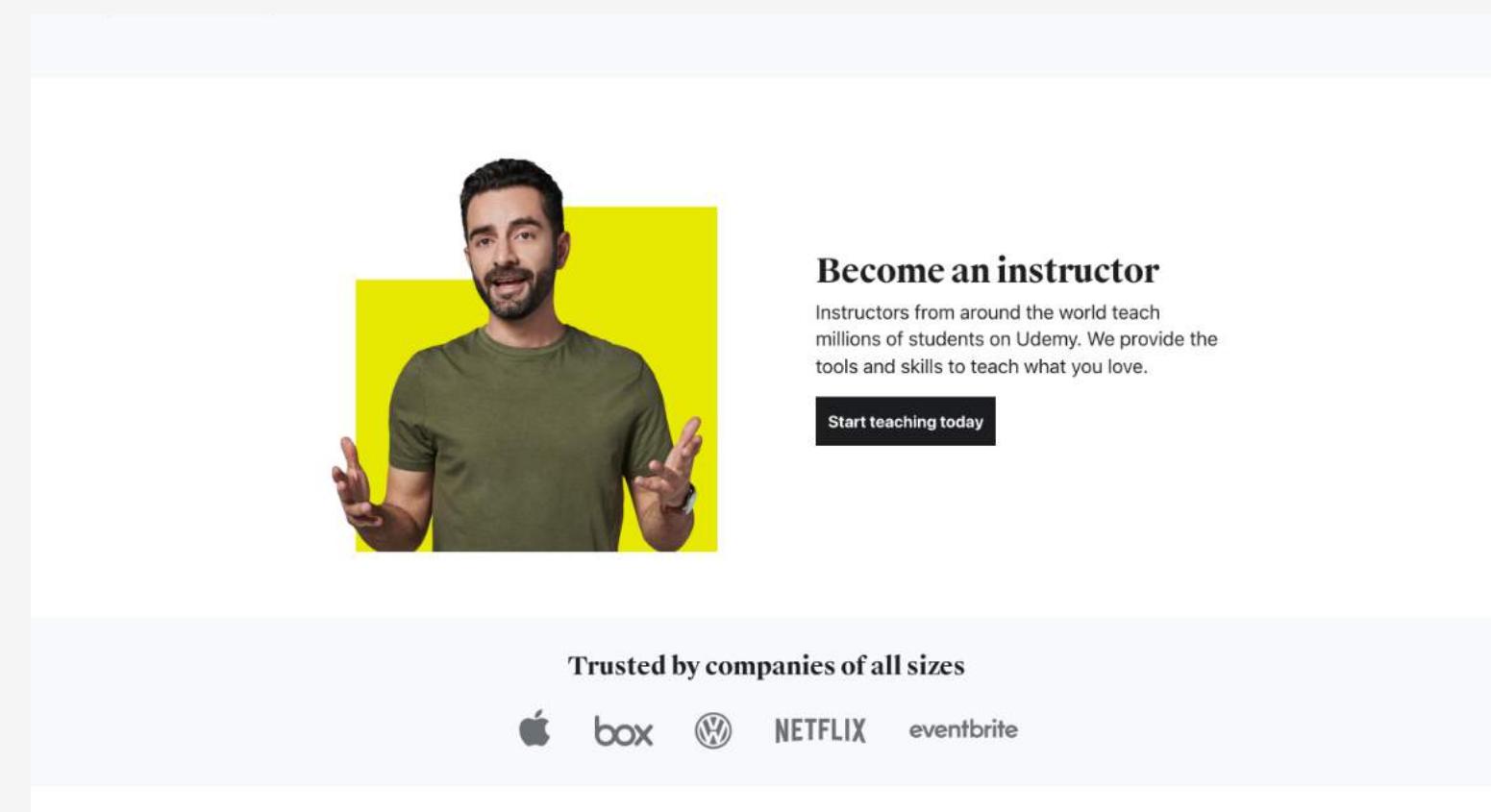
Target both user types on your homepage (below the fold)

These marketplaces cater to two types of users – buyers & sellers. Here's how they encourage 'sellers' to sign up from anywhere on the homepage:

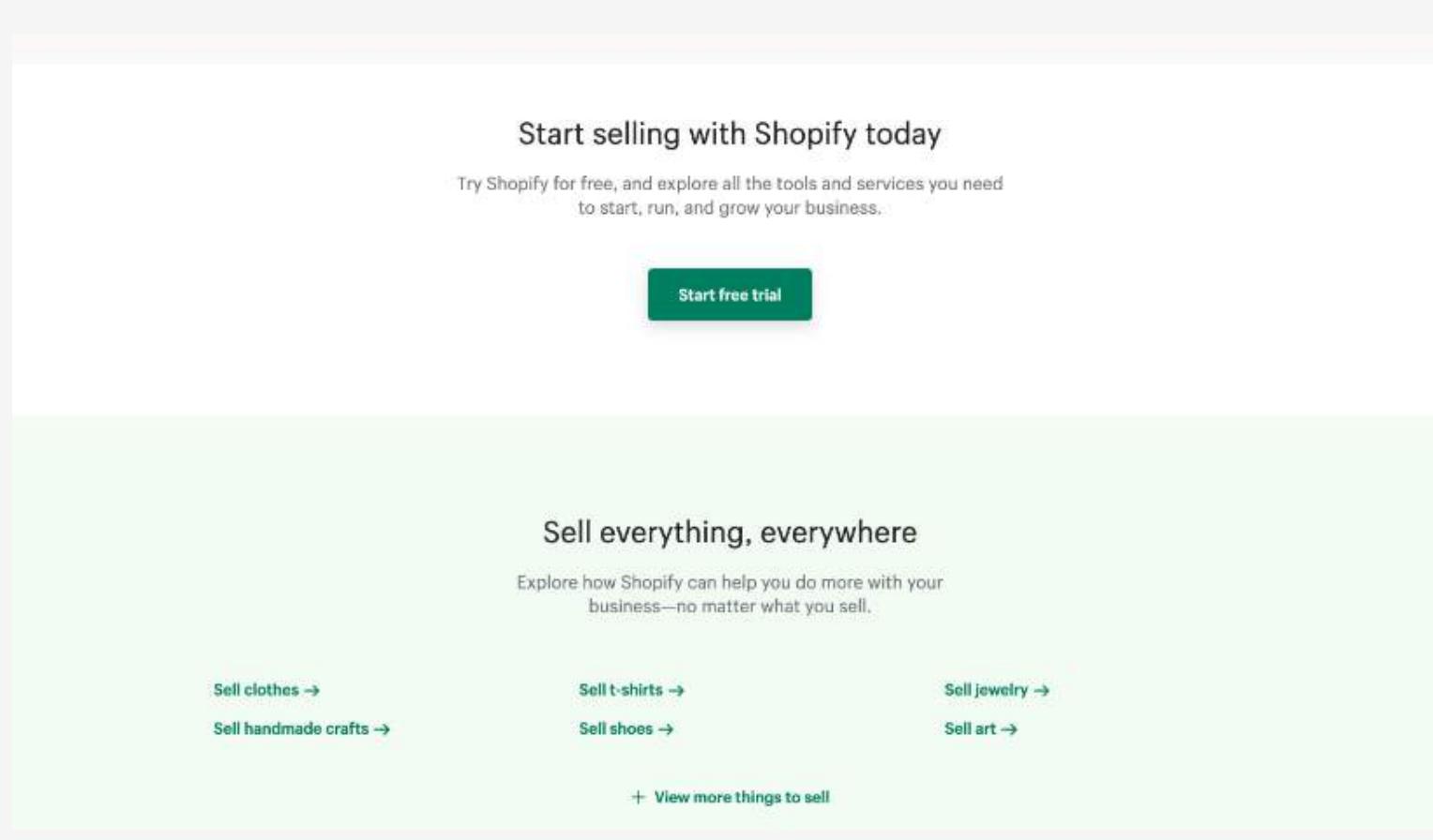
- Clear CTAs
- Bold headings
- Authentic imagery
- Free trial offers
- Strong value propositions



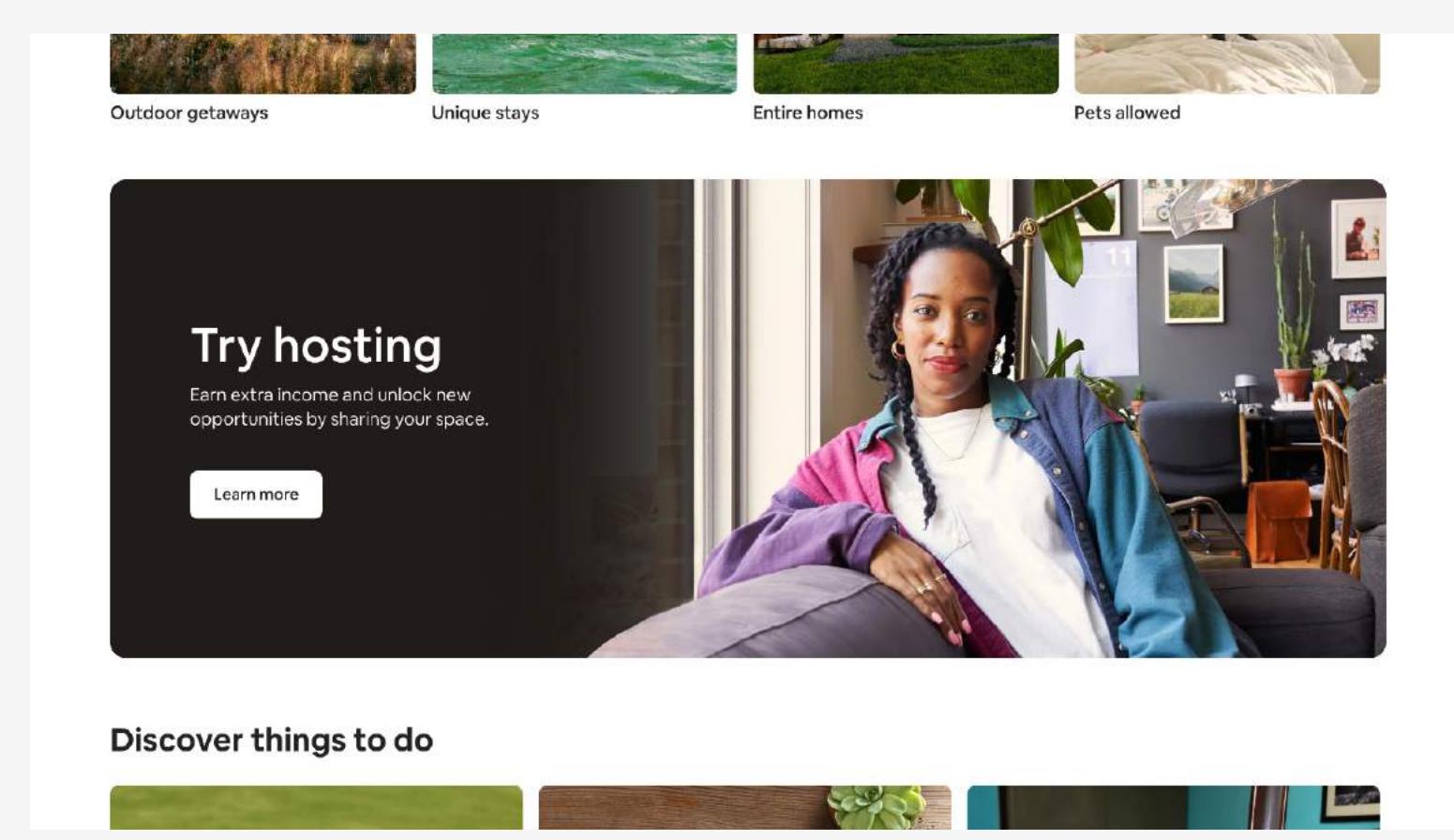
Upwork – 'Find talent your way'



Udemy – 'Become an instructor'



Shopify – 'Start selling with Shopify today'

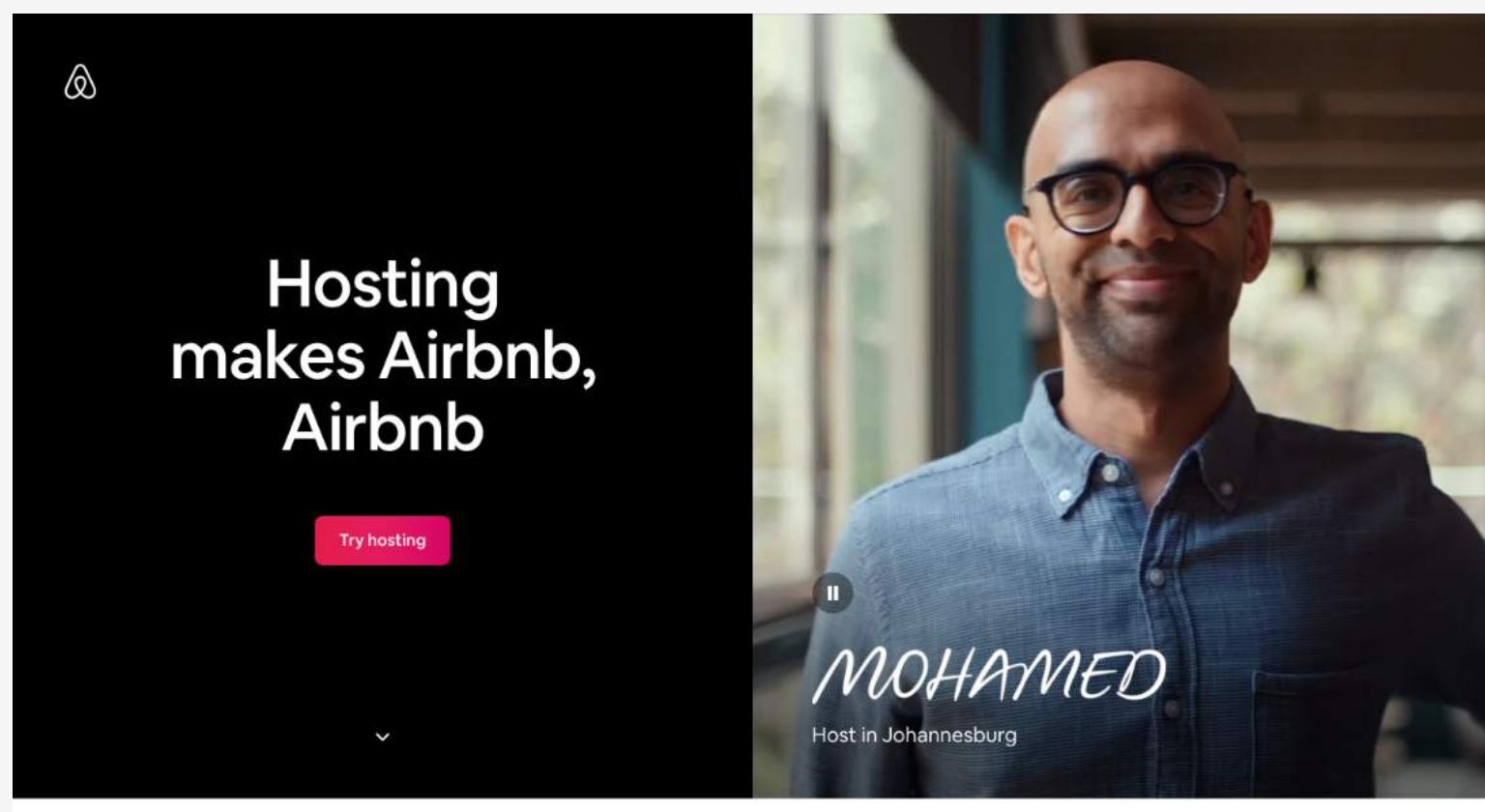


Airbnb – 'Try hosting'

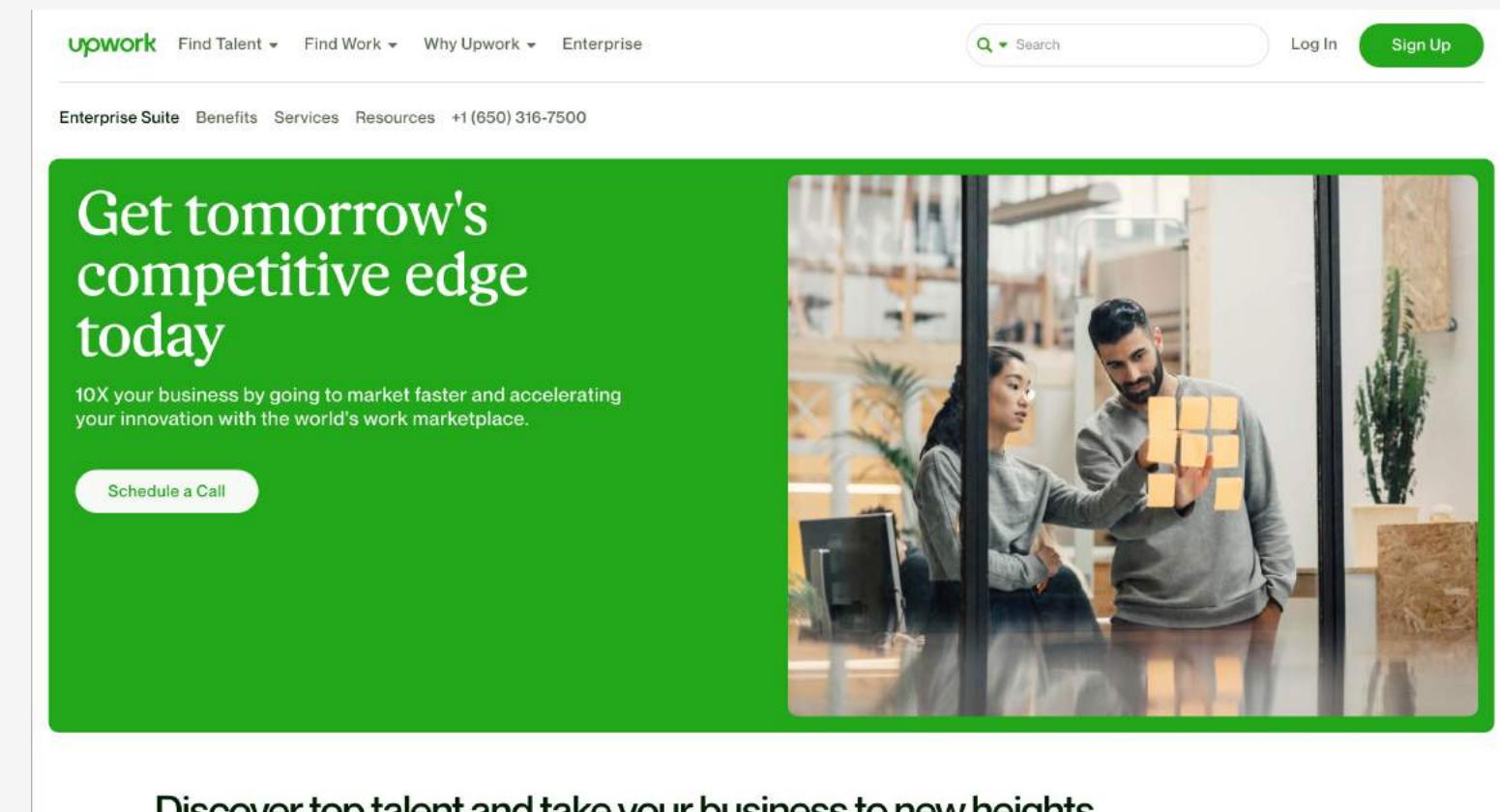
Have a dedicated 'sellers' page

While 'buyers' are the main target audience on the homepage, these companies offer more reasons to sign up on these targeted 'seller' pages:

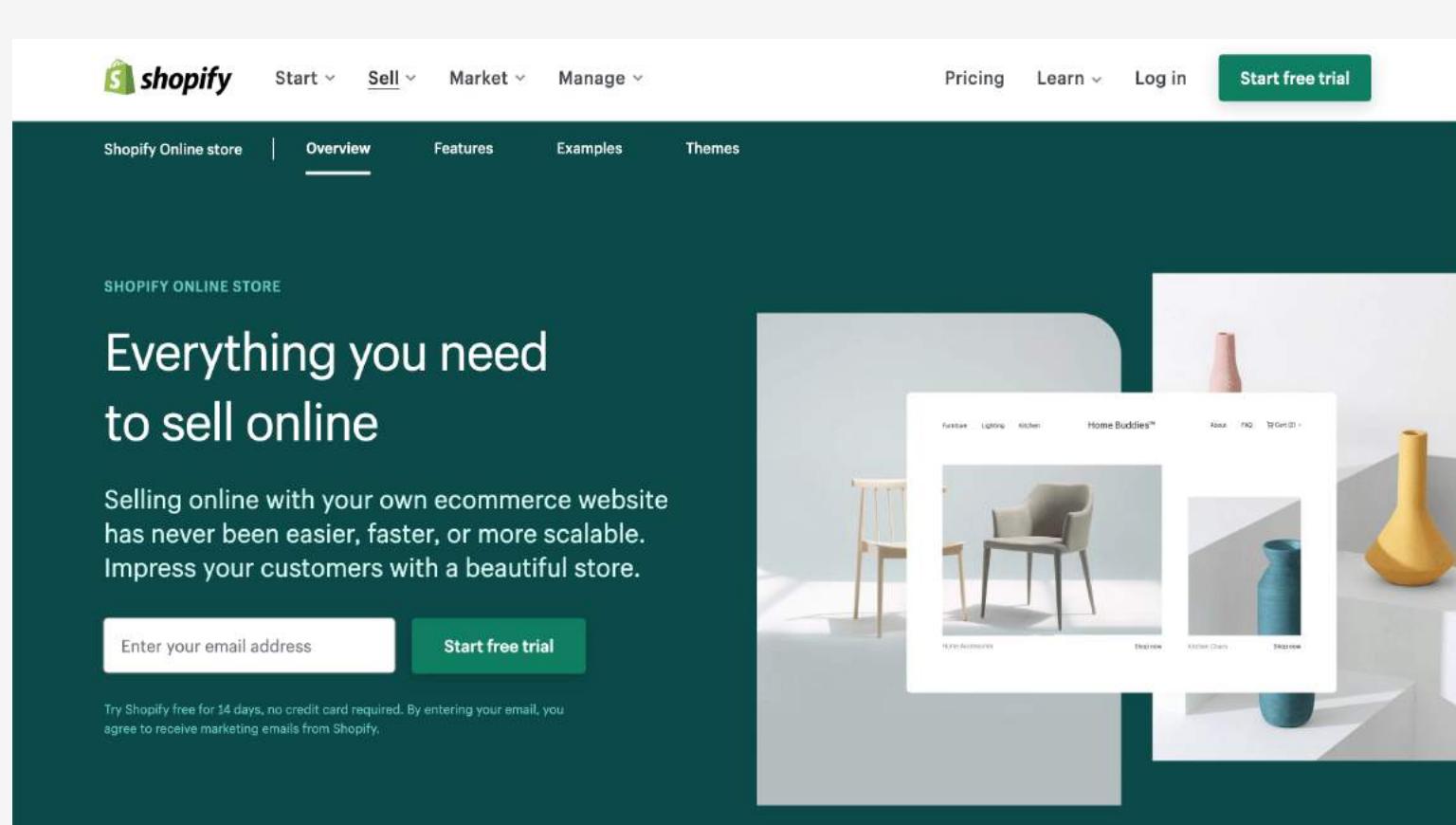
- Clear CTA labels aimed at 'sellers'
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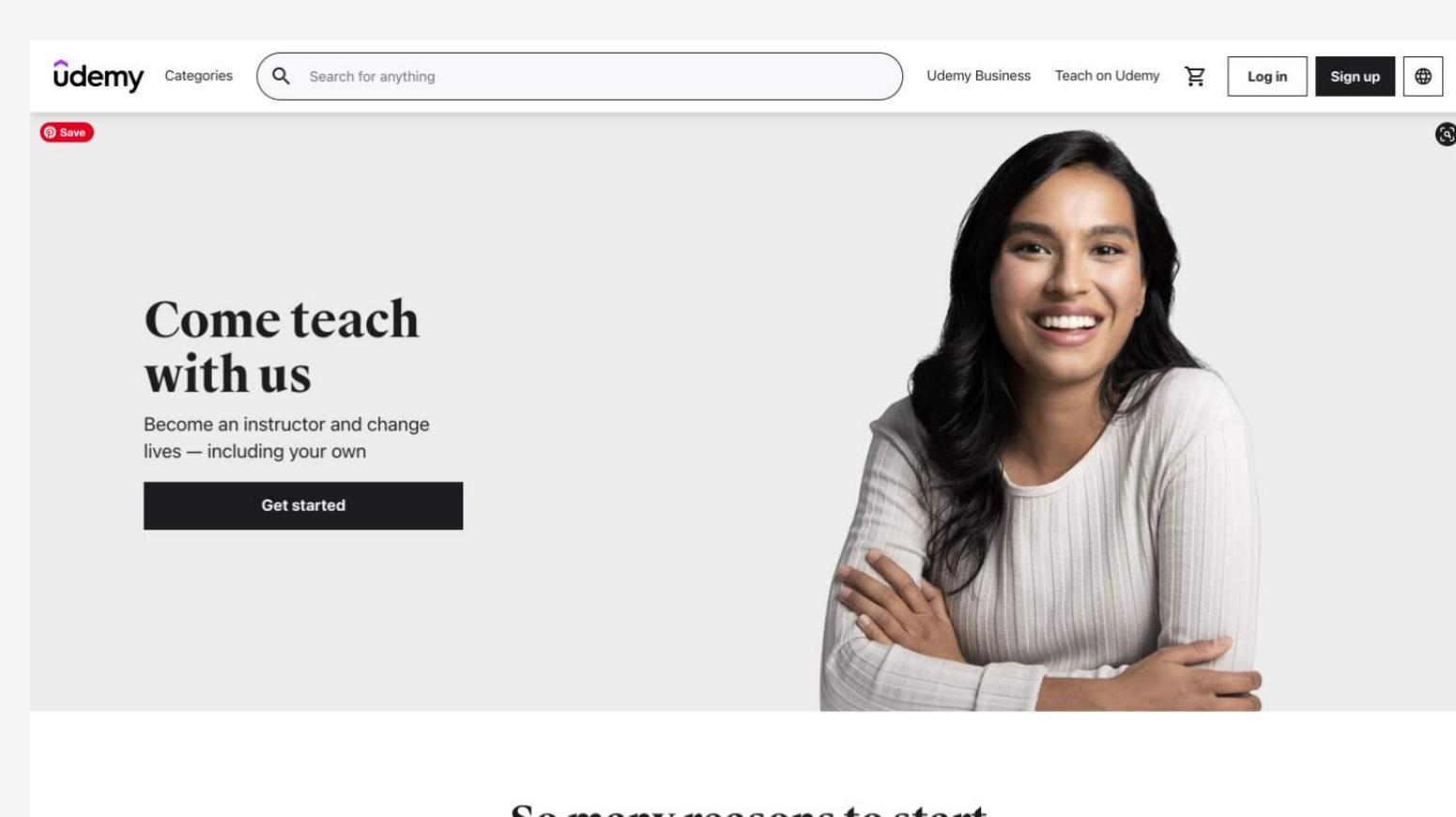
Airbnb – 'Try hosting'



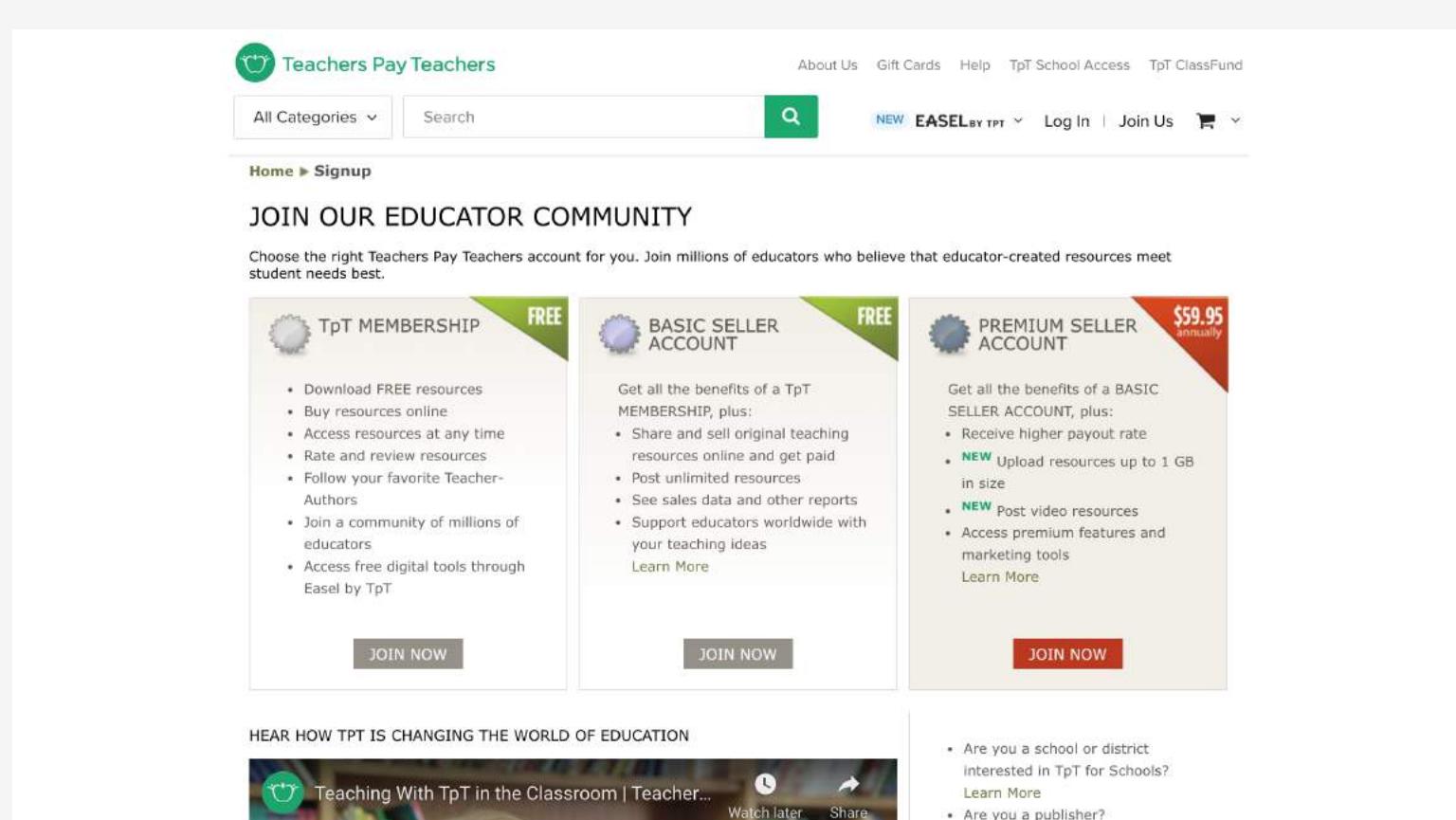
Upwork – 'Schedule a Call'



Shopify – 'Start free trial'



Udemy – 'Come teach with us'

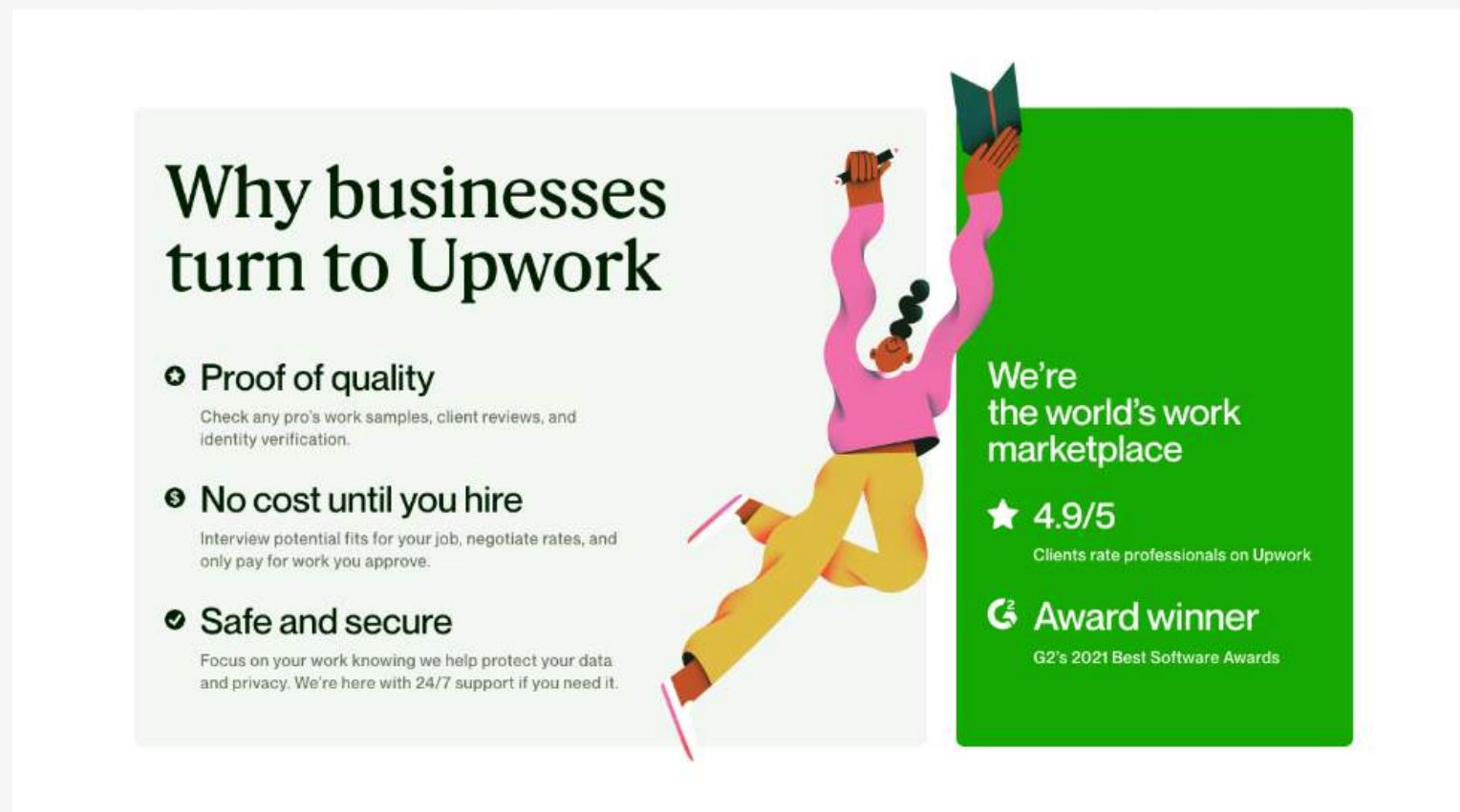


Teachers Pay Teachers – 'Join our educator community'

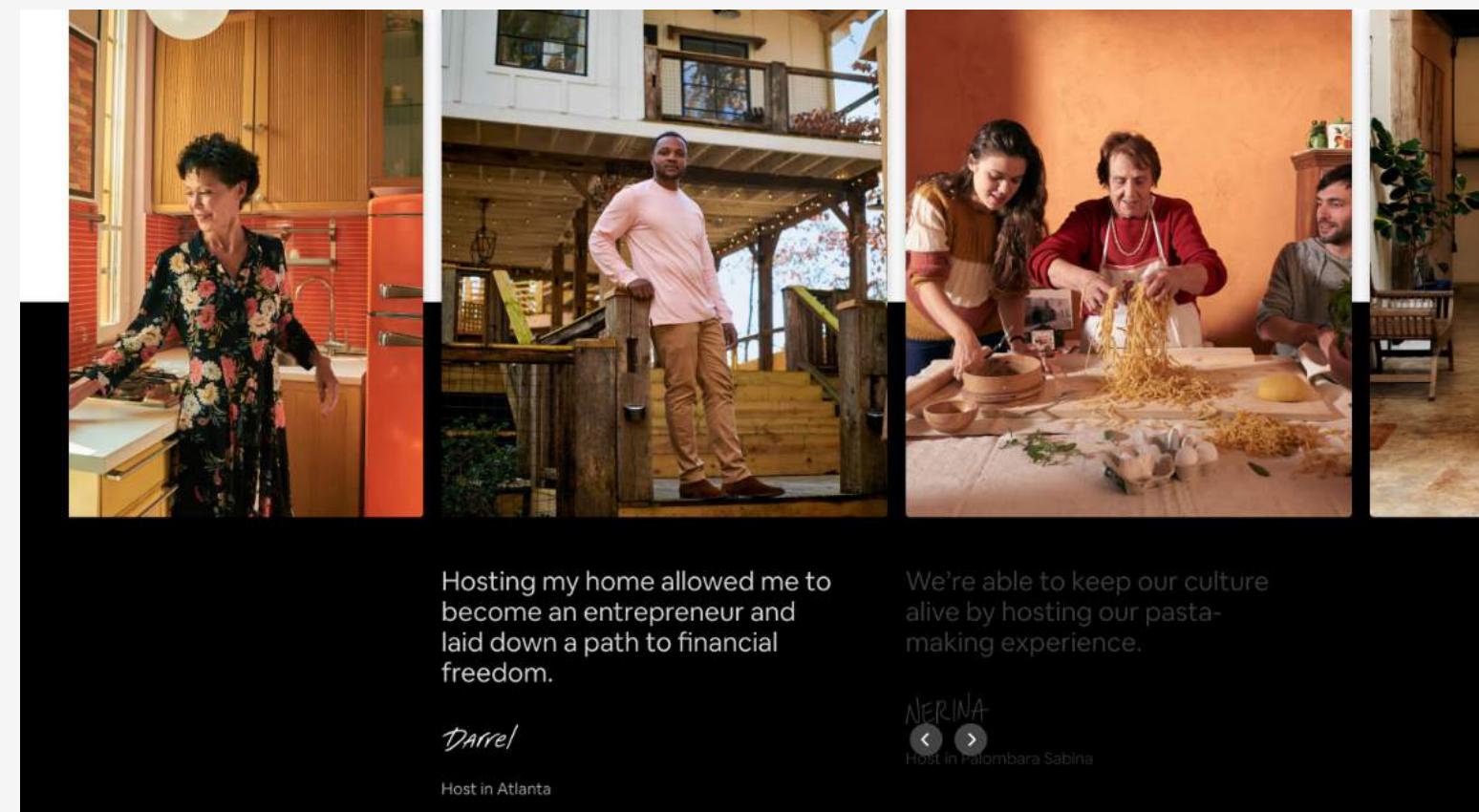
Give people a reason to use your product

These companies emphasize why people should sign up by:

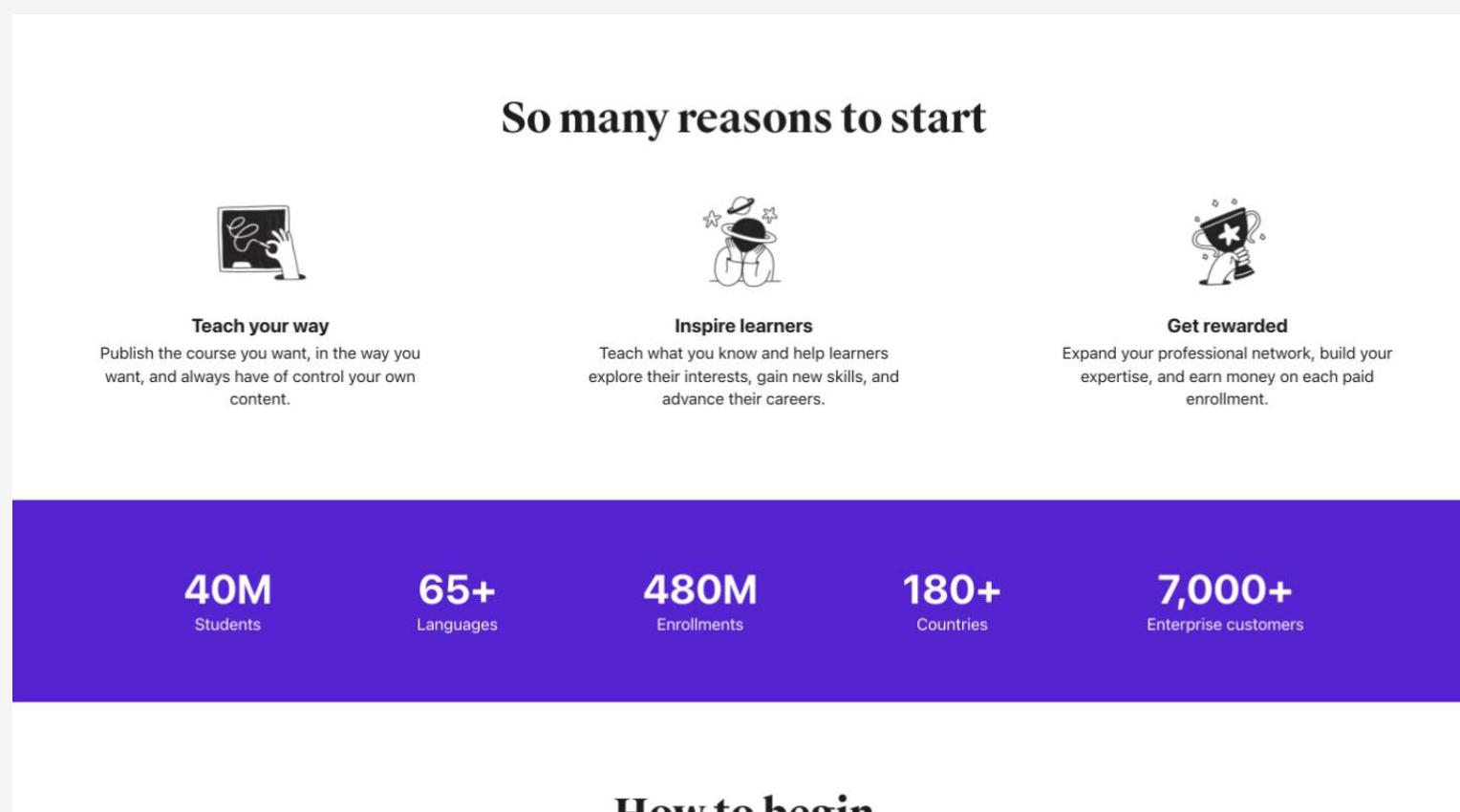
- Displaying strong value propositions
- Telling users what they stand to gain by using your product
- Backing up claims with social proof:
 - List of well-known companies that use their product
 - Statistics that back up their claims
 - Reviews from happy users



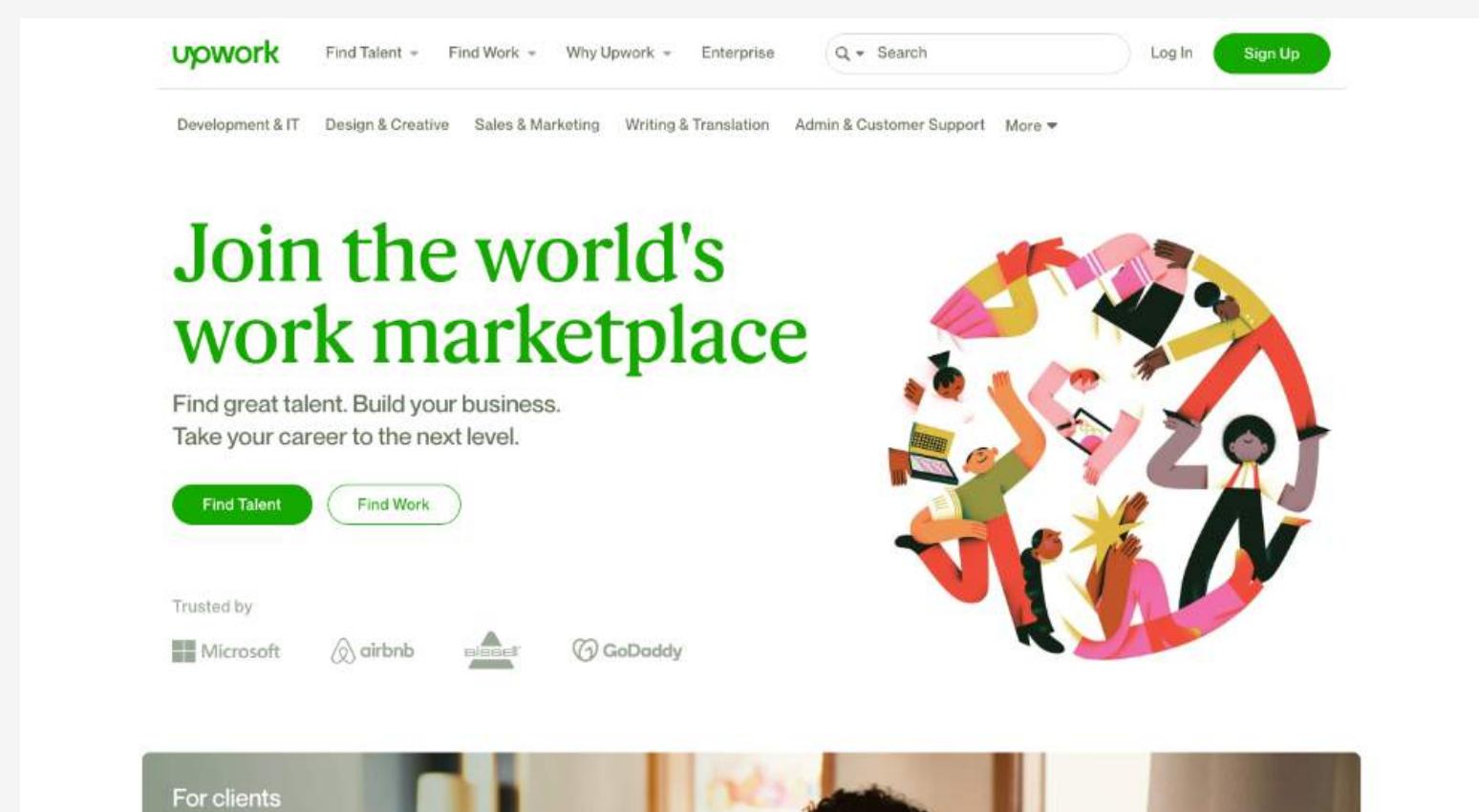
Upwork – Why businesses turn to Upwork



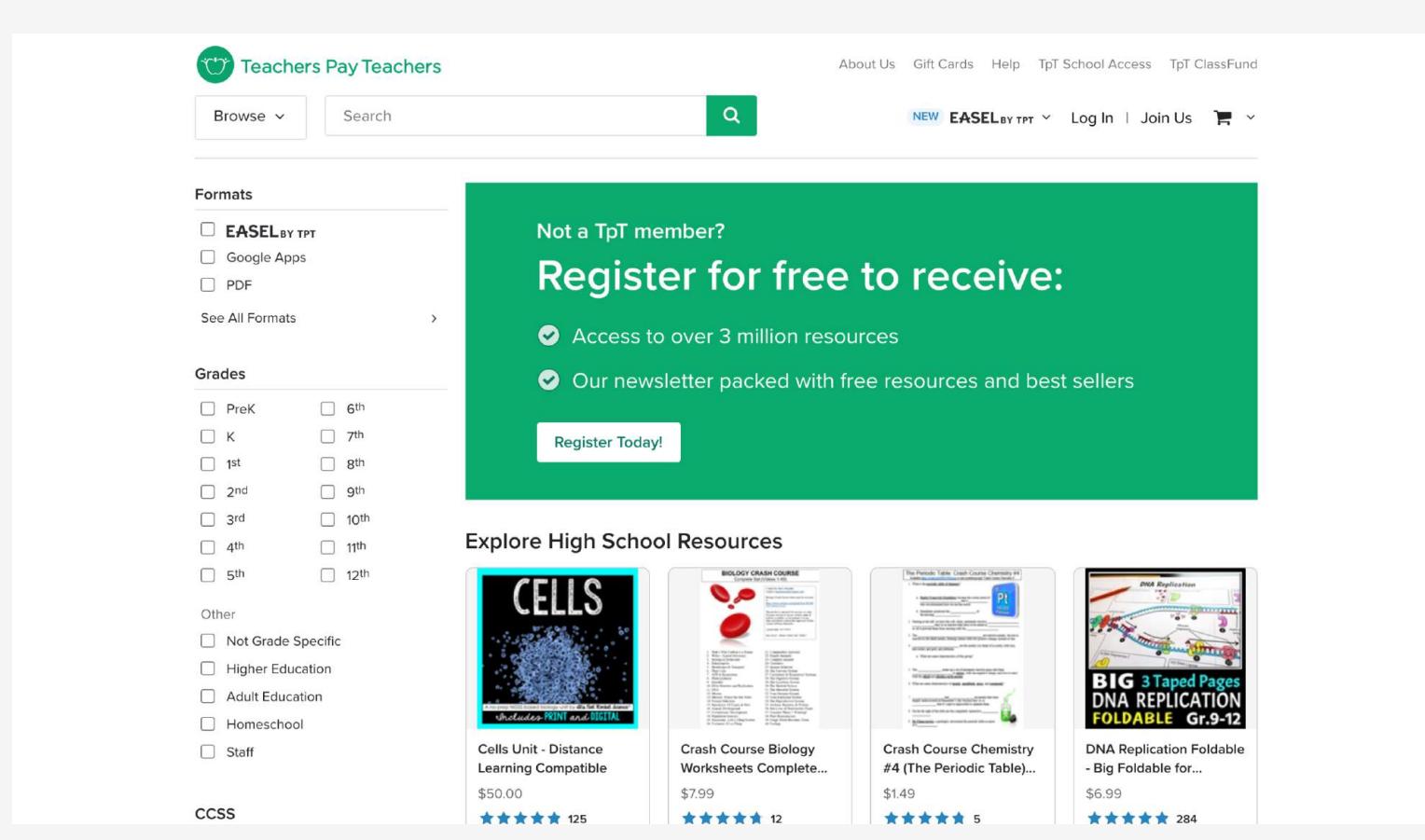
Airbnb – Quotes and real images from happy hosts



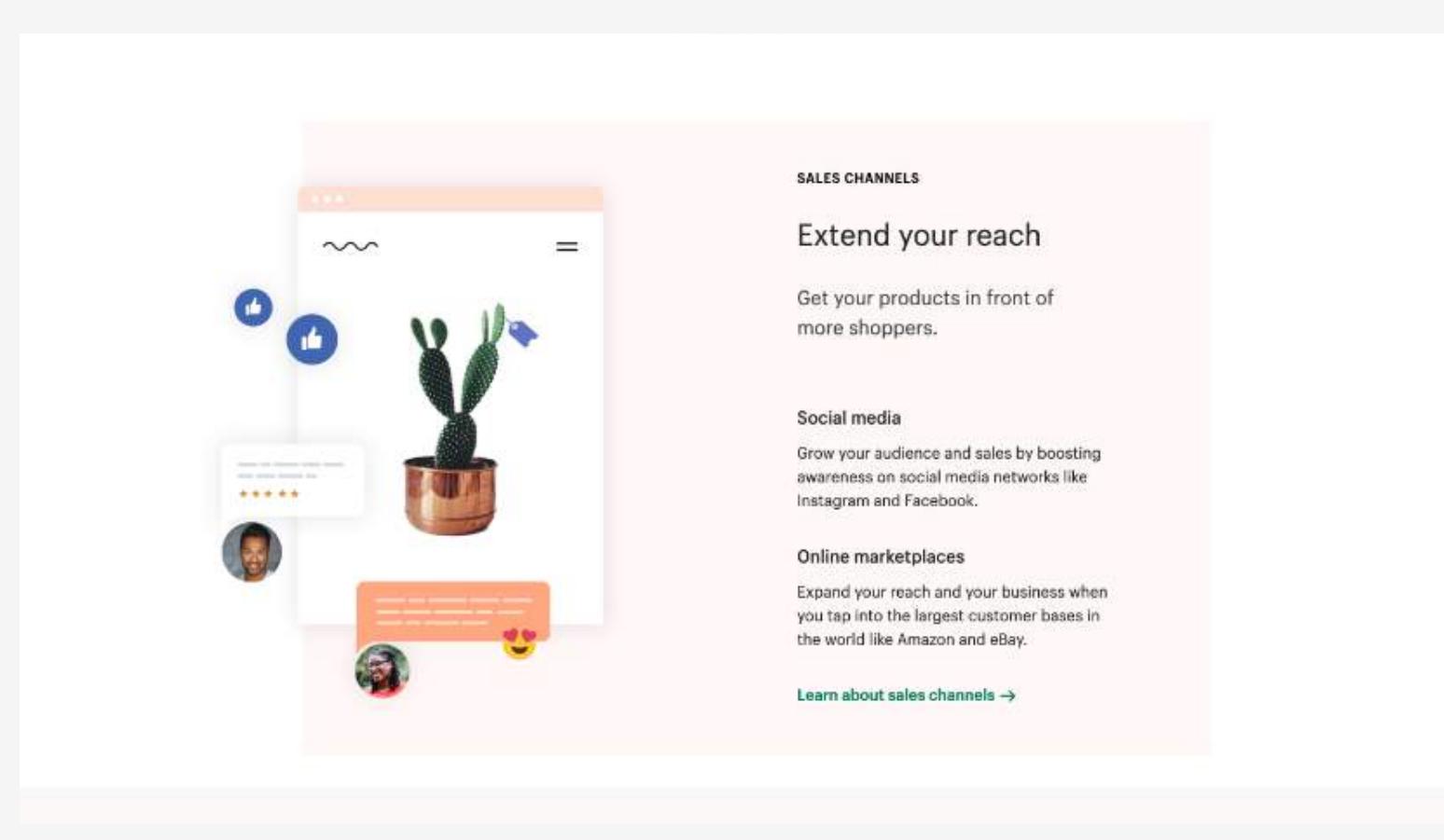
Udemy – Reasons to start & statistics



Upwork – Trusted by



Teachers Pay Teachers – Free registration



Shopify – Extend your reach

Make sign up forms quick and easy

These companies make it easy for users to sign up by keeping signup forms simple and easy to use:

- Only ask for the minimum required information
- Allow social login
- Allow users to see their password and show password strength
- Make it clear what type of account users are signing up for (seller vs. buyer)
- Make it easy and intuitive to switch between 'buyer' and 'seller' login forms

The Udemy sign-up form features a modal window titled "Become a Udemy Instructor!" which asks for full name, email, and password. It also includes a checkbox for staying updated with instructor resources and a "Sign Up" button.

Udemy – Sign up

The Airbnb sign-up page includes a "Log in or sign up" section with a "Welcome to Airbnb" message. It offers social login via Facebook, Google, and Apple, as well as email-based sign-up.

Airbnb – Social login

The Airbnb sign-up process consists of two steps: "Log in or sign up" and "Finish signing up". The first step asks for country/region, phone number, and social media login options. The second step requires first name, last name, birthdate, and email, along with a checkbox for marketing messages.

Airbnb – Two-step sign-up

The Upwork sign-up page is titled "Complete your free account setup". It allows users to choose between "Hire for a project" (business) and "Work as a freelancer". There are fields for first name, last name, and location, along with checkboxes for receiving emails and accepting terms and conditions.

Upwork – Easy toggle between business & freelancer sign up

The Teachers Pay Teachers sign-up process involves two steps: "Step 1 Account information" and "Step 2 Personal information". Step 1 requires first name, last name, email address, confirm email, password, teaching subject, location, and a checkbox for TpT newsletters. Step 2 is currently labeled "Personal information".

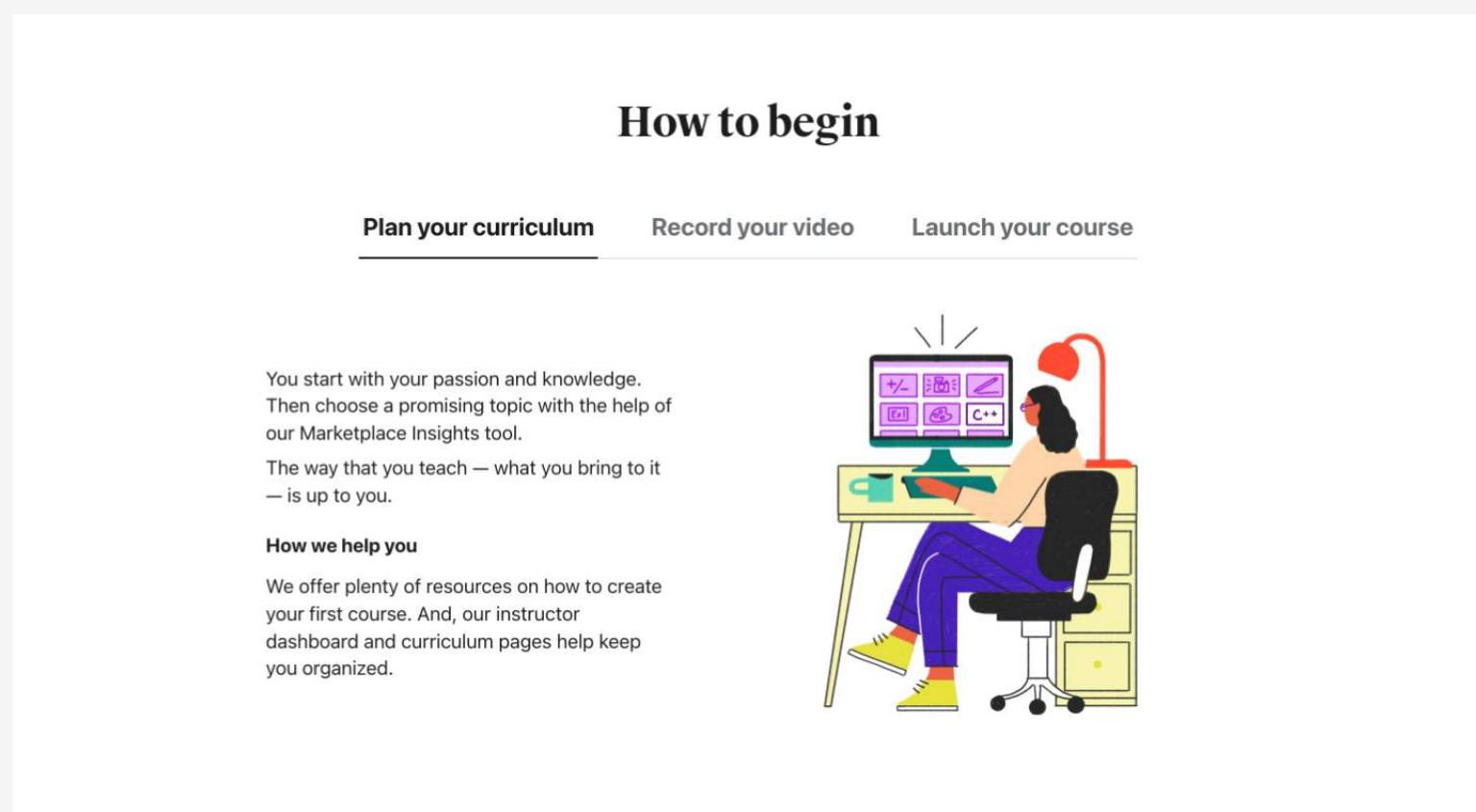
Teachers Pay Teachers – Two-step seller account sign-up

Avoid asking for too much information up-front, during sign-up

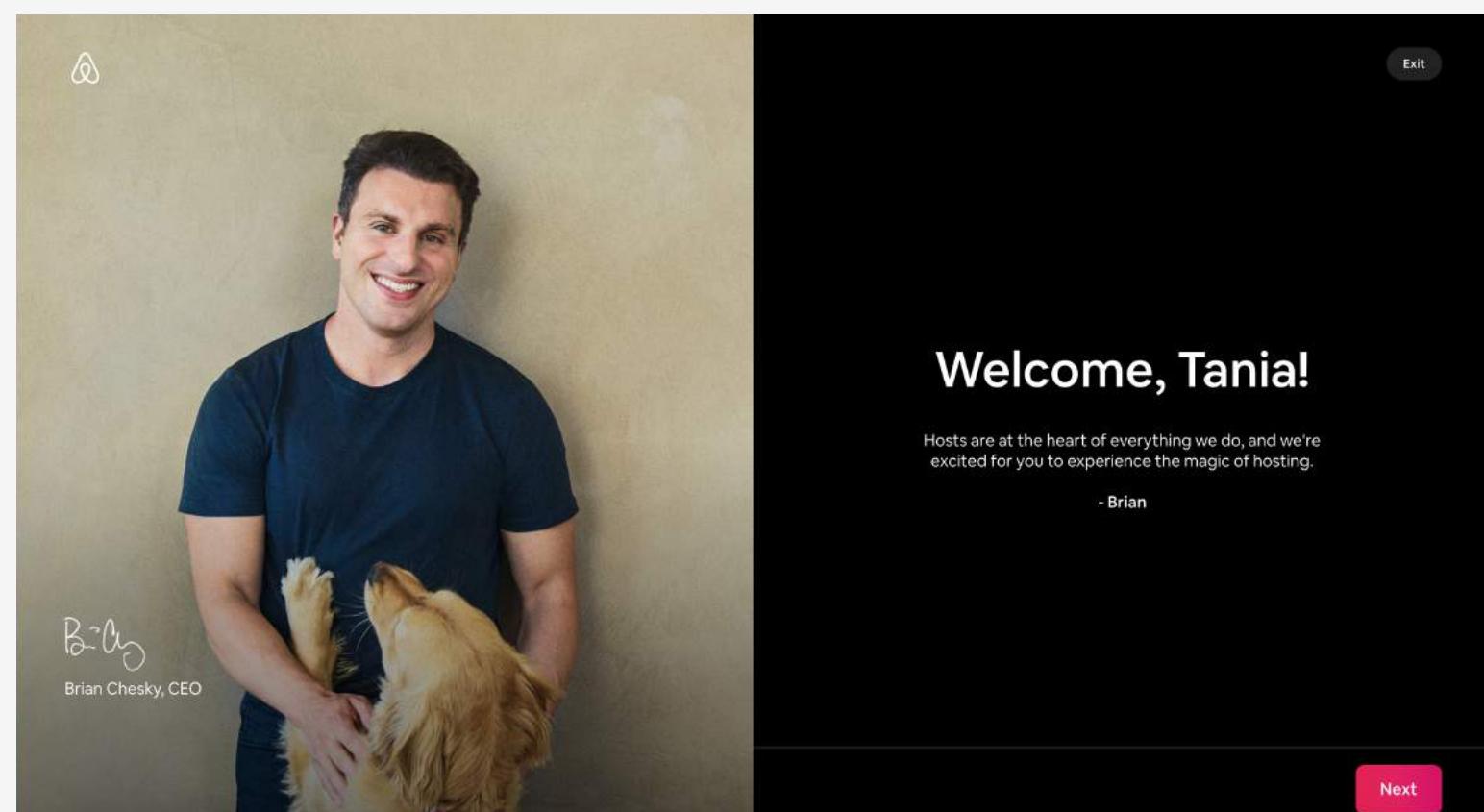
Make them feel like they're not alone

Long forms are less intimidating if users feel like they're being guided along the way. These companies make their users feel like they're not alone as they go through the process.

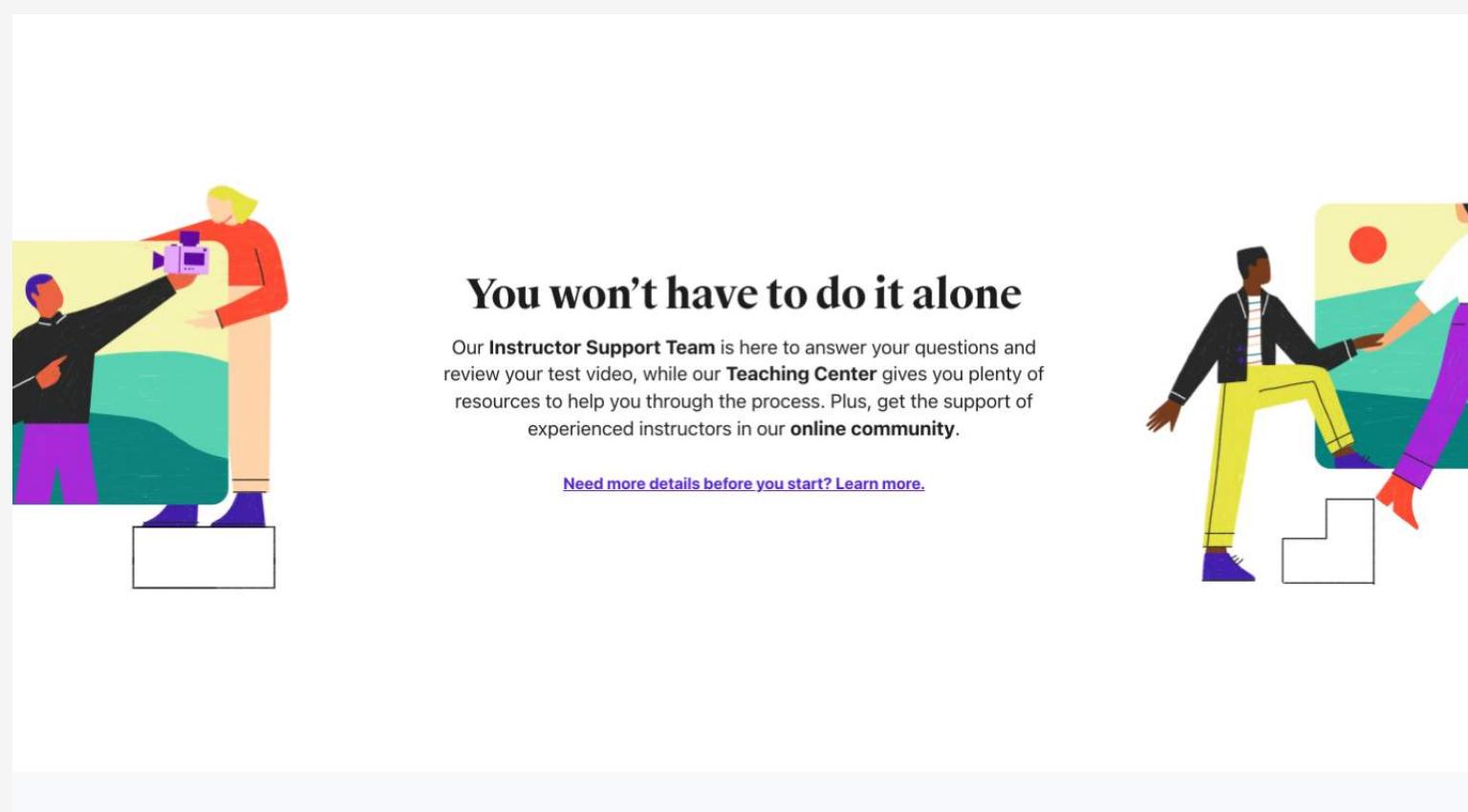
- Thoughtful instructions
- Personal messages from company staff and other users like them
- Support networks and channels
- Friendly congratulatory messages



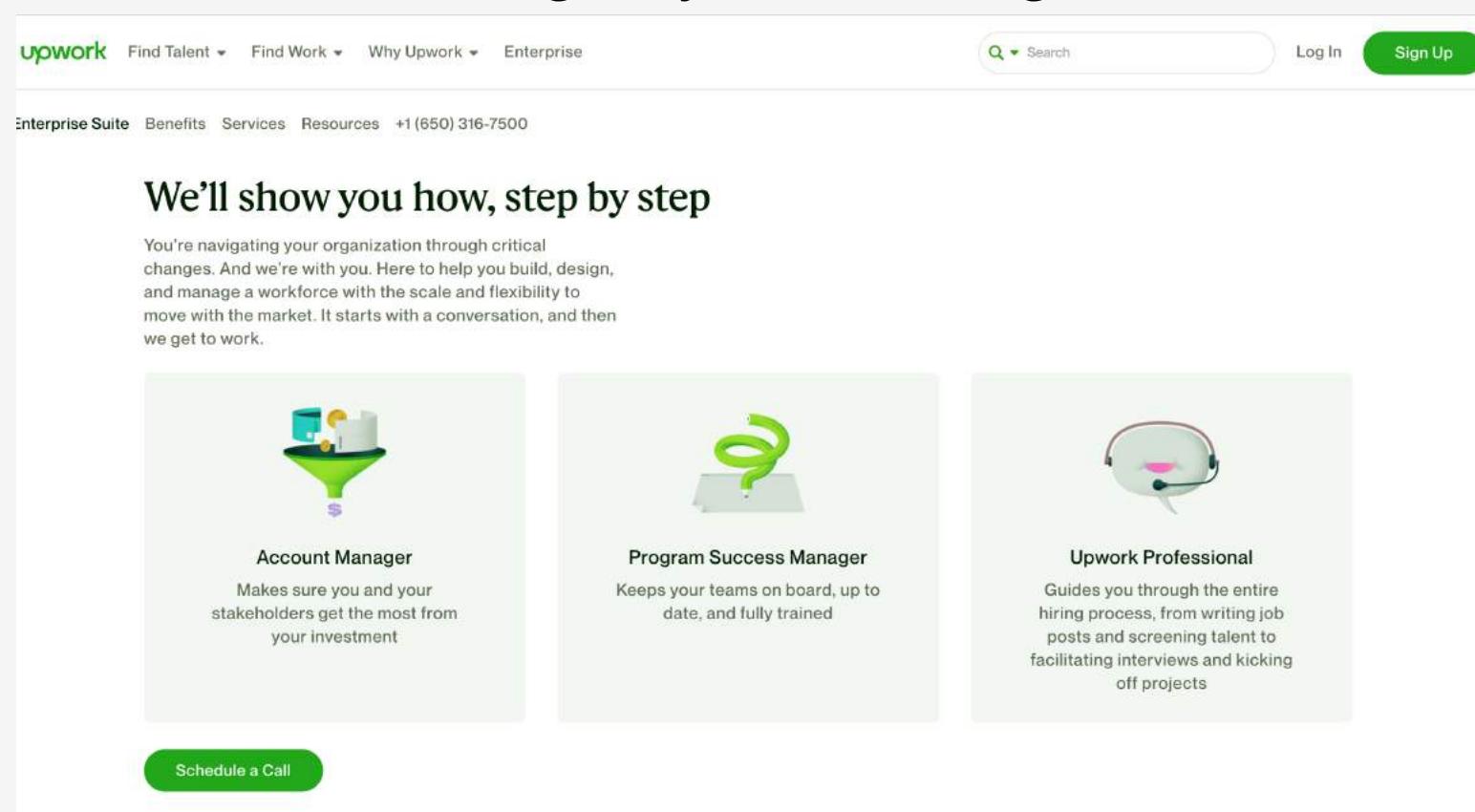
Udemy – Thoughtful instructions



Airbnb – A welcome message from the CEO when you finish filling out your first listing



Udemy – Plenty of channels offering support

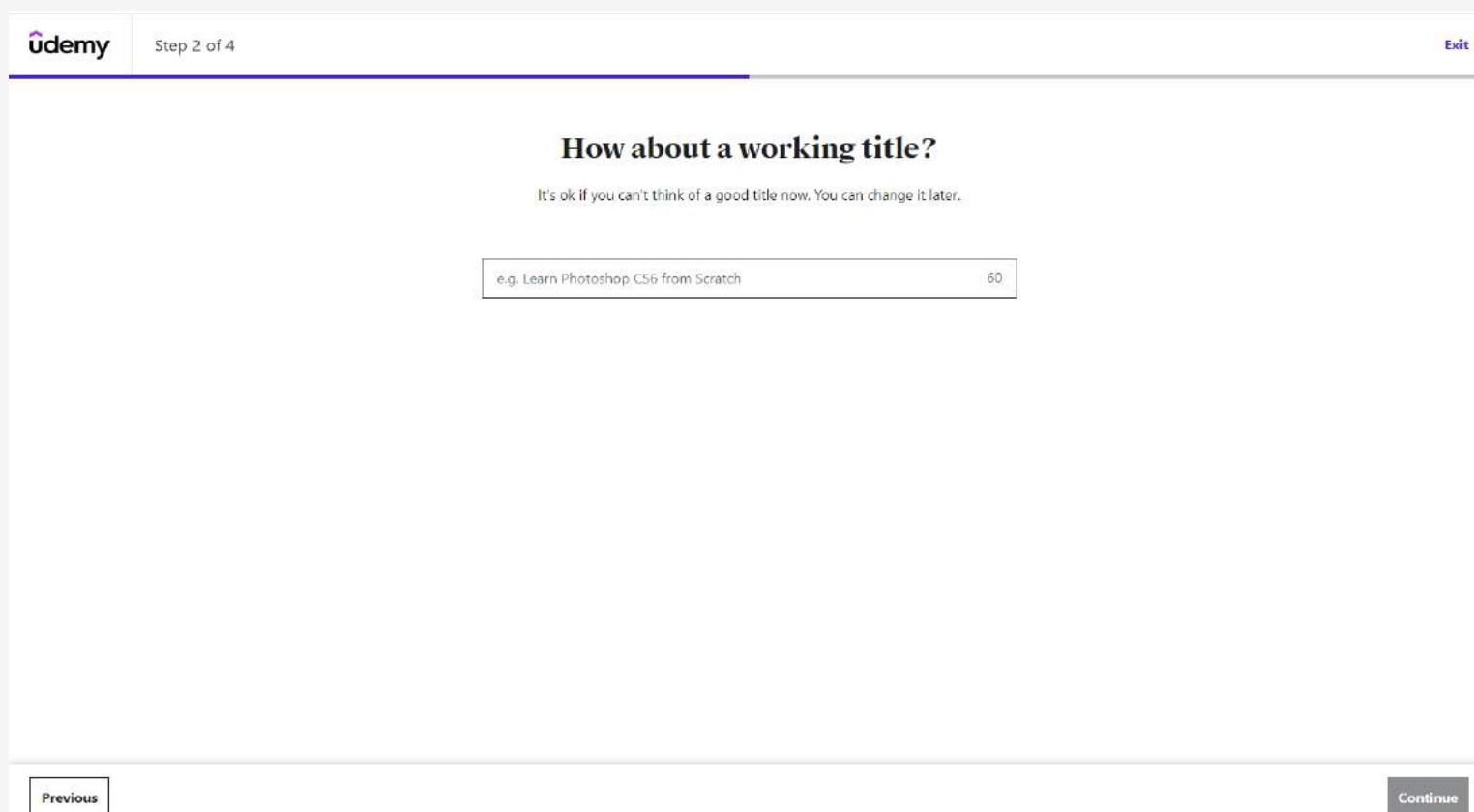


Upwork – We'll show you how, step by step

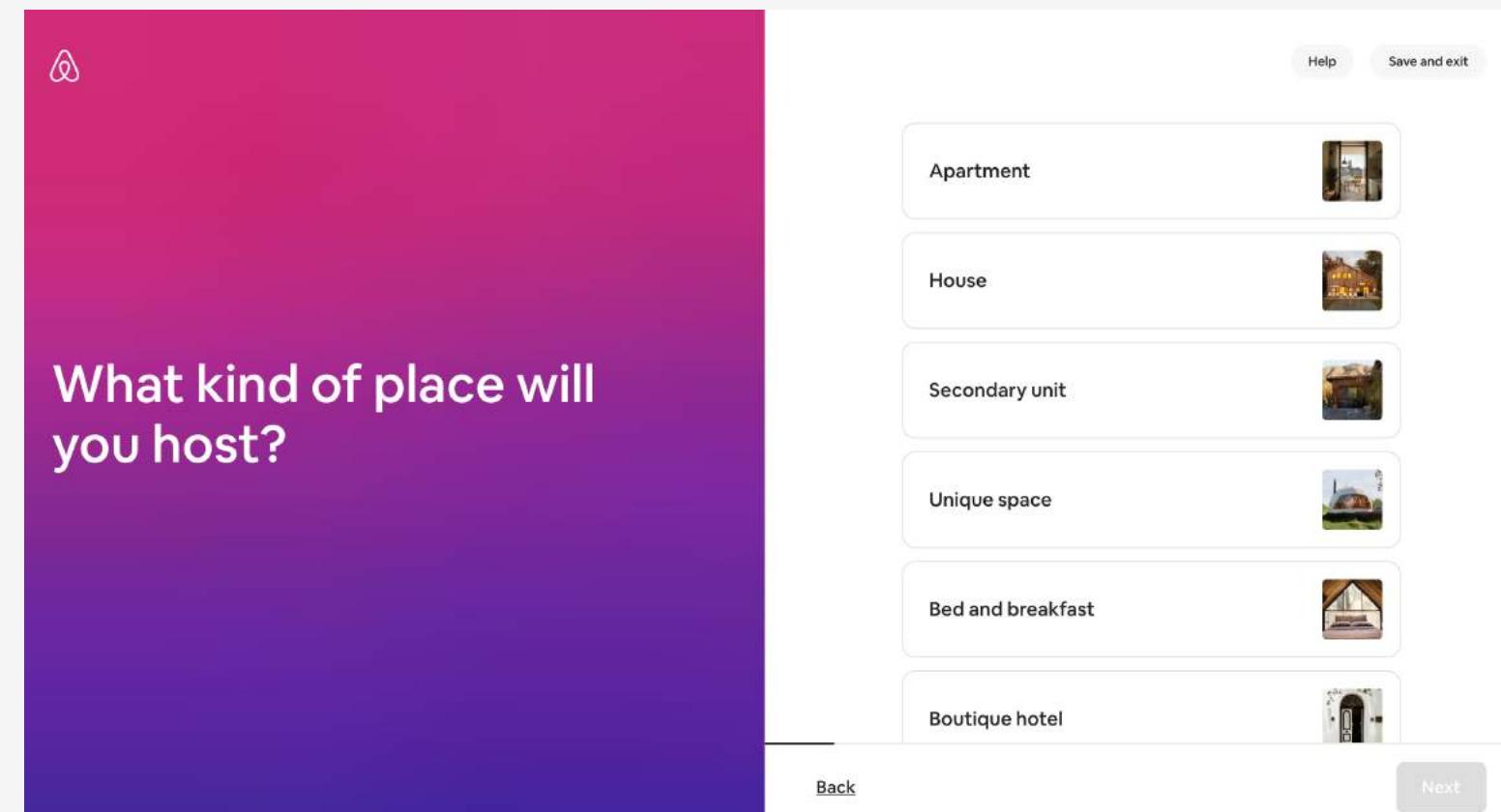
Make it easy for users to get around

These companies help their users navigate long forms with great menus, buttons, and links:

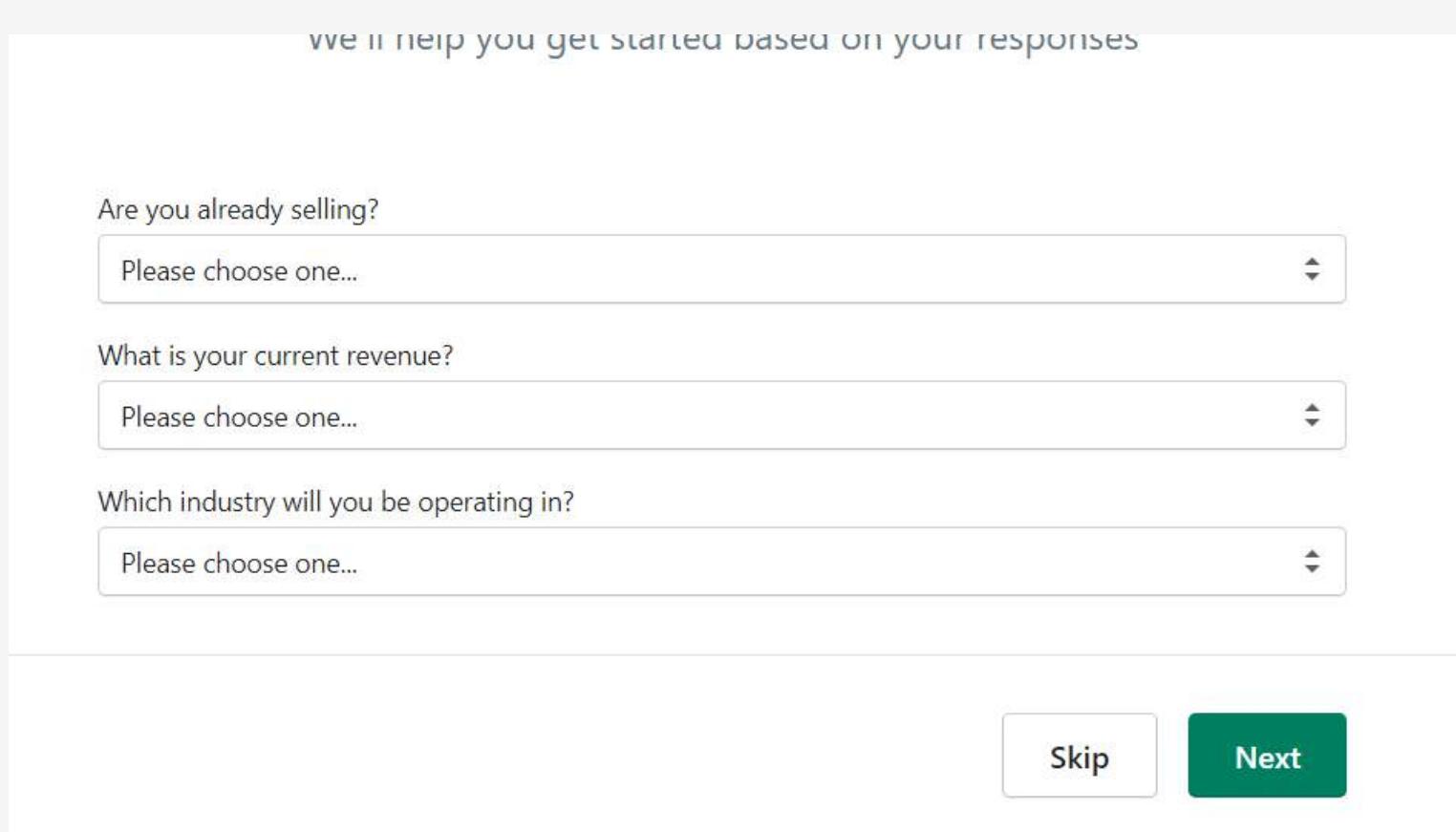
- Include a 'back' link (instead of relying on your browser's 'back' button)
- Include a 'next' button
- Allow users to exit your form without losing their data
- Add a 'help' link or button
- Give users the option to 'skip'
- Offer a sidebar navigation menu



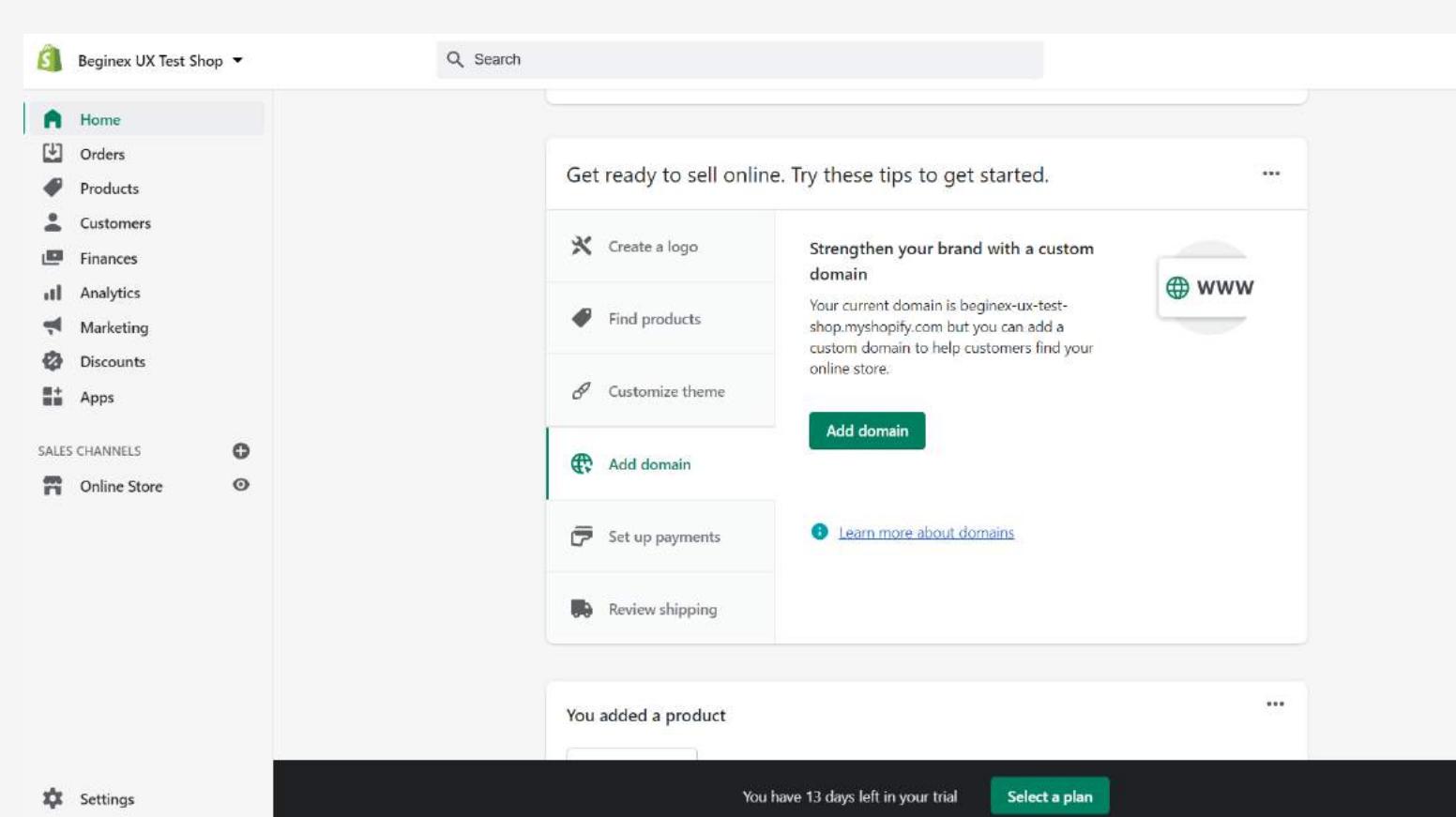
Udemy – Previous, Continue, Exit



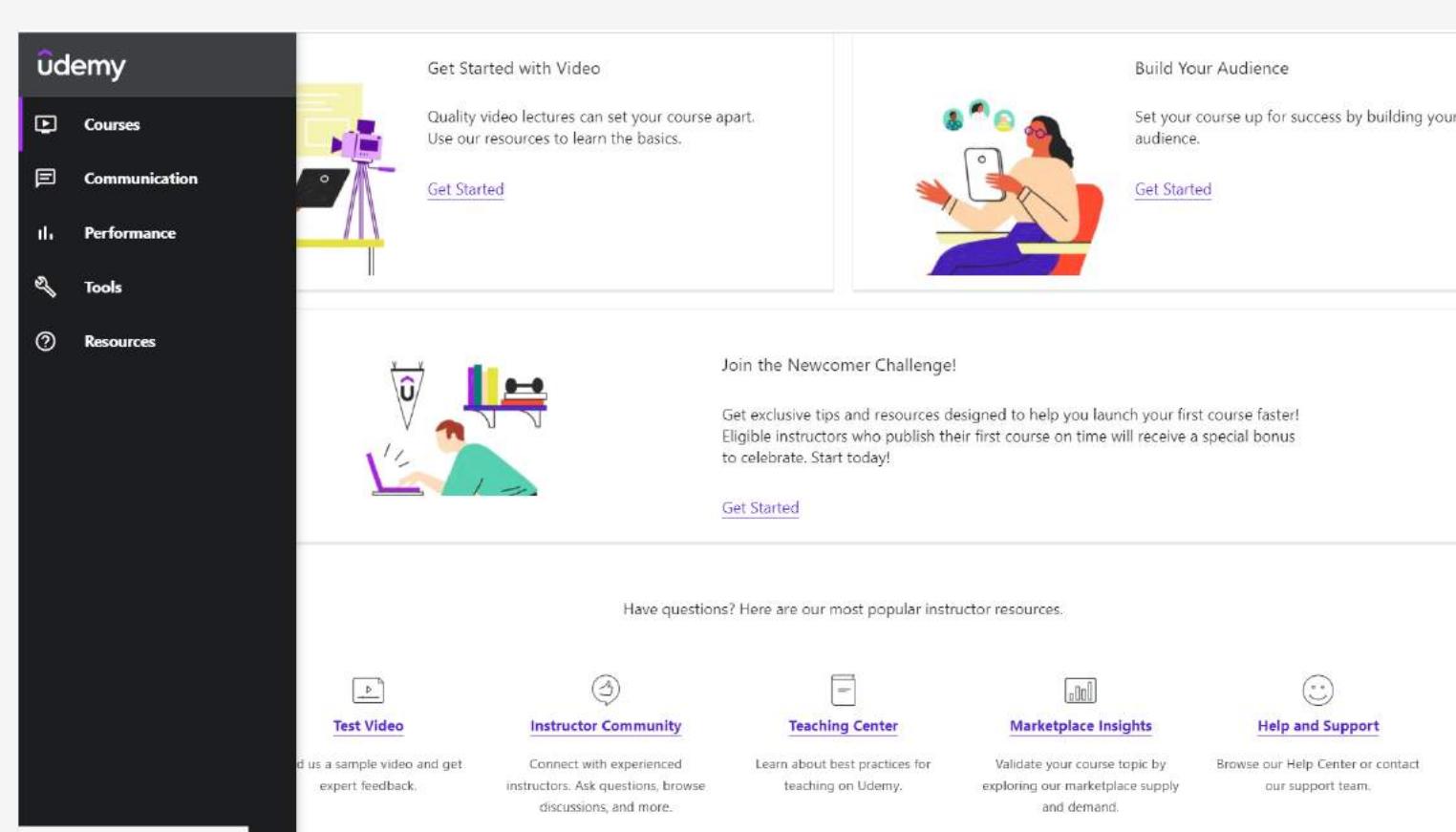
Airbnb – Save and exit button



Shopify – Skip button



Shopify – Sidebar menu



Udemy – Collapsible sidebar menu

Help users situate themselves in your form

These companies make sure their users know exactly where they are in the process by using elements like:

- Progress bars
- Step counters
- Button labels
- Product status indicators

The Udemy 'Share your knowledge' form includes a horizontal progress bar at the top indicating 'Step 1 of 3'. Below it is a section titled 'What kind of teaching have you done before?' with four radio button options: 'In person, informally', 'In person, professionally', 'Online', and 'Other'. To the right of the text is a small illustration of a person sitting at a desk with a computer monitor.

Udemy – Progress bar

The Upwork 'Next, estimate the scope of your work.' form features a horizontal progress bar with tabs for 'Headline', 'Skills', 'Scope' (which is highlighted in green), 'Location', and 'Budget'. Below the progress bar, the text 'Next, estimate the scope of your work.' is displayed. At the bottom right, there is a green 'Next: Location' button.

Upwork – Progress bar and informative 'Next' button

The Airbnb guest count selection form has a large pink gradient background with the question 'How many guests would you like to welcome?'. On the right, there are four input fields for 'Guests', 'Beds', 'Bedrooms', and 'Bathrooms', each with a minus and plus button to adjust the value. A 'Back' button is at the bottom left, and a 'Next' button is at the bottom right.

Airbnb – Progress bar

The Udemy 'Draft Status page' shows a progress bar at the top with the text 'Work on courses UX design test course DRAFT 0min of video content uploaded'. Below the progress bar is a section titled 'Intended learners' with a list of options: 'Intended learners', 'Course structure', and 'Setup & test video'. There is also a 'Create your content' section with options like 'Film & edit', 'Curriculum', and 'Captions (optional)'. A 'Publish your course' section includes 'Course landing page', 'Pricing', 'Promotions', and 'Course messages'. A purple 'Submit for Review' button is at the bottom.

Udemy – Draft Status page

The Shopify 'Tell us a little about yourself' form is labeled 'Step 1 of 2'. It includes the text 'We'll help you get started based on your responses'. Below are three dropdown menus: 'Are you already selling?', 'What is your current revenue?', and 'Which industry will you be operating in?'. Each menu has a placeholder 'Please choose one...'.

Shopify – Step 1 of 2

The Shopify 'Products' page shows a list of products under the heading 'Products'. One product, 'UX Desi', is selected. A context menu is open over this item with options: 'Set as active', 'Set as draft', 'Archive products', 'Delete products', 'Add available channel(s)...', and 'Remove available channel(s)...'. The status 'Active' is highlighted in green.

Shopify – Product status

Make it easy for users to fill in forms by providing clear labels and helpful instructions

These companies help users fill in their forms by providing relevant, clear, and concise information in the form of:

- Helper text below input fields
- Clear descriptions when there are multiple options to choose from

The screenshot shows the first few steps of an Airbnb sign-up process. It includes input fields for 'First name' and 'Last name', both with placeholder text. Below the 'First name' field is a note: 'Make sure it matches the name on your government ID.' Under the 'Birthdate' field is a note: 'To sign up, you need to be at least 18. Your birthday won't be shared with other people who use Airbnb.' At the bottom, there's a note: 'We'll email you trip confirmations and receipts.'

Airbnb – Helper text

This screenshot shows a question from the Airbnb listing creation process: 'Which of these best describes your place?'. It lists several options with clear definitions: 'Rental unit' (A rented place within a multi-unit residential building or complex), 'Condominium (Condo)' (A place within a multi-unit building or complex owned by the residents), 'Loft' (An open layout apartment or condo, which may have short interior walls), 'Serviced apartment' (An apartment with hotel-like amenities serviced by a professional management company), and 'Casa particular' (A house or apartment where the owner lives on-site). There are 'Back' and 'Next' buttons at the bottom.

Airbnb – Descriptions help users choose the correct option

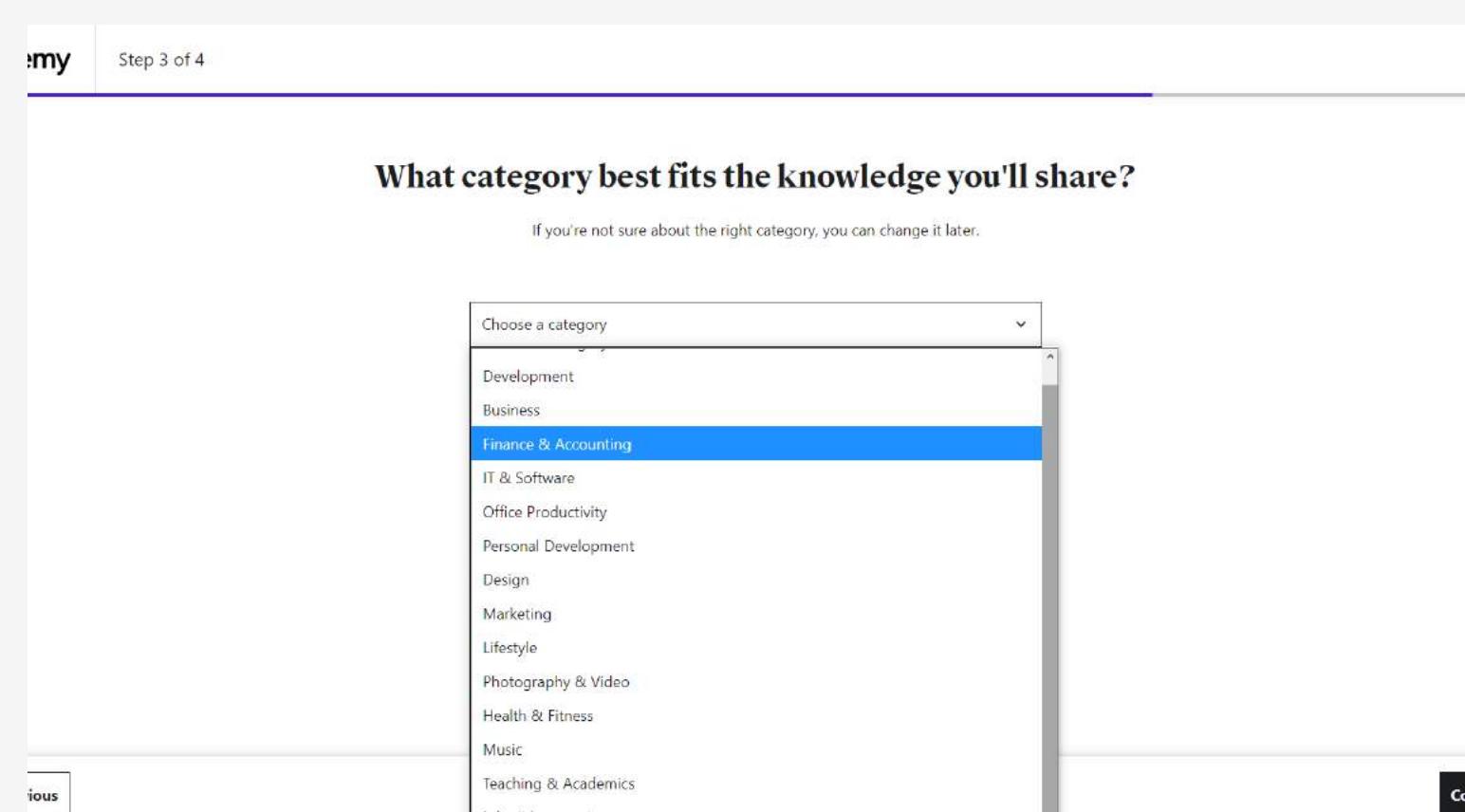
This screenshot shows the 'Create your title' step of the Airbnb listing creation process. It features a placeholder text 'Lovely 2-bedroom condo with patio' in a text input field. The background shows a photo of a wooden cabin. A call-to-action text 'Let's give your place a name' is displayed on the left. Navigation buttons 'Back' and 'Next' are at the bottom.

Airbnb – Placeholder text gives users suggestions/ideas

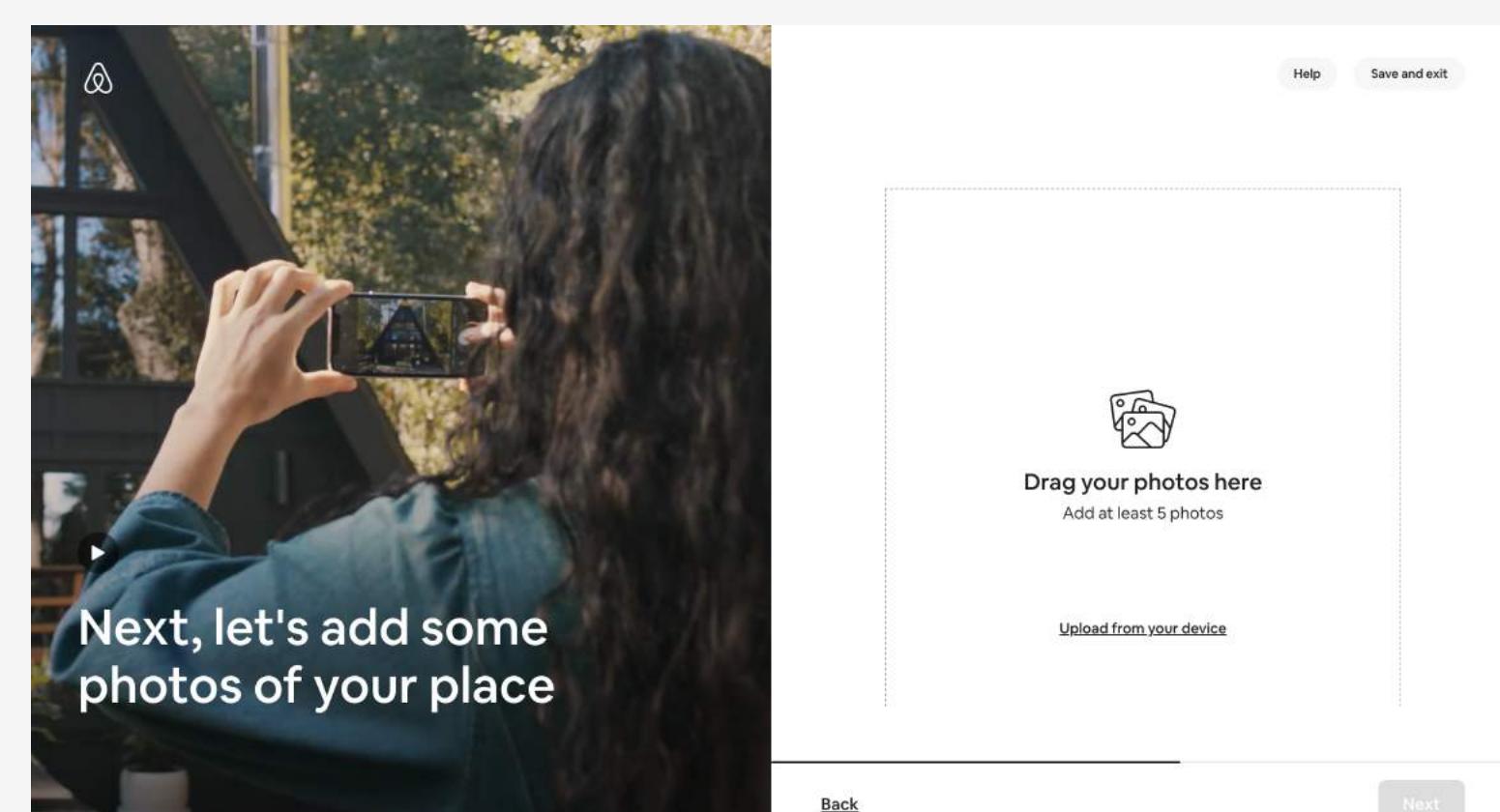
Using the right input field type and giving users flexibility

These companies provide their users with the right type of the text field for requested data. This helps them enter information in the right format and avoid mistakes.

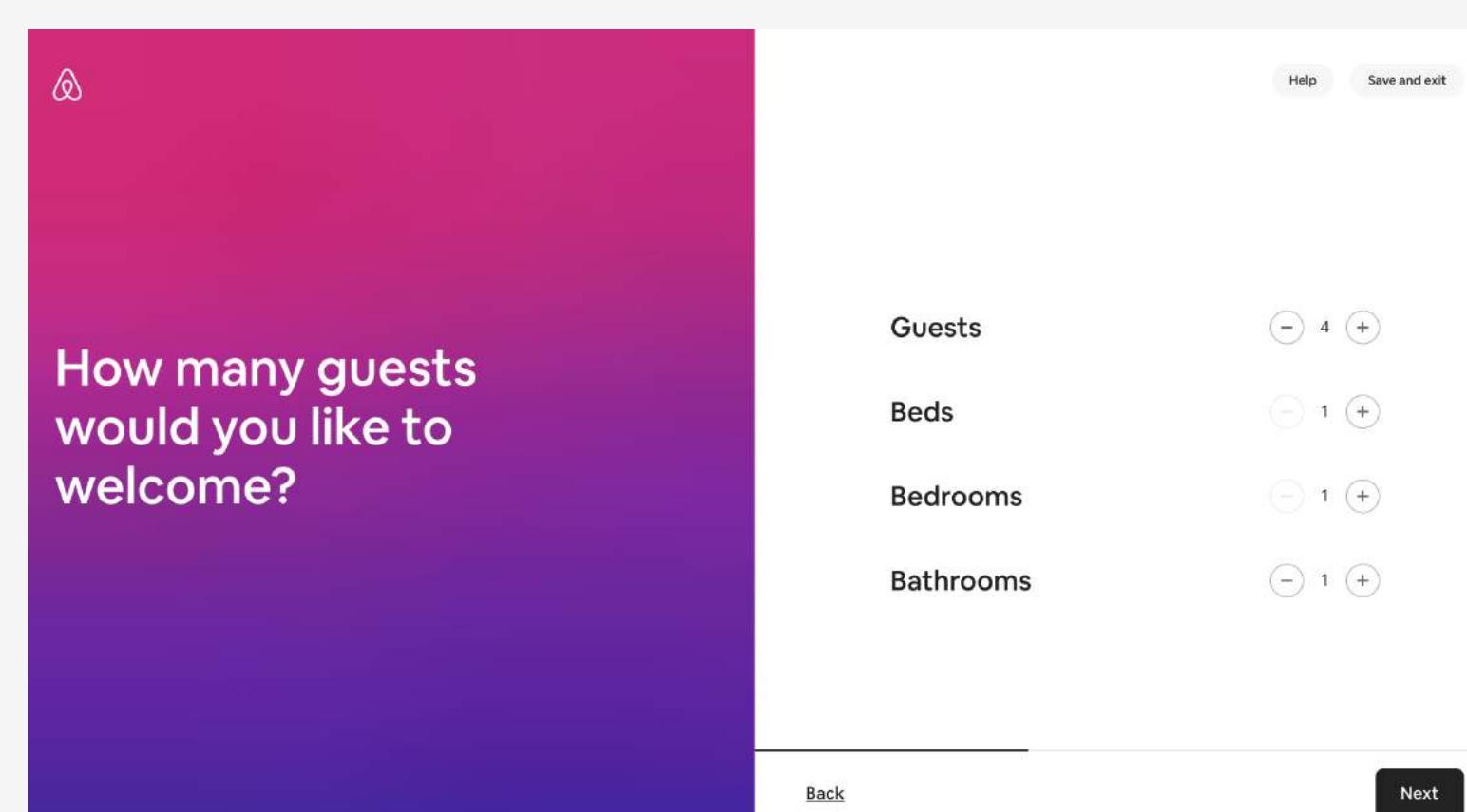
- Make upload fields easy to use and intuitive
- Choose inputs based on the data and the device e.g. unit steppers are easier for mobile users
- Give users more than one way to find the answer
- Size input fields correctly for the information the user is expected to answer



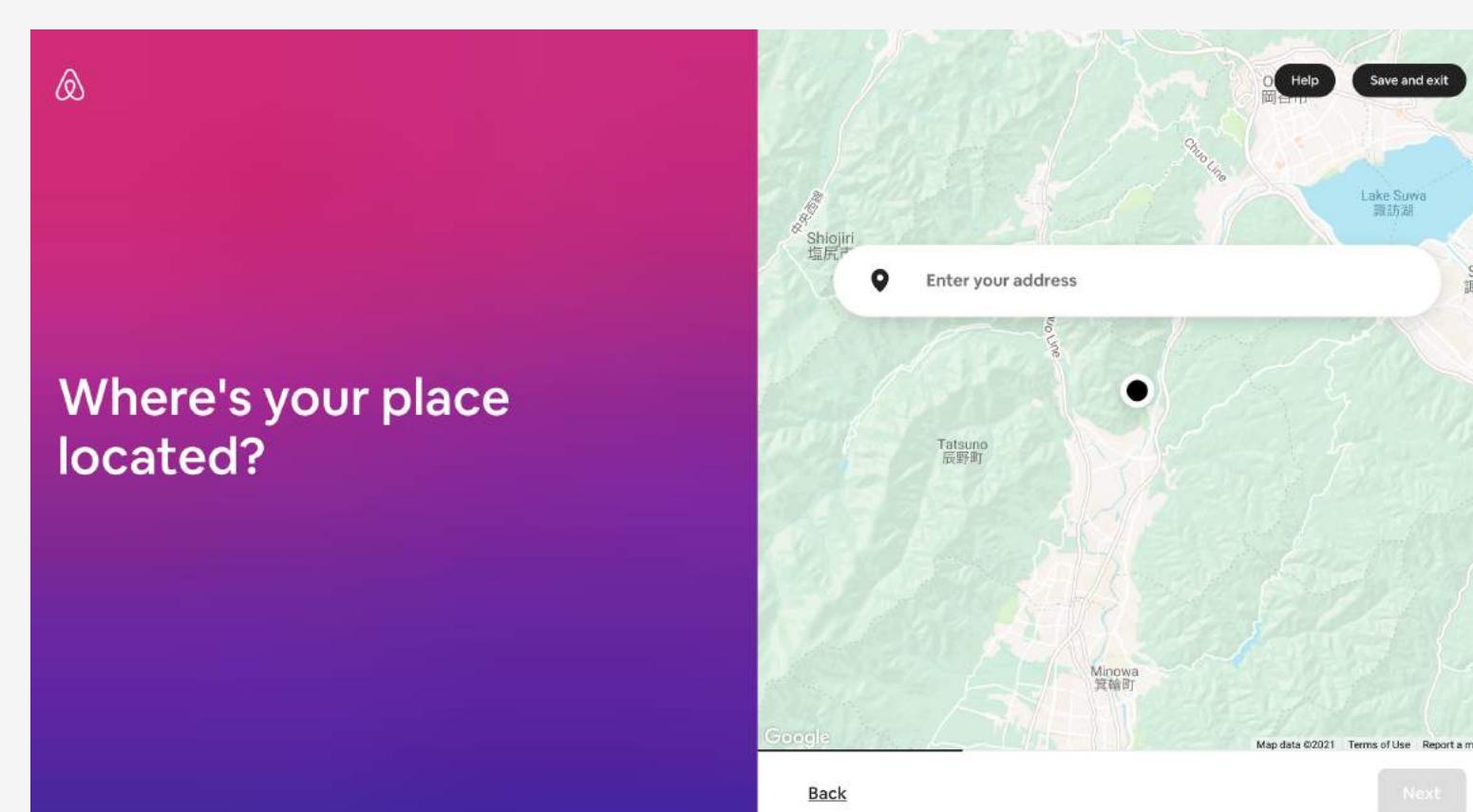
Udemy – Multi-select drop-down



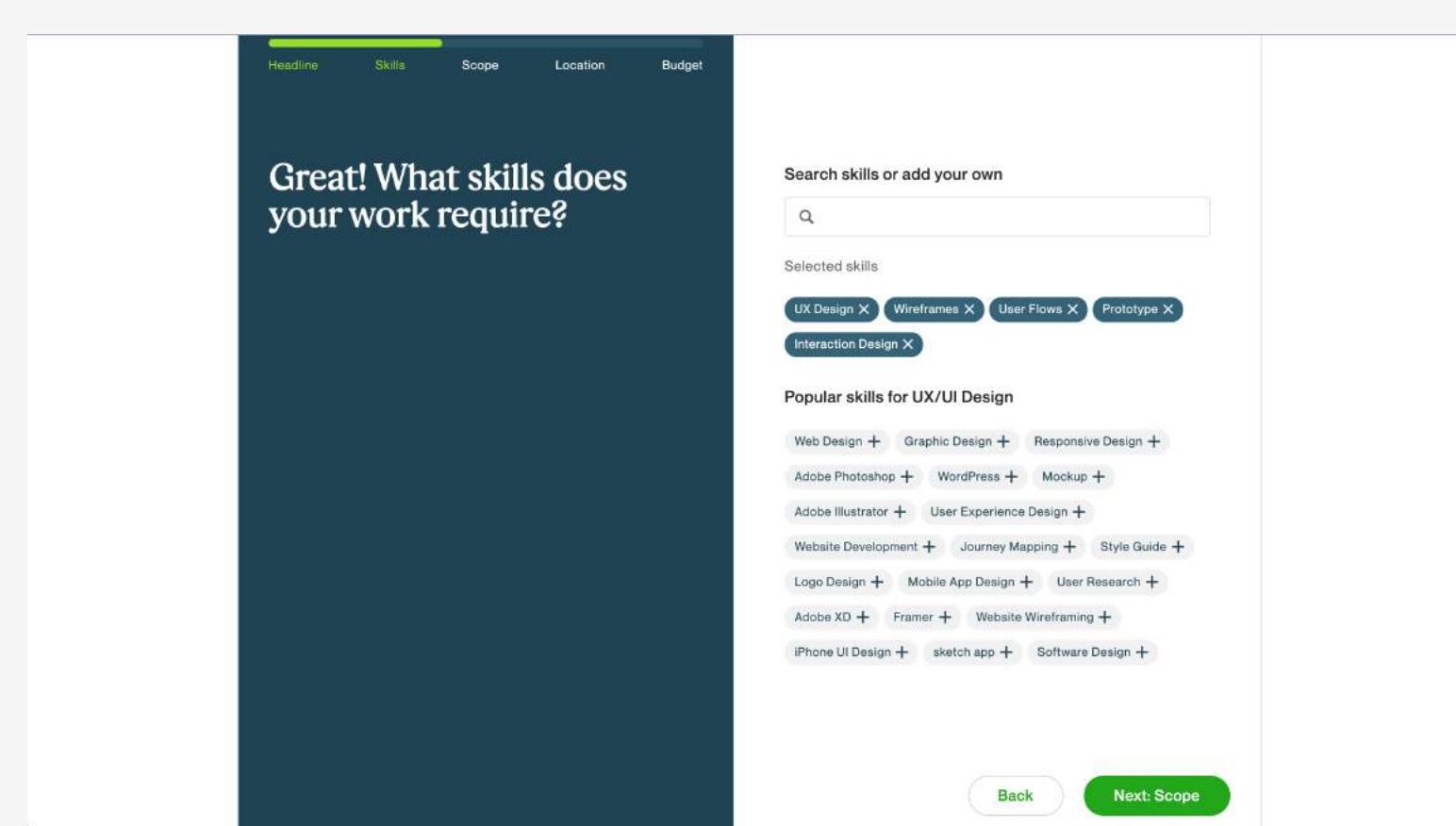
Airbnb – Upload images



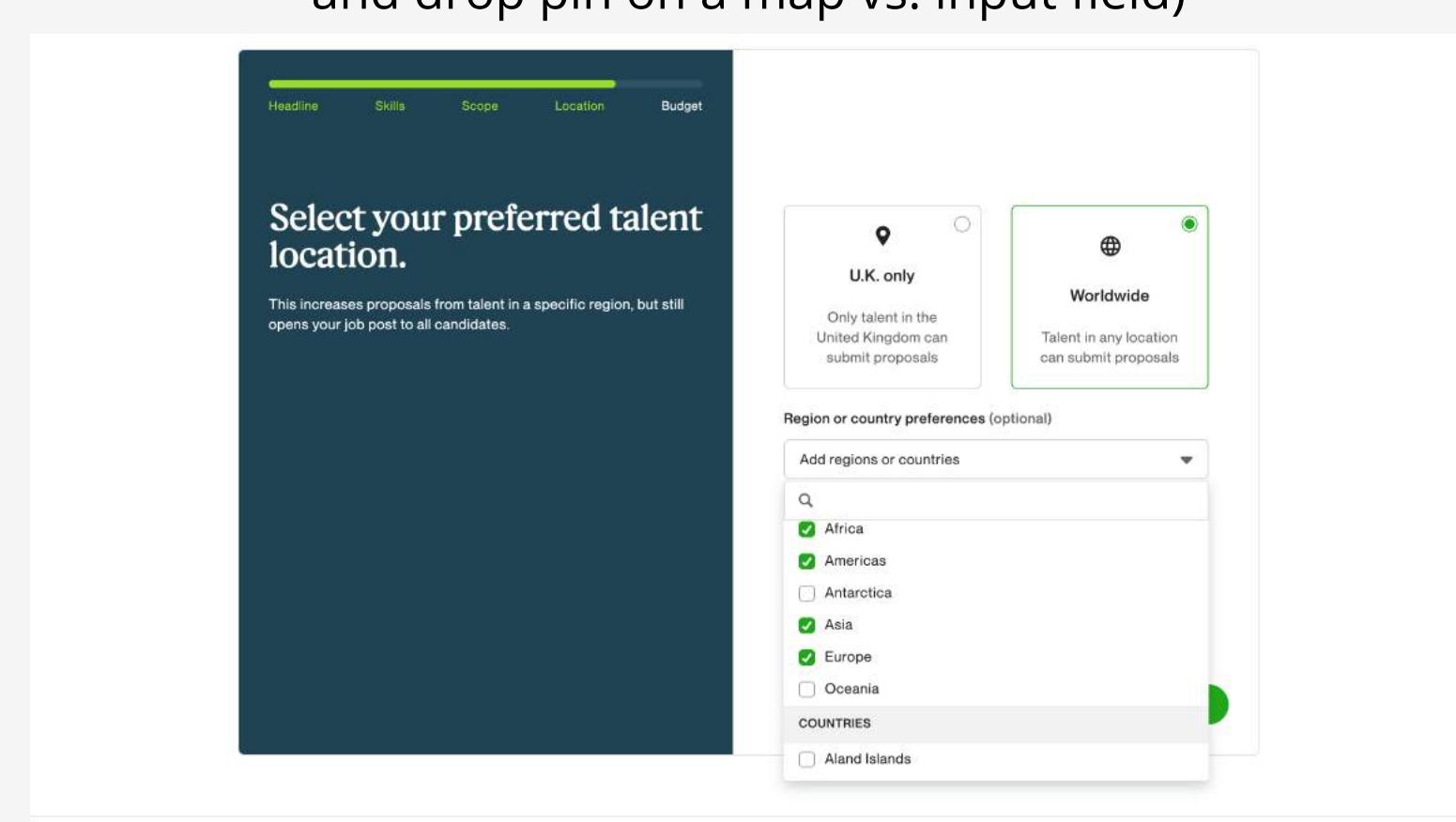
Airbnb – Number steppers



Airbnb – Users have two ways to input their address (drag and drop pin on a map vs. input field)



Upwork – Users have two ways to answer (search or select from popular chips)

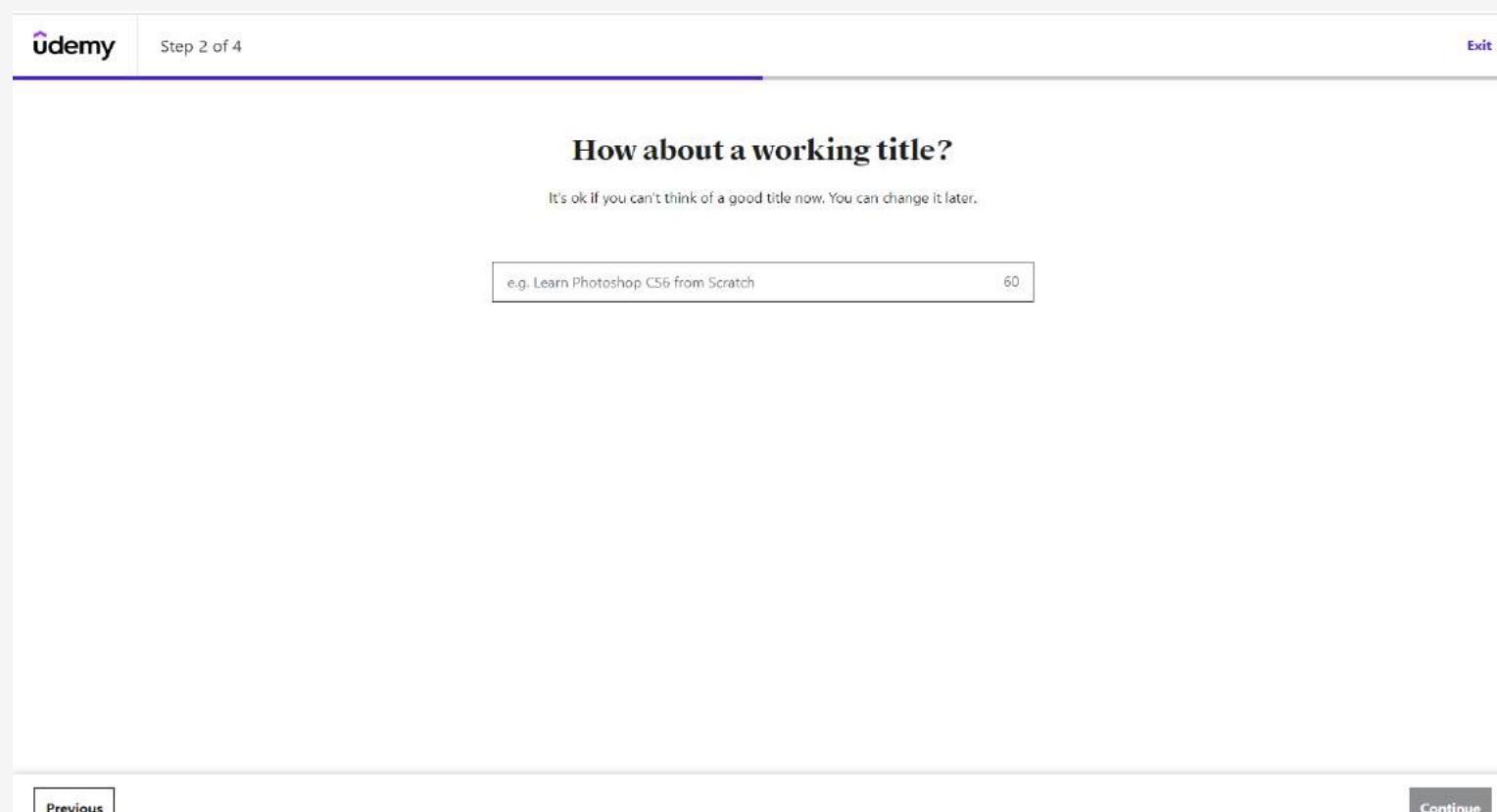


Upwork – Multi-select drop down

Help them answer questions

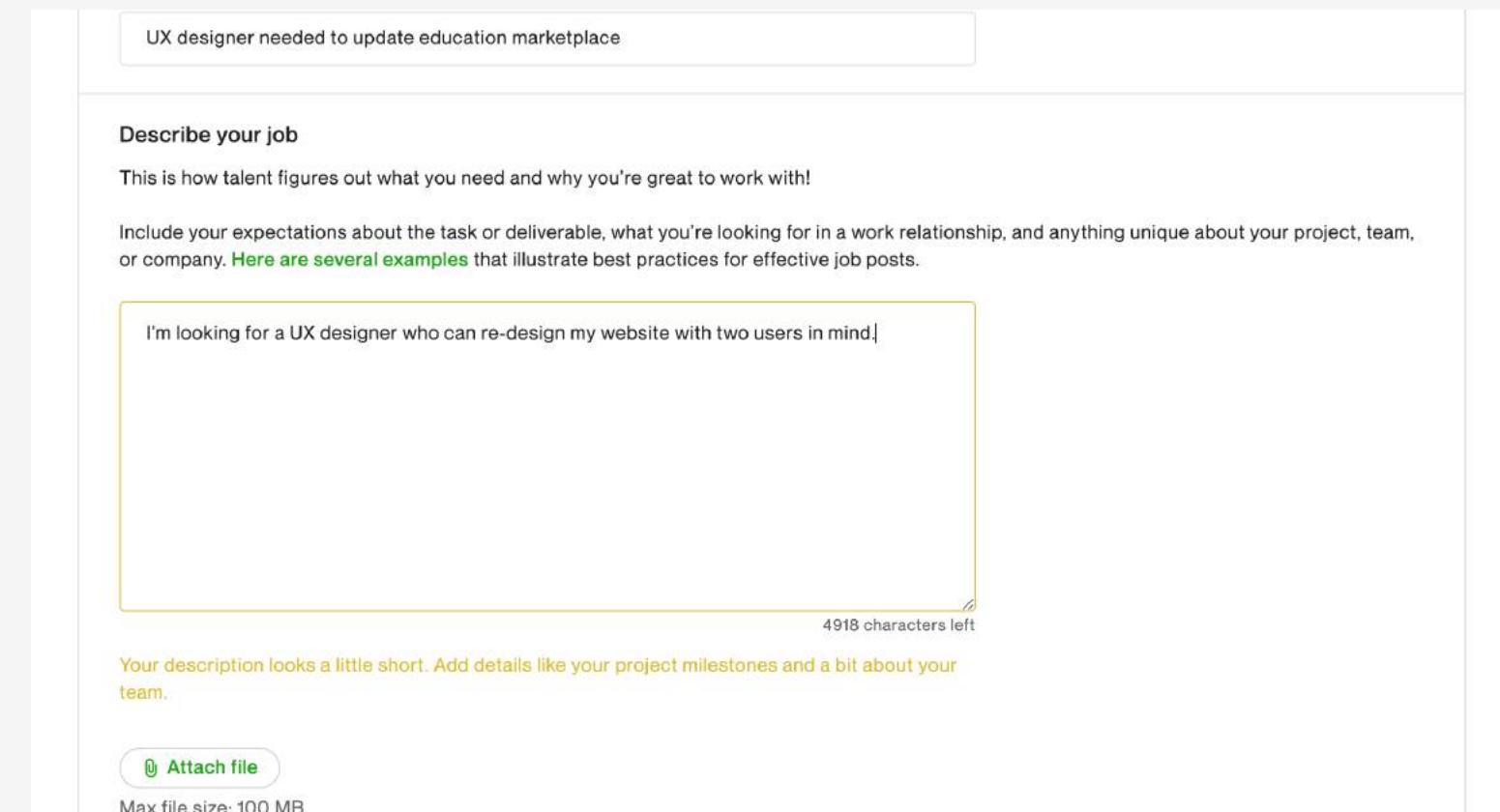
Competitor sites use different ways to help their users answer difficult or complicated questions by:

- Providing dynamic helper text that helps users craft the best answer
- Reminding users their answer doesn't have to be perfect, because they can always come back and update it later
- Using placeholder text to provide examples



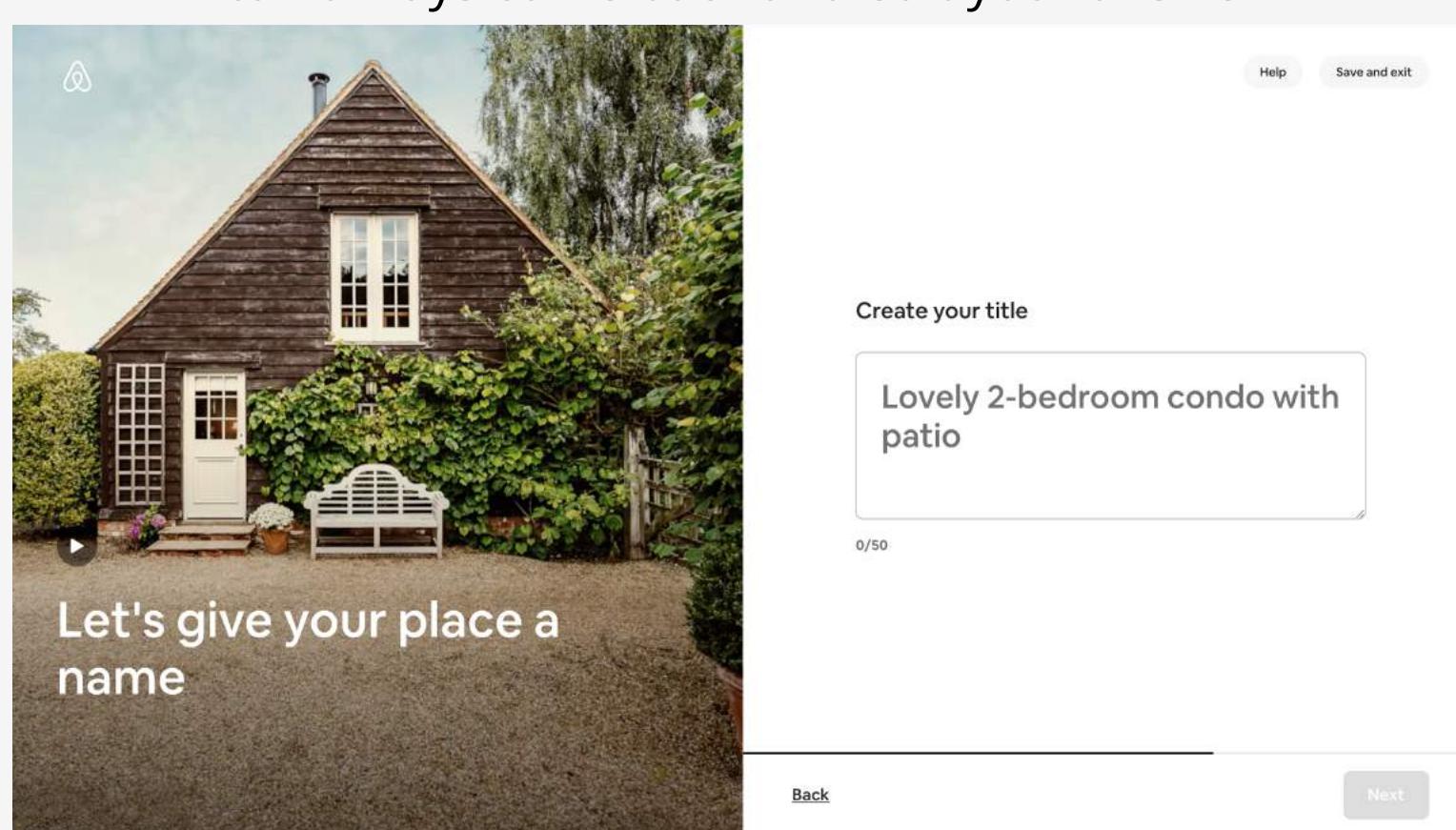
The screenshot shows a Udemy form titled "How about a working title?". It includes a placeholder text "e.g. Learn Photoshop CS6 from Scratch" and a character count indicator "60". Below the input field, there's a note: "It's ok if you can't think of a good title now. You can change it later." At the bottom, there are "Previous" and "Continue" buttons.

Udemy – Helpful placeholder text and a reminder that you can always come back and edit your answer



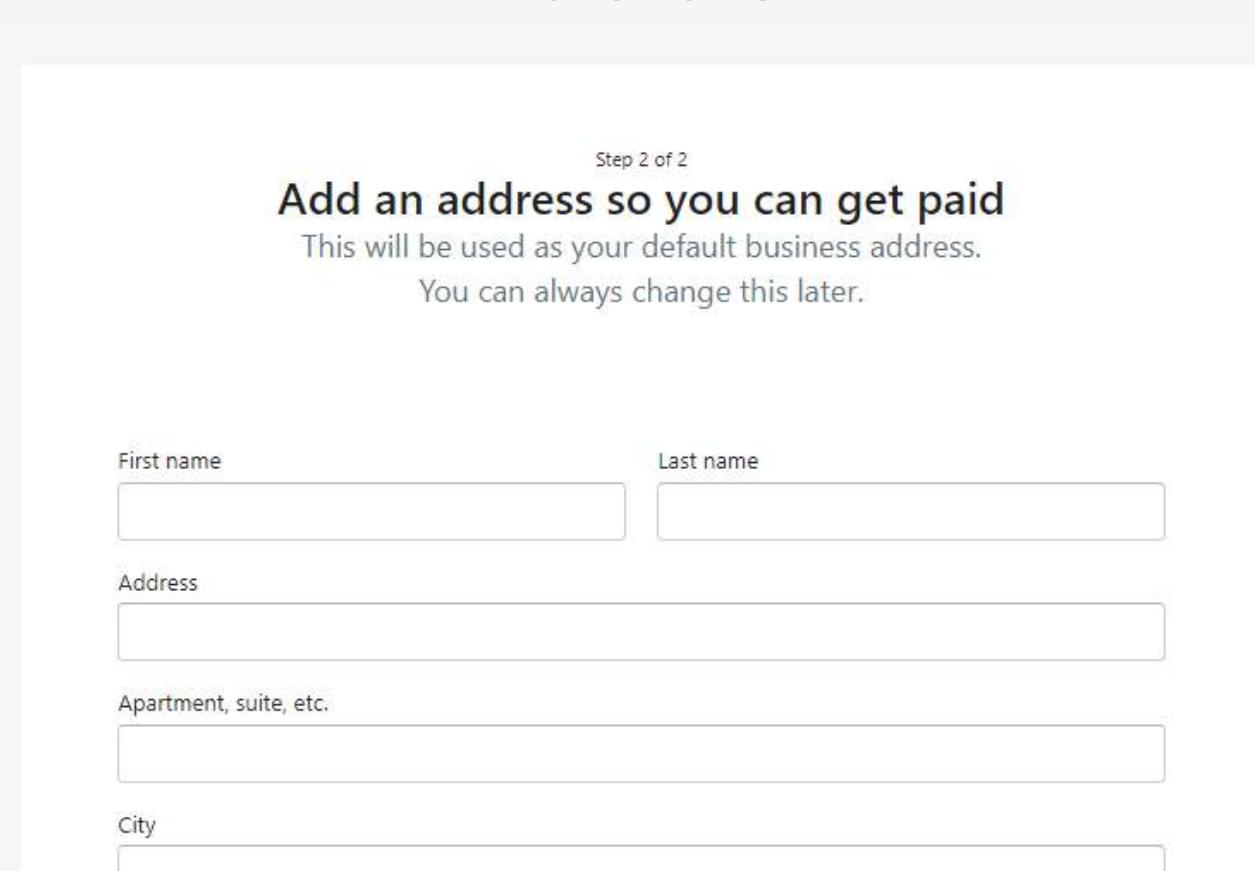
The screenshot shows a Upwork form titled "Describe your job". It includes a placeholder text "I'm looking for a UX designer who can re-design my website with two users in mind." with a character count indicator "4918 characters left". Below the input field, there's a note: "Your description looks a little short. Add details like your project milestones and a bit about your team." At the bottom, there's an "Attach file" button with a "Max file size: 100 MB" constraint.

Upwork – Dynamic helper text tells users how good their answer is



The screenshot shows an Airbnb form titled "Create your title". It includes a placeholder text "Lovely 2-bedroom condo with patio" with a character count indicator "0/50". Below the input field, there's a note: "Let's give your place a name". At the bottom, there are "Back" and "Next" buttons.

Airbnb – Placeholder text gives users suggestions/ideas



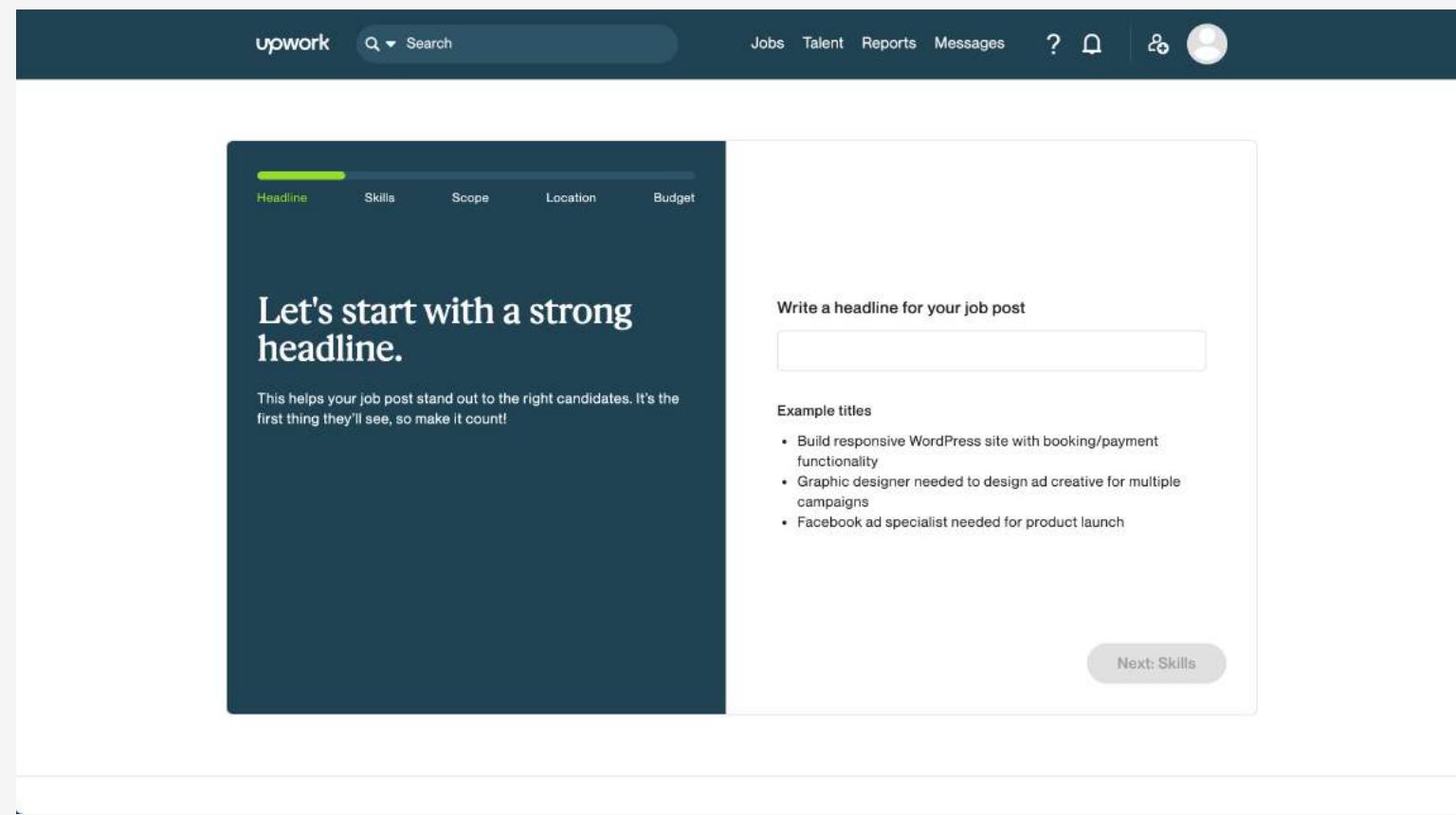
The screenshot shows a Shopify form titled "Add an address so you can get paid". It includes a note: "This will be used as your default business address. You can always change this later." Below the note, there are fields for "First name", "Last name", "Address", "Apartment, suite, etc.", and "City".

Shopify – Reminder that you can always change your answer later

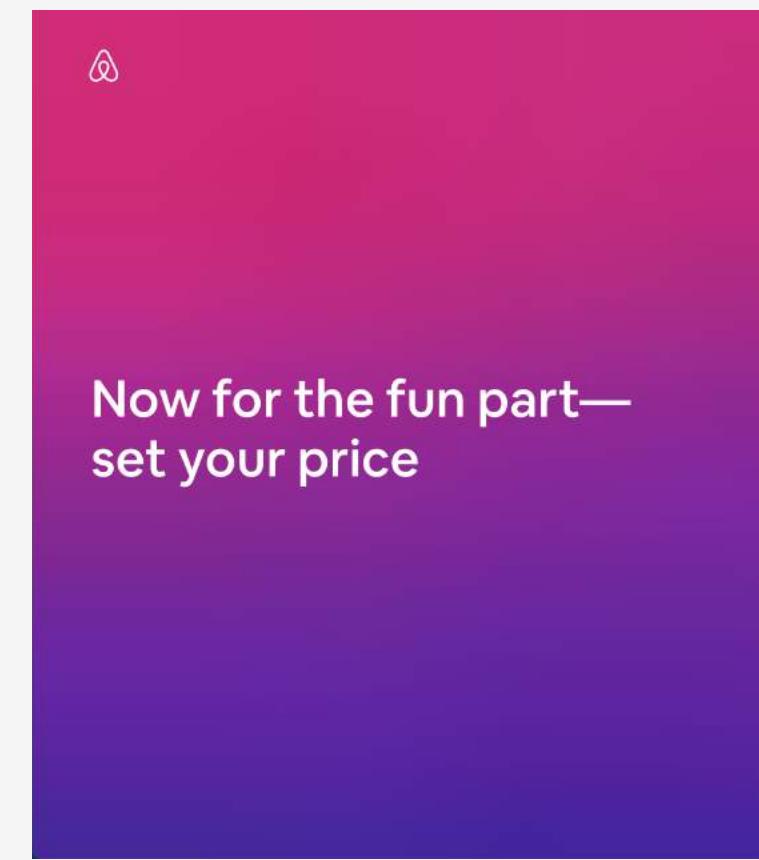
Answer questions for them

These companies help their users answer questions by:

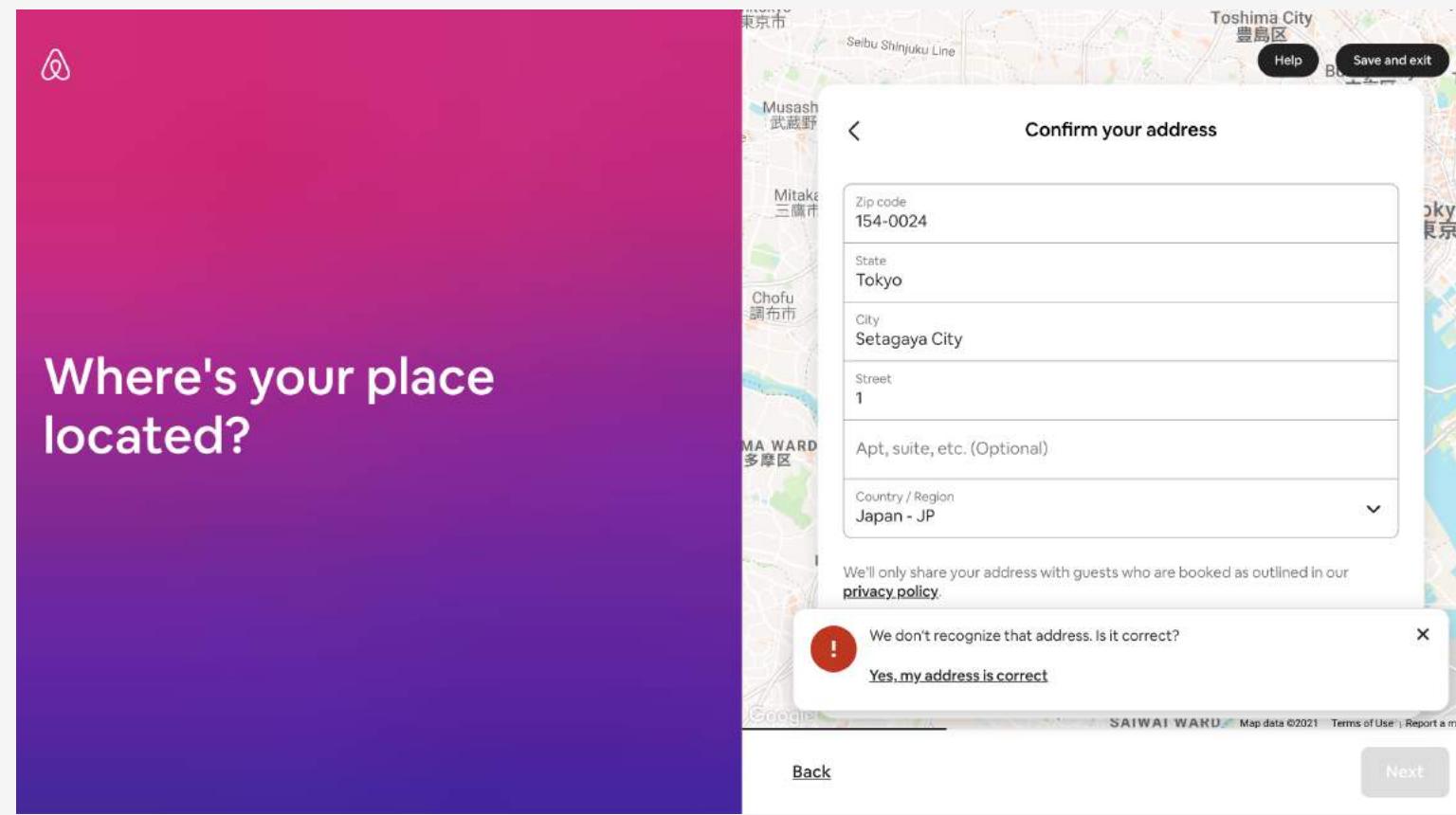
- Providing examples
- Using location services and postal code data to automatically fill in form fields
- Providing relevant data to users
- Using available data to help users answer questions (e.g. market data, user data)



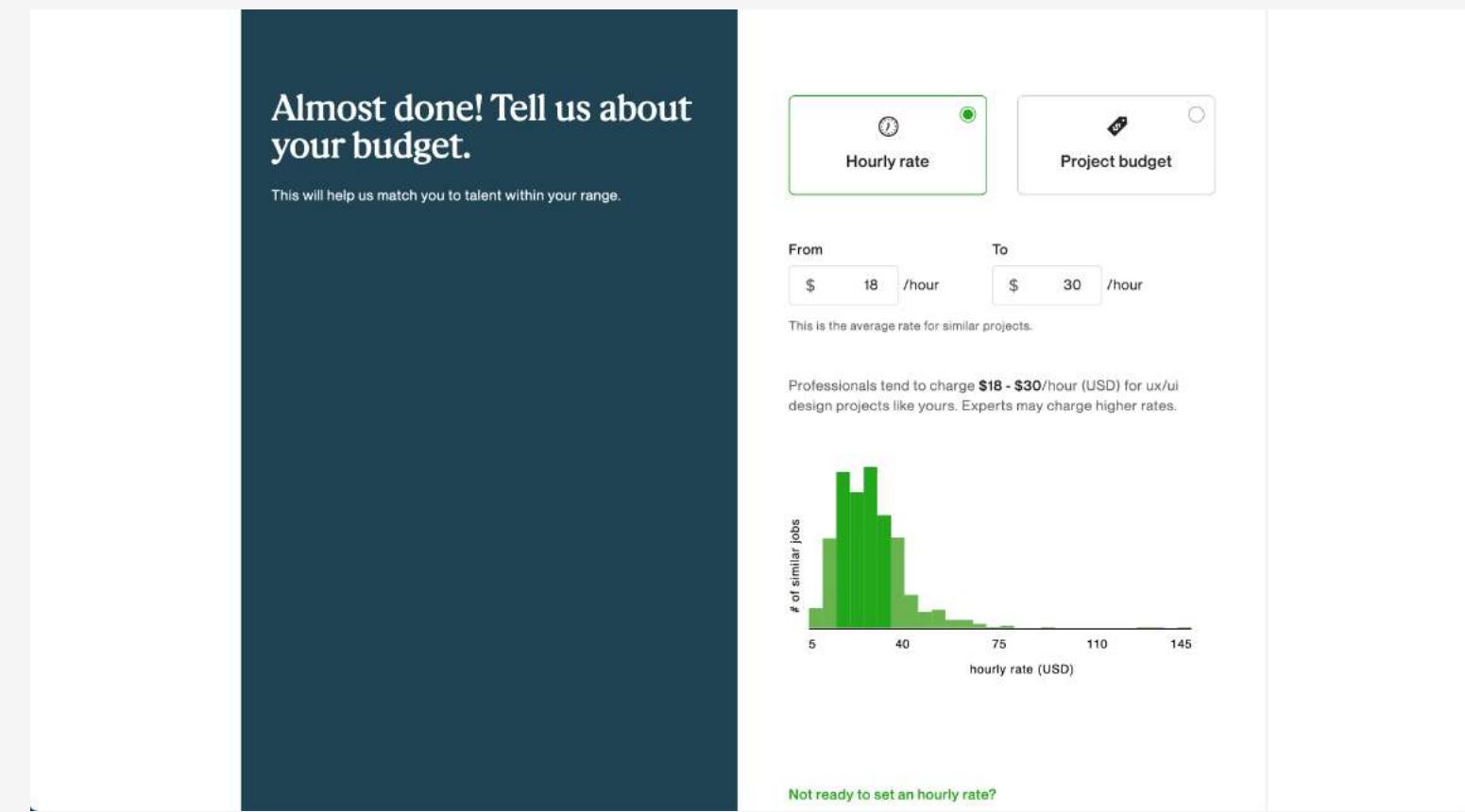
Upwork – Examples in helper text



Airbnb – Helps users set a price



Airbnb – Helps users fill in their address using a drag and drop map, location services, and/or postal code

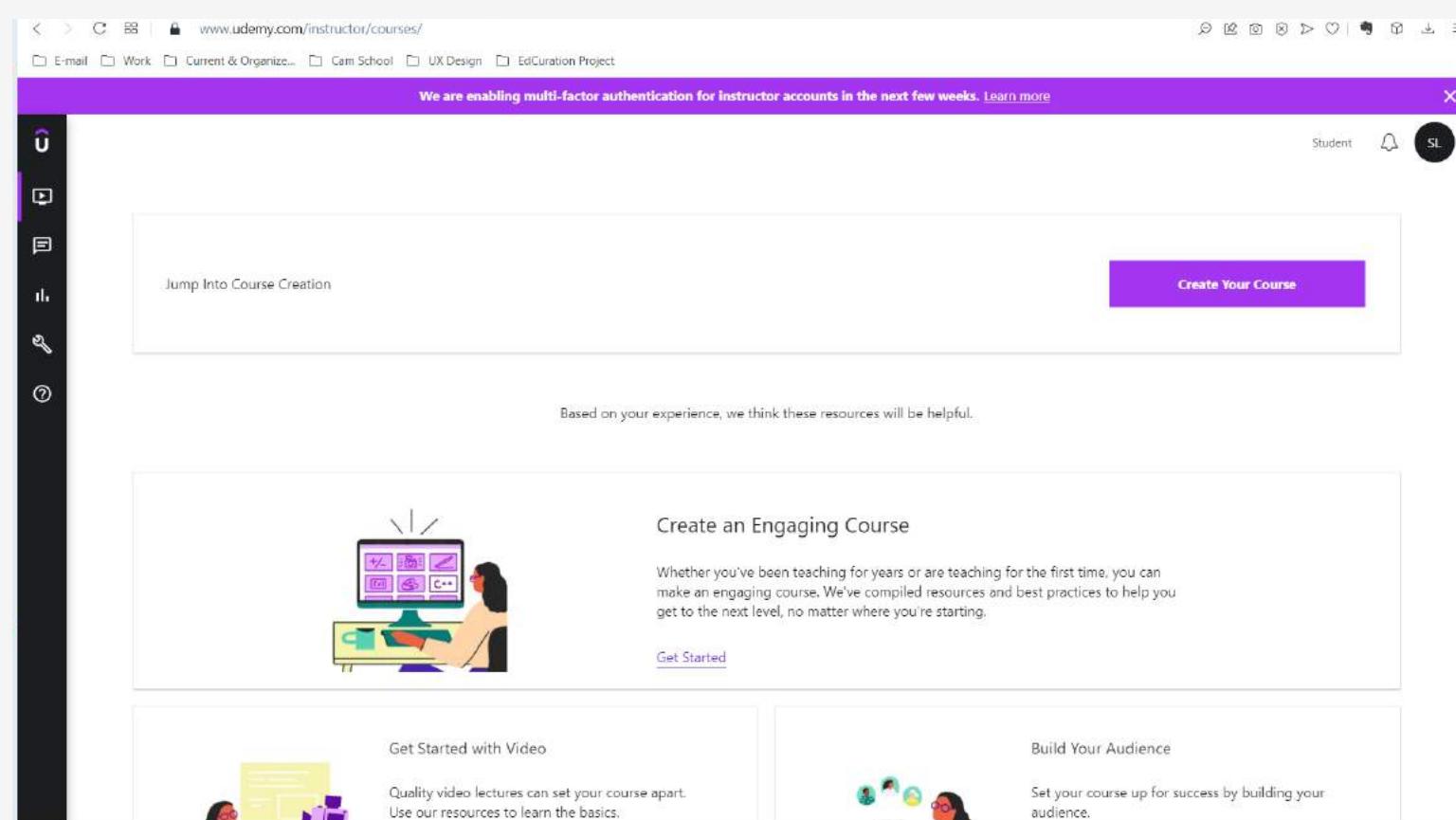


Upwork – Presents relevant market data to help users their rates

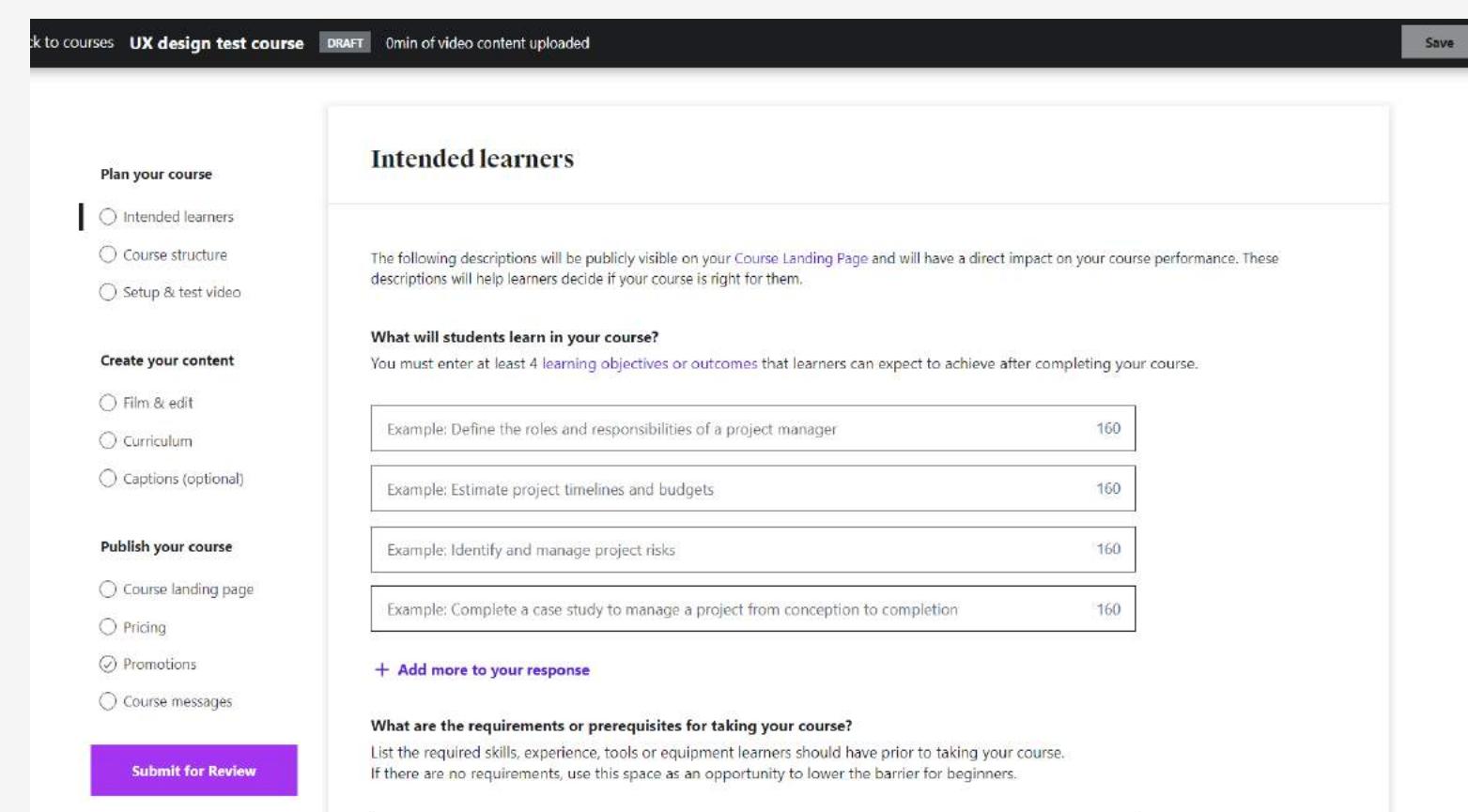
Give your users access to helpful resources

When you're asking for complex information from users, offering help resources can prevent users from getting stuck. Here are a few ways these companies help their users:

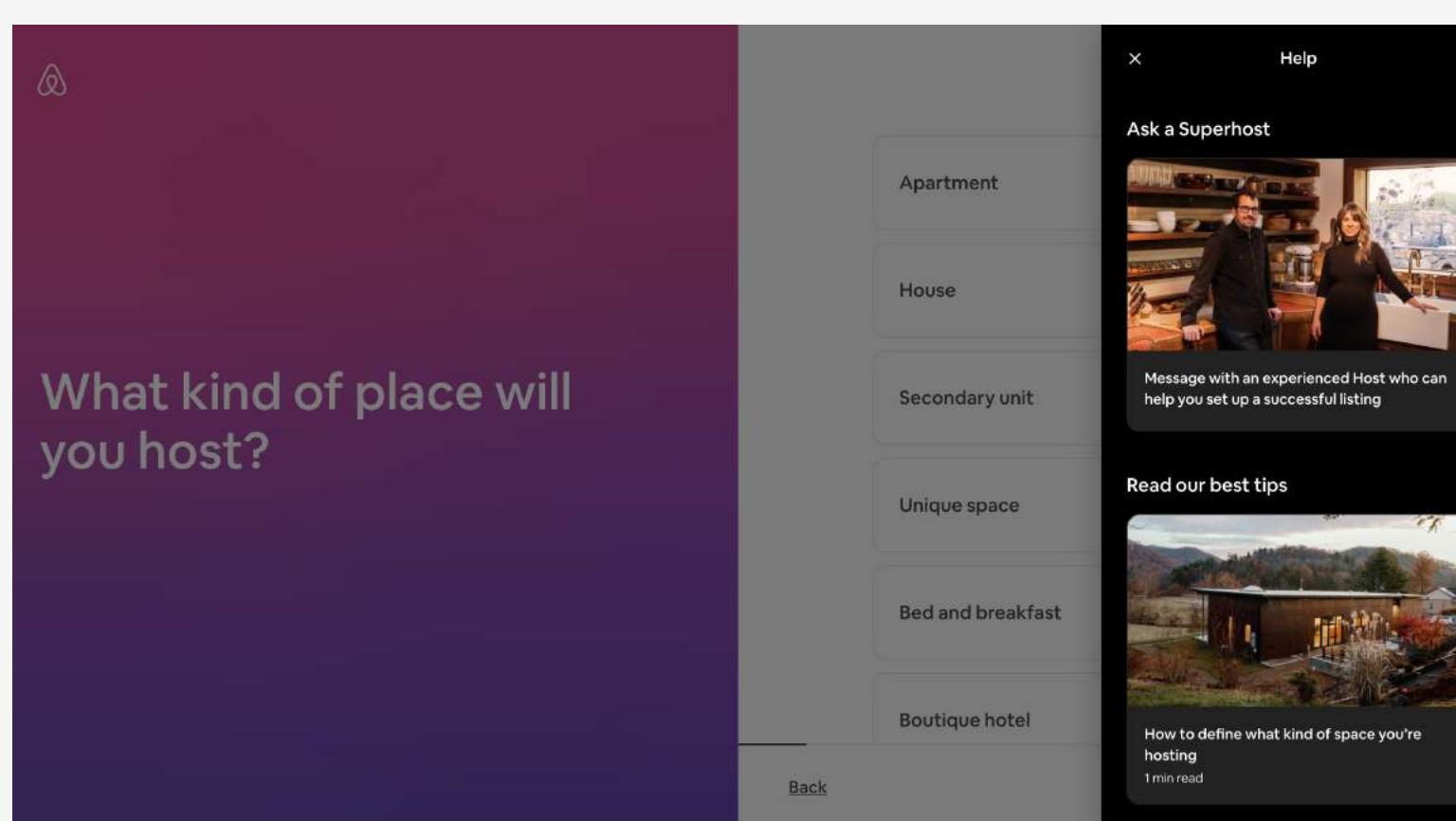
- Helping you connect to other users like you that are willing to help
- Links to tips and helpful articles
- Tailored help resources



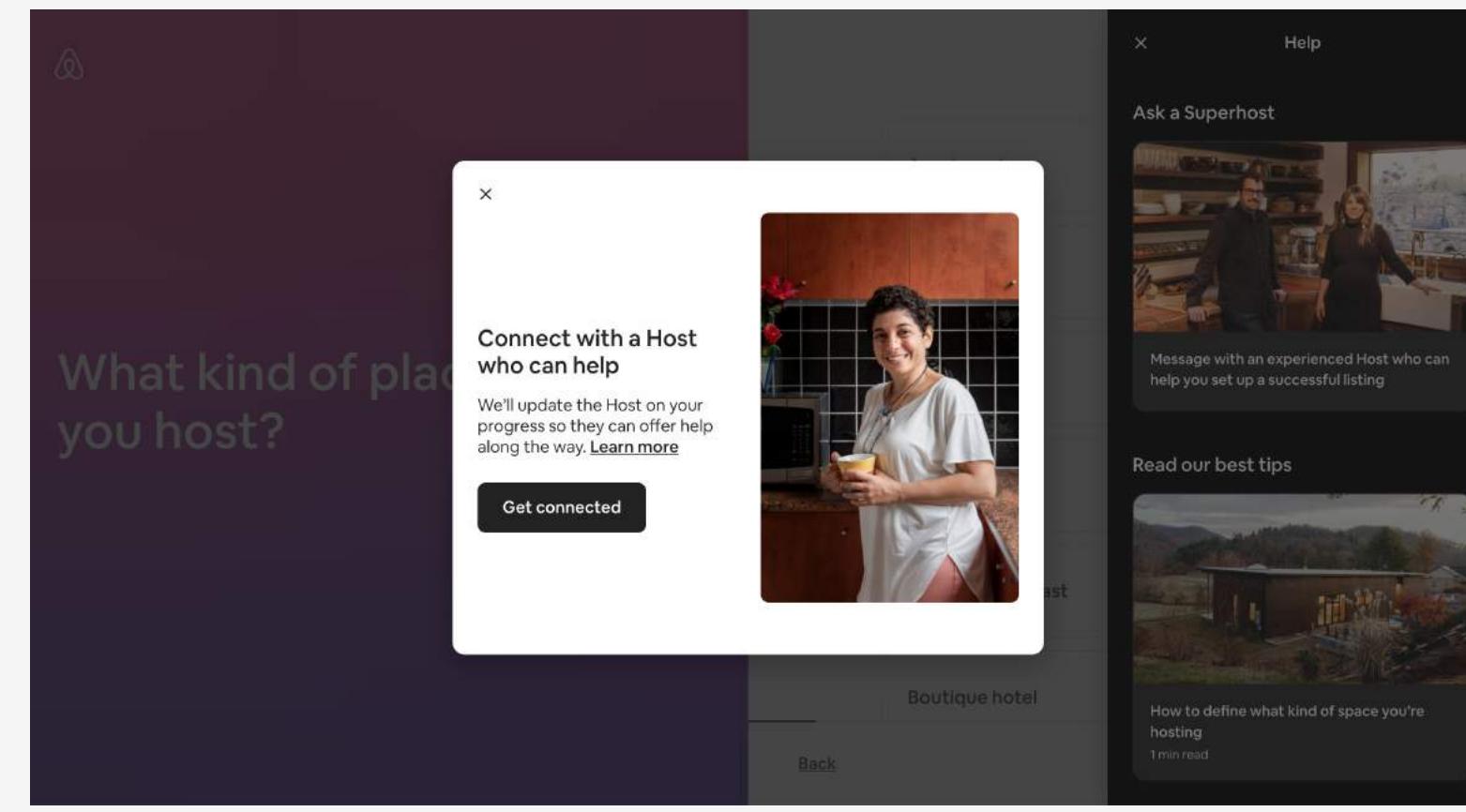
Udemy – Tailored help resources based on user profiles



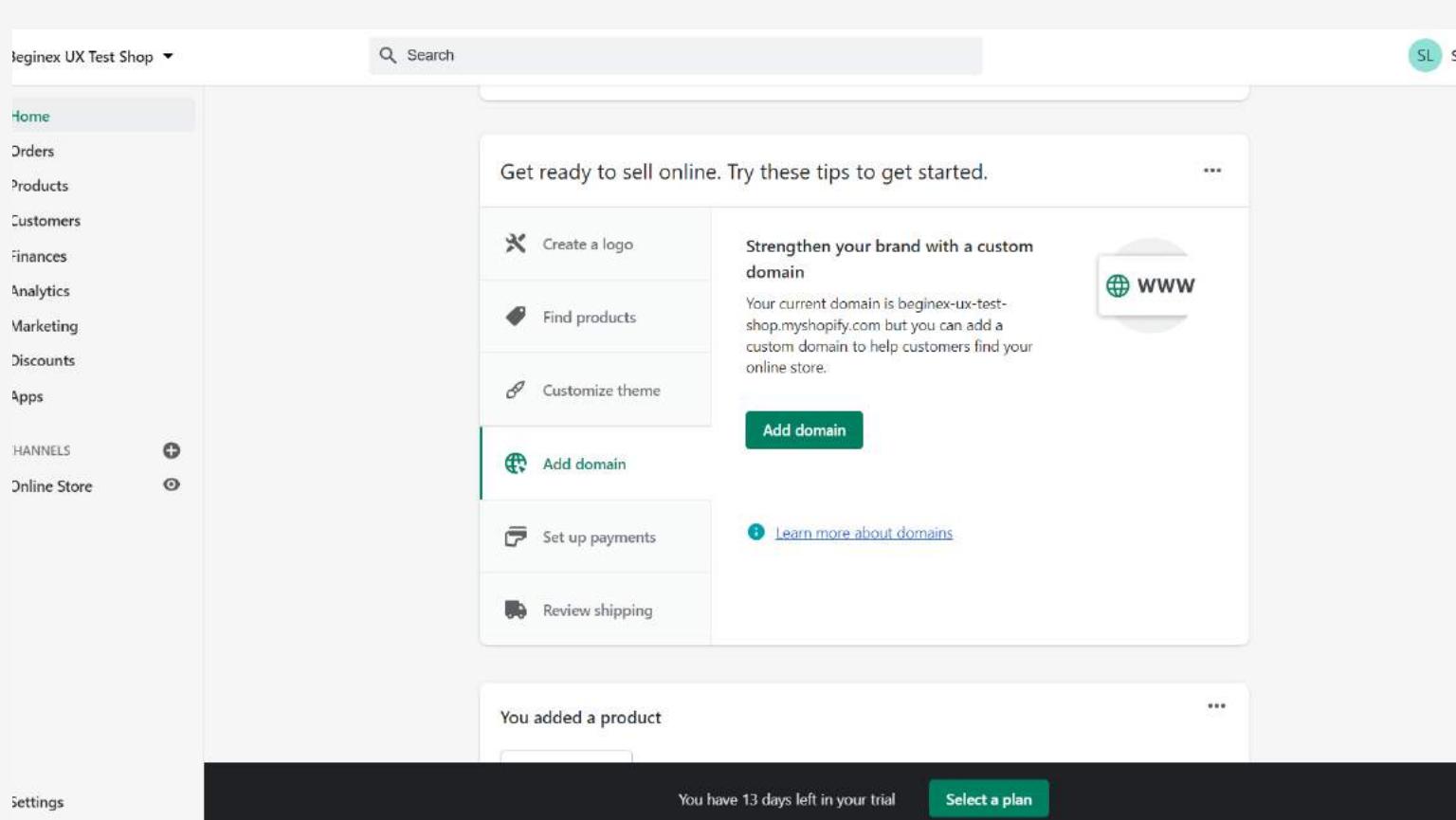
Udemy – Links to explain complicated terms



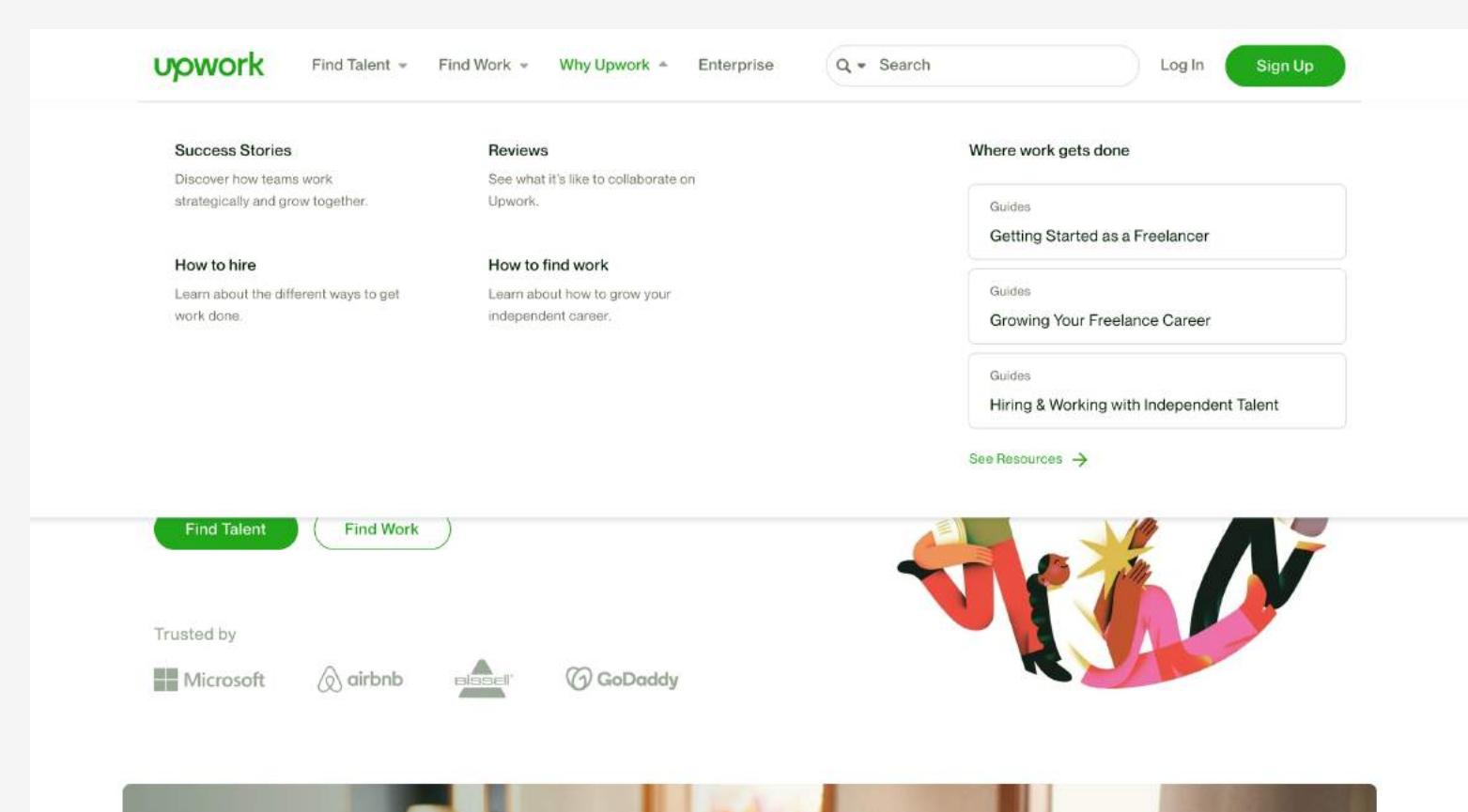
Airbnb – Link to helpful tips



Airbnb – Connect with host who can help



Shopify – Learn more about... link



Upwork – 'Guides' and other resources in a dropdown menu

Time saver: Prevent users from making errors while filling out your form

Errors can be time consuming! Here are a few good techniques we came across that help prevent users from making mistakes and wasting precious time:

- In-line validation
- Toast notifications
- Drafts: give users the chance to review information before saving/publishing
- Show users how their listing will look
- Make it easy for users to edit their answers
- An admin review process

The Upwork account setup form includes a 'First name' field with a red error message 'First name is required' below it. Other fields like 'Last name', 'Select a country', and 'I want to:' are shown without validation messages.

Upwork – In-line validation

The Udemy course creation form features a prominent purple 'Submit for Review' button at the bottom right of the main content area.

Udemy – Submit for Review

The Aibnb listing preview screen shows a large purple gradient background with the text 'Check out your listing!' and a 'Save your listing' button at the bottom right.

Aibnb – Let them see their listing as buyers see it

The Upwork scope estimation form includes 'Back' and 'Next: Location' buttons at the bottom right of the main content area.

Upwork – Edit answer buttons

The Udemy course creation form has a red warning box at the bottom left stating 'This field should contain at least 4 items.' Below it is a '+ Add more to your response' link.

Udemy – Warning and error messages

The Shopify product creation form includes a 'Draft' status indicator in the top right corner of the main content area.

Shopify – Draft status

Time saver: Help users recover from errors as quickly as possible

It's impossible to prevent all errors. Here are a few ways these companies help their users recover quickly once they've made an error.

- Useful/informative error messages
- Place error message next to the field where the error was made

Last name
Delongchamp

Make sure it matches the name on your government ID.

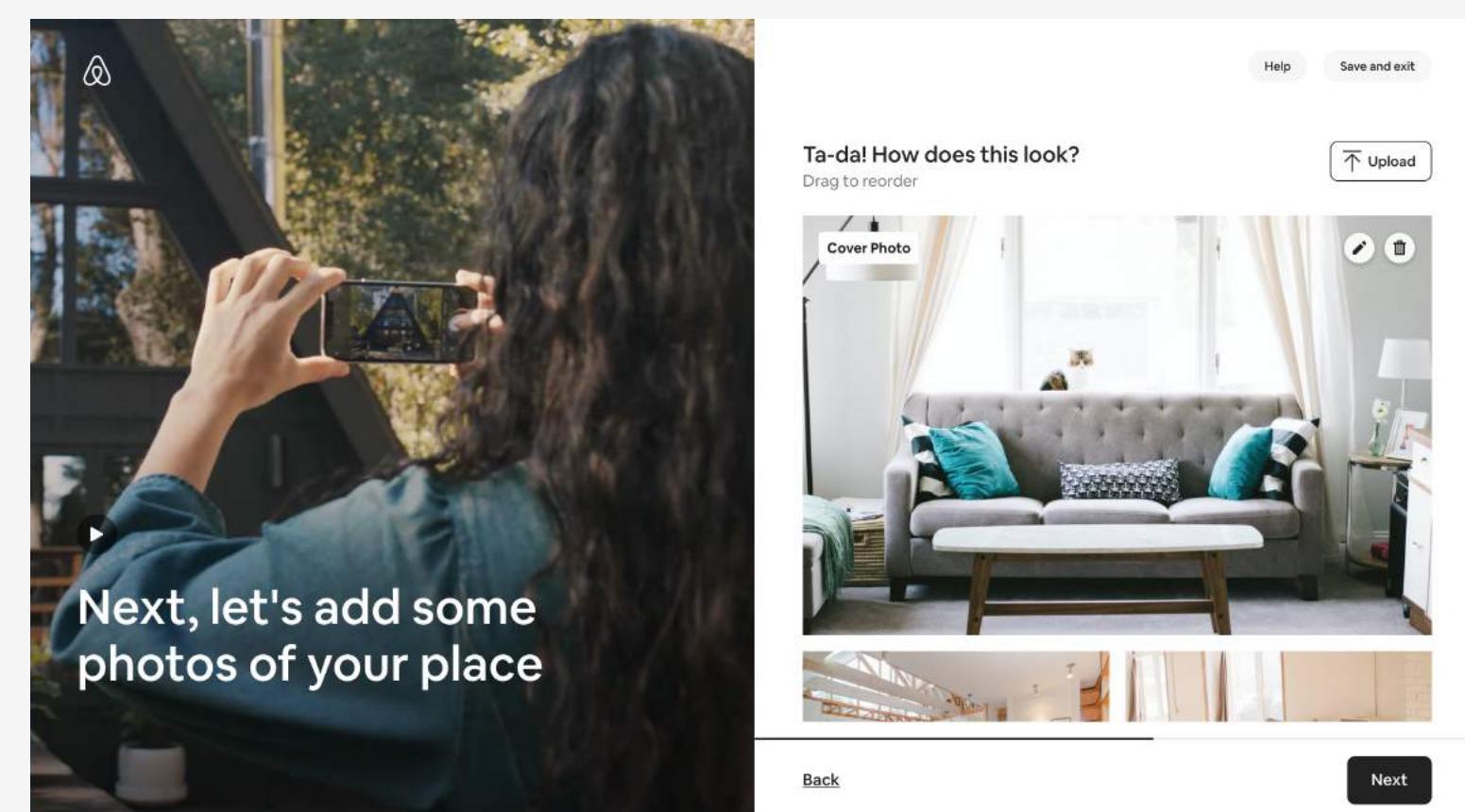
Birthdate

To sign up, you need to be at least 18. Your birthday won't be shared with other people who use Airbnb.

Email
tania.delongchamp@gmail.com

! Enter a valid email.

Airbnb – Error messages



Airbnb – Delete uploaded file button

Attach file
Max file size: 100 MB

Category
UX/UI Design

Skills
UX Design, Prototype, User Flows, Wireframes, Interaction Design

Scope
Medium, 1 to 3 months, Intermediate level

Location
Worldwide, Americas, Europe, Asia, Africa

Budget
\$18.00 - \$30.00/hr

Screening questions (optional)

Advanced preferences (optional)

Don't forget to add your job description above.

Save as a draft Post Your Job Now

Upwork – Useful tooltip over an inactive button tells the user what they need to do before moving to the next step

Account details couldn't be saved.
Enter a ten digit phone number

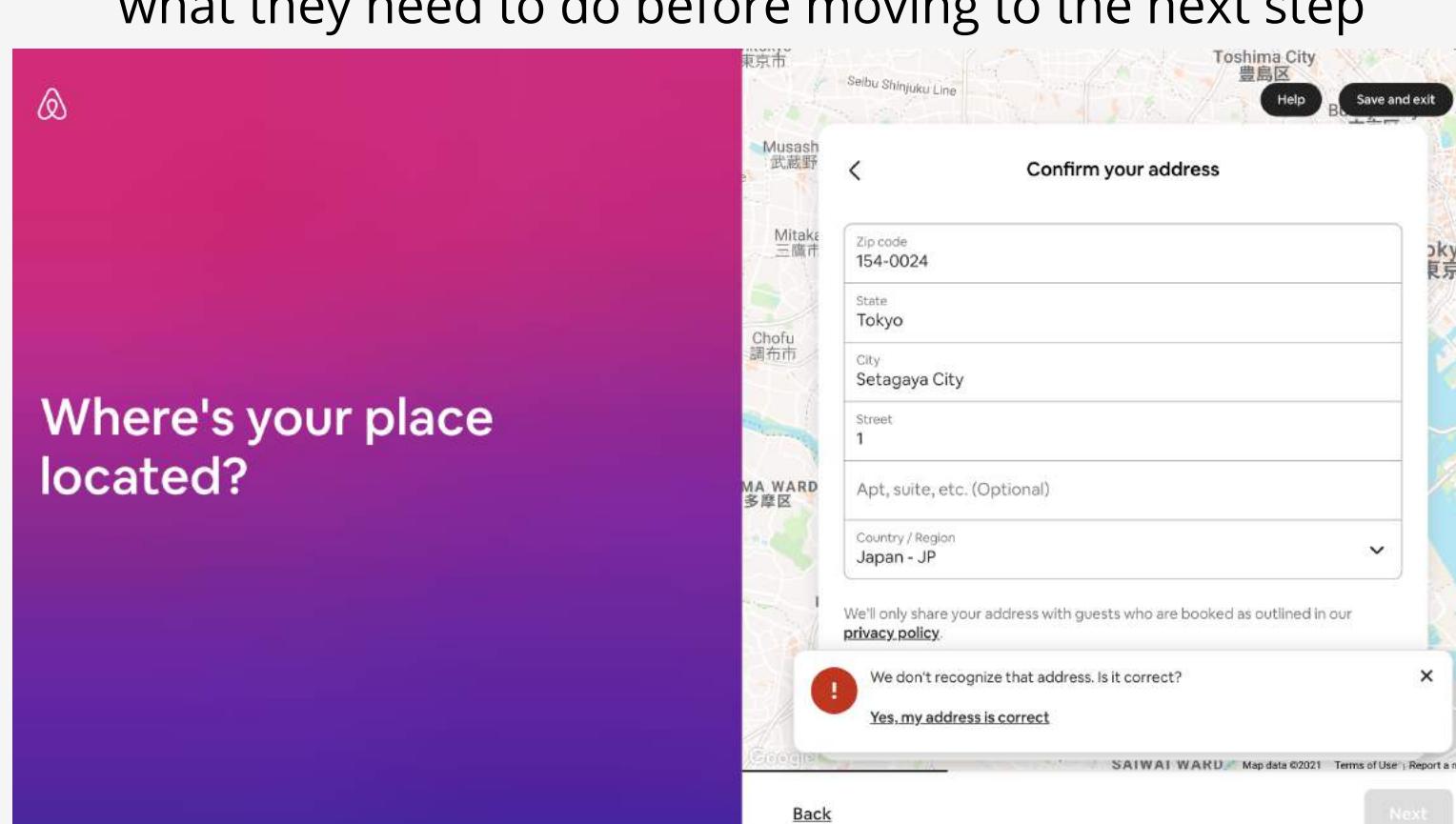
Step 2 of 2

Add an address so you can get paid
This will be used as your default business address.
You can always change this later.

First name
S

Last name
Littrell

Shopify – Error message



Airbnb – Toast notifications

Tell users why this question is important and how it will be used

Users are more likely to answer a question if they know why the answer is important and how the information will be used. Here's how these companies do that:

- Tell users why the question is important
- Show users how the information will appear to buyers

The screenshot shows the Udemy course creation interface. On the left, there's a sidebar with sections like 'Plan your course', 'Create your content', and 'Publish your course'. The main area is titled 'Intended learners' and contains fields for describing the course to potential students. It includes sections for 'What will students learn in your course?' (with examples for roles, timelines, and project management), 'Requirements or prerequisites for taking your course?' (with a note about listing required skills), and a 'Submit for Review' button.

Udemy – Tell users upfront how the information will be used

The screenshot shows the Upwork job posting interface. It features a 'Headline' step where a user is prompted to 'Write a headline for your job post'. Below the input field, there's dynamic helper text: 'That looks a little short. A descriptive headline will help candidates better understand what your job requires.' It also lists example titles for different types of jobs.

Upwork – Dynamic helper text gives users information on how and why to answer this question

The screenshot shows the Airbnb listing creation interface. On the left, there's a purple sidebar with the text 'Let guests know what your place has to offer'. The main area asks 'Do you have any standout amenities?' and provides a grid of icons for various amenities like pools, hot tubs, patios, and exercise equipment. There are 'Back' and 'Next' buttons at the bottom.

Airbnb – Icons used here are the same ones that appear the listing that viewers see

The screenshot shows the Upwork job posting interface. It features a 'Location' step where users can choose between 'U.K. only' (which limits proposals to United Kingdom residents) and 'Worldwide' (which allows proposals from anywhere). It also includes a 'Region or country preferences (optional)' dropdown with options for Africa, Americas, Asia, and Europe.

Upwork – Telling ‘clients’ how ‘freelancers’ will use this information

The screenshot shows the Upwork job posting interface. It features a split-screen design. The left side shows the 'Headline' step with the text 'Let's start with a strong headline.' and a note: 'This helps your job post stand out to the right candidates. It's the first thing they'll see, so make it count!' The right side shows the 'Skills' step with a 'Write a headline for your job post' input field and a list of example titles.

Upwork – Split screen messaging tells the user why this question is SO important

Give users the flexibility to save and return to forms, and to publish listings when they're ready

These companies give users the flexibility to save, preview and publish forms with CTAs like:

- Save and Exit
- Preview Your Listing
- Not ready to answer this question?
- Publish Your Listing
- Submit for Review

A screenshot of the Airbnb listing review interface. It shows a sidebar with the text "Just a few last questions...". The main area contains sections for "Do you have any of these at your place?", "Some important things to know", and a "Review your listing" button.

Airbnb – Save and Exit / Review your listing

A screenshot of the Udemy draft status page for a course titled "UX design test course". It includes sections for "Plan your course", "Create your content", "Publish your course", and "Intended learners". A "Submit for Review" button is visible at the bottom.

Udemy – Draft Status page

A screenshot of the Shopify admin interface under the "Products" section. A modal window is open over a list of products, showing options to "Set as active", "Set as draft", "Archive products", "Delete products", and "Add available channel(s)...".

Shopify – Set as a draft

A screenshot of the Upwork platform showing a budget estimation section. It features a histogram of hourly rates from \$18 to \$145, a "Hourly rate" input field, a "Project budget" input field, and a message stating "Not ready to set an hourly rate?"

Upwork – Not ready to set an hourly rate?

A screenshot of the Upwork job posting form. It includes sections for "Screening questions (optional)", "Advanced preferences (optional)", and buttons for "Save as a draft" and "Post Your Job Now".

Upwork – Save as a draft / Post Your Job Now

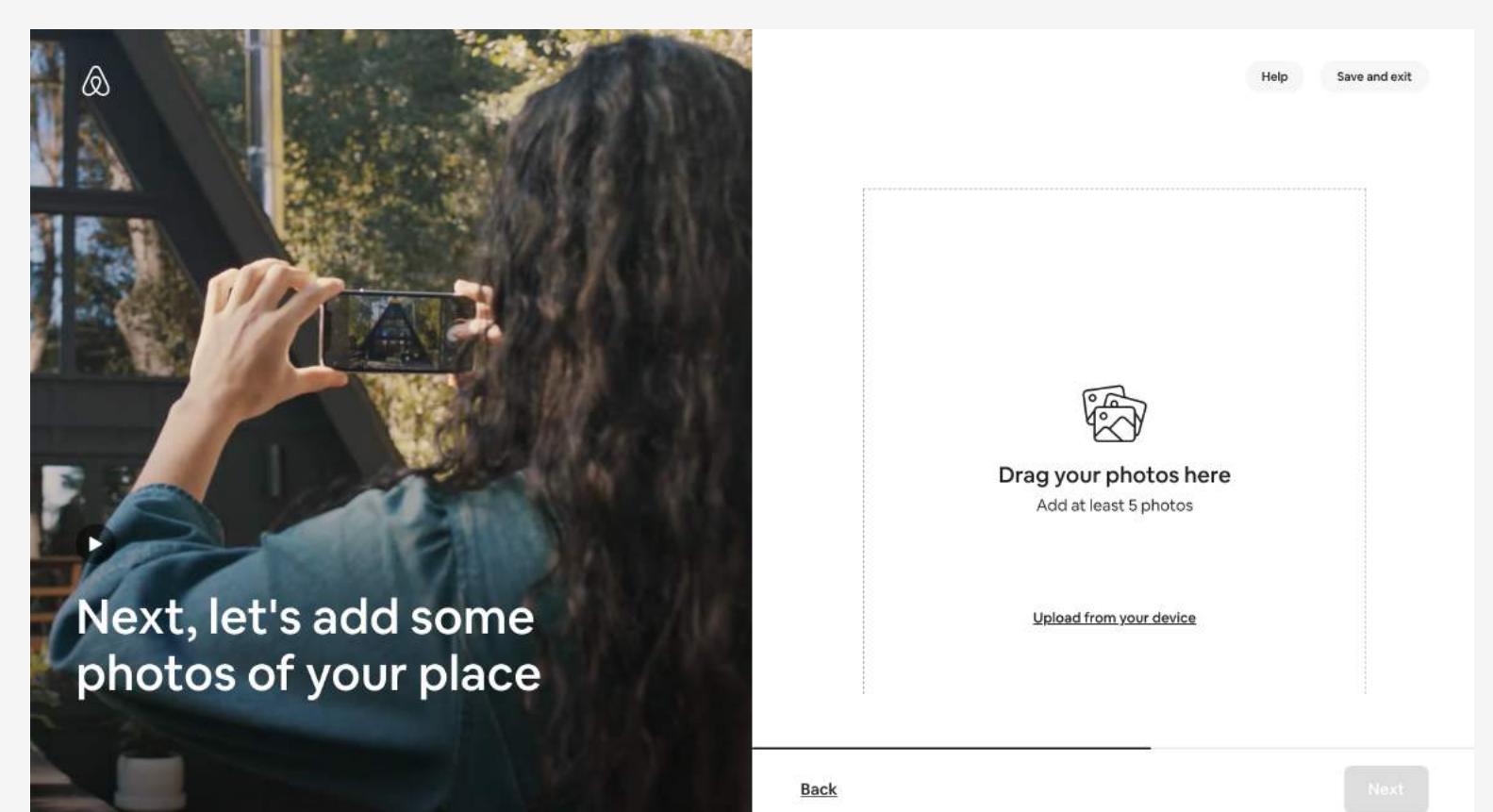
Encourage users to finish your form by making it shorter (or look and feel shorter)

No one wants to fill out a long form. Here are a few ways these companies keep their forms as short as possible (or make their forms look and feel shorter than they actually are):

- Get rid of traditional labels and using placeholders that turn into labels
- Enable multiple image uploading
- Using 'click to add more' links
- For longer sections, reveal new questions only after previous ones have been answered
- Save questions for later stages

The screenshot shows the Airbnb 'Log in or sign up' page. It features floating labels for 'Country/Region' (Japan (+81)), 'Phone number', and 'Continue'. Below these are social media login options: 'Continue with Facebook', 'Continue with Google', 'Continue with Apple', and 'Continue with email'.

Airbnb – Floating Labels



Airbnb – Upload multiple images

The screenshot shows the 'Plan your course' section of the Udemy platform. It includes fields for 'Intended learners', 'Create your content', and 'Publish your course'. At the bottom, there is a purple button labeled 'Submit for Review' and a link '+ Add more to your response'.

Udemy – 'Add more to your response' link

The screenshot shows the 'Now just finish and review your job post.' step on Upwork. It includes fields for 'Headline' (UX designer needed to update education marketplace), 'Describe your job' (with a note about including expectations), and a large text area for 'Job description' (with a character limit of 5000).

Upwork – Some questions don't appear until the 'Review Your Job' stage

The screenshot shows the 'Scope' step of the Upwork proposal process. It asks 'Next, estimate the scope of your work.' and 'Consider the size of your project and the time it will take.' It includes fields for 'Medium' (Well-defined projects like a landing page), '1 to 3 months', 'What level of experience will it need?' (with options for 'Entry', 'Intermediate', and 'Expert'), and 'Skills' (Headline, Scope, Location, Budget). Buttons for 'Back' and 'Next: Location' are at the bottom.

Upwork – Dynamic form, starts by showing only 1 question, more questions appear as previous ones get answered

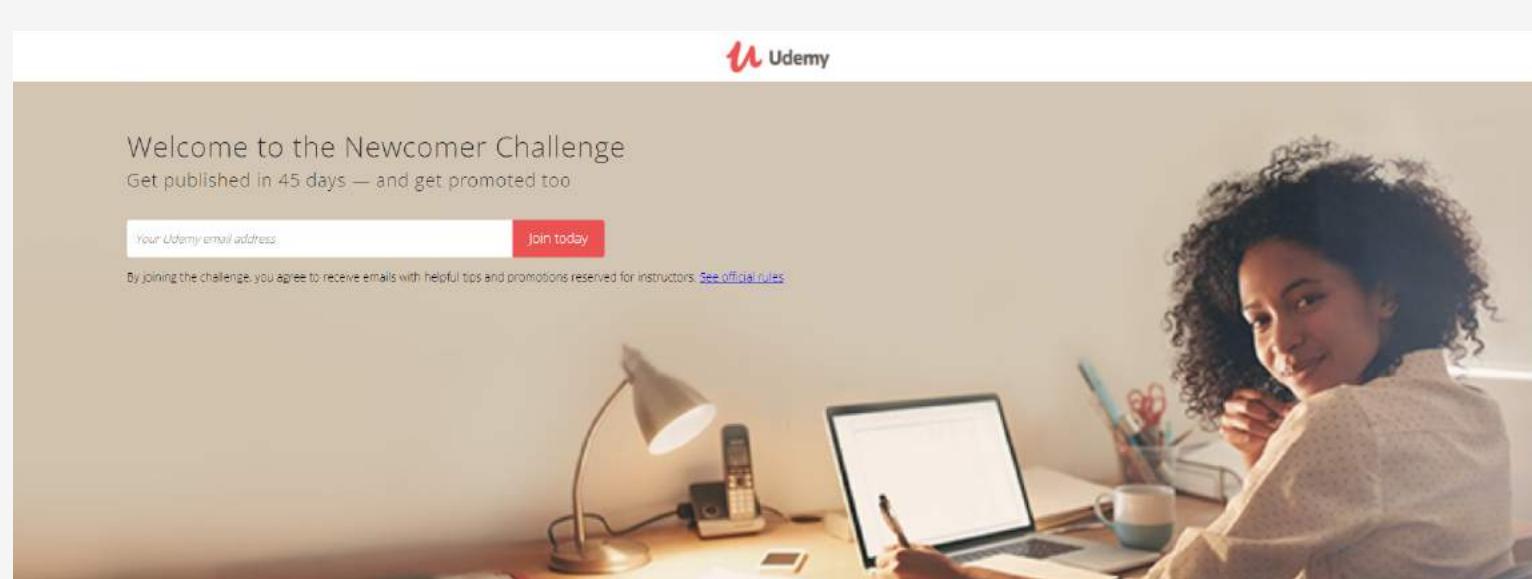
The screenshot shows the 'We'll help you get started based on your responses' step on Shopify. It includes fields for 'Are you already selling?' (dropdown), 'What is your current revenue?' (dropdown), 'Which industry will you be operating in?' (dropdown), and 'Business type' (dropdown). Buttons for 'Skip' and 'Next' are at the bottom.

Shopify – Dynamic form, more questions appear as existing ones get answered

Encourage users to come back and finish their profiles

Here are a few different ways that other companies motivate their users to build strong profiles:

- Customized dashboard messages/reminders
- Progress bars showing level of profile completeness
- Well-placed prompts
- A list of what elements are left to complete
- A trust score that incorporates profile completeness and other metrics

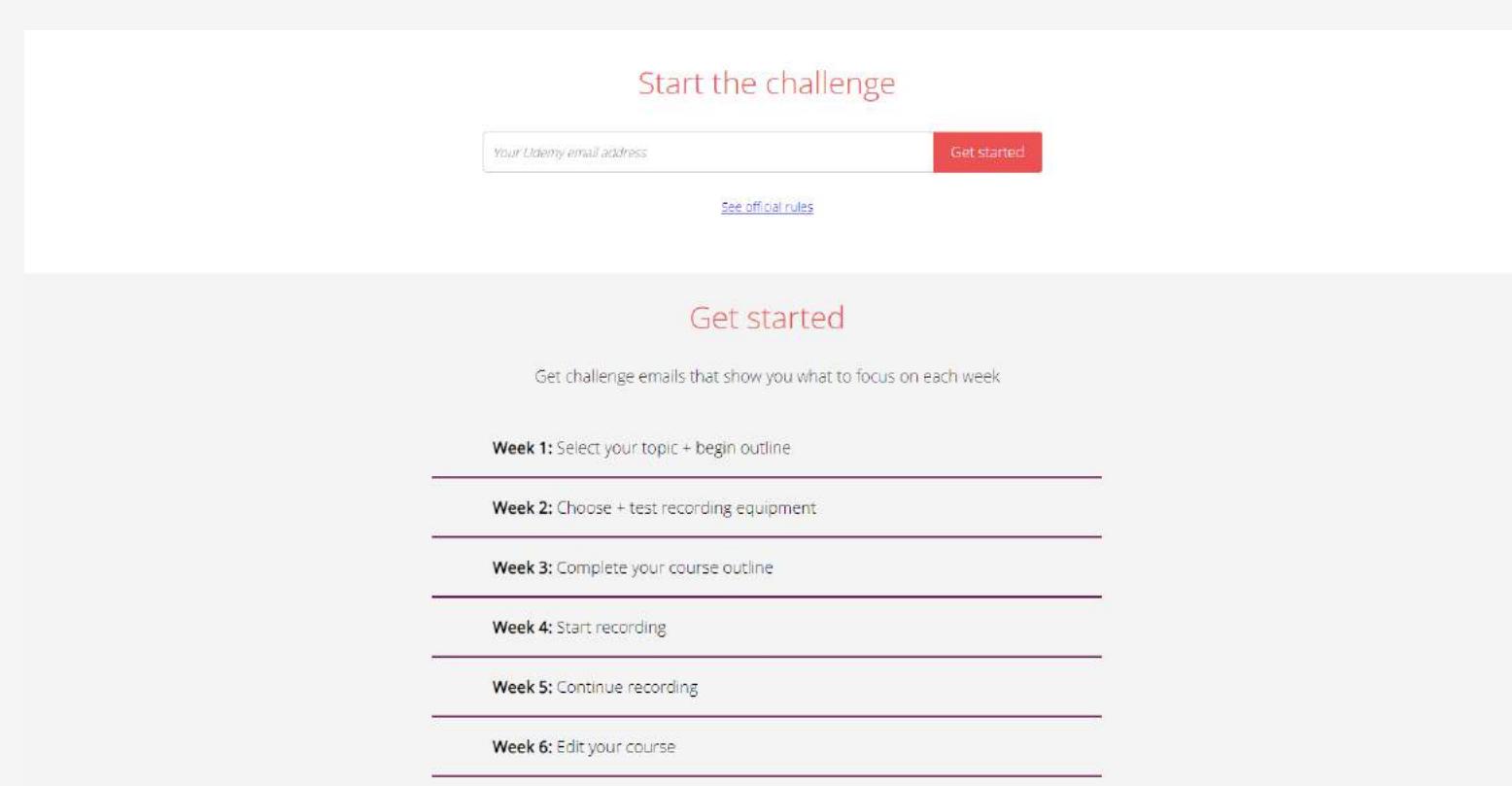


Welcome to the Newcomer Challenge. Get published in 45 days — and get promoted too! Your Udemy email address: [Join today](#). By joining the challenge, you agree to receive emails with helpful tips and promotions reserved for instructors. [See official rules](#).

Get guided. Get published. Get rewarded. Follow our fully-guided path to publish your [first course](#) in 45 days. Get promoted to our 42m Facebook followers and 158k Twitter followers when you complete the challenge.

+ +

Udemy – Join the Newcomer Challenge



Start the challenge Your Udemy email address: [Get started](#) See official rules

Get started Get challenge emails that show you what to focus on each week

Week 1: Select your topic + begin outline

Week 2: Choose + test recording equipment

Week 3: Complete your course outline

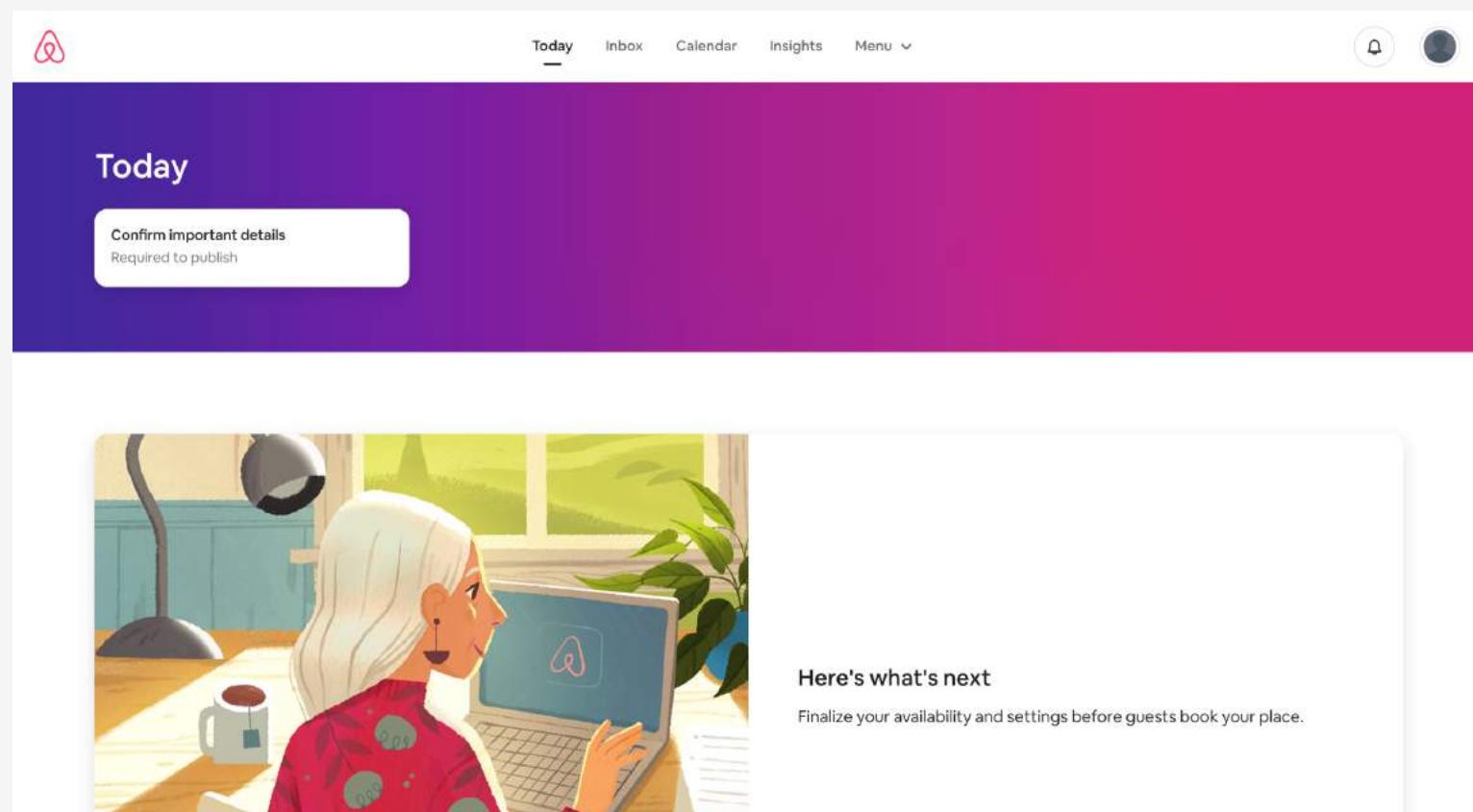
Week 4: Start recording

Week 5: Continue recording

Week 6: Edit your course

Week 7: Polish and publish

Udemy – Join the Newcomer Challenge step by step

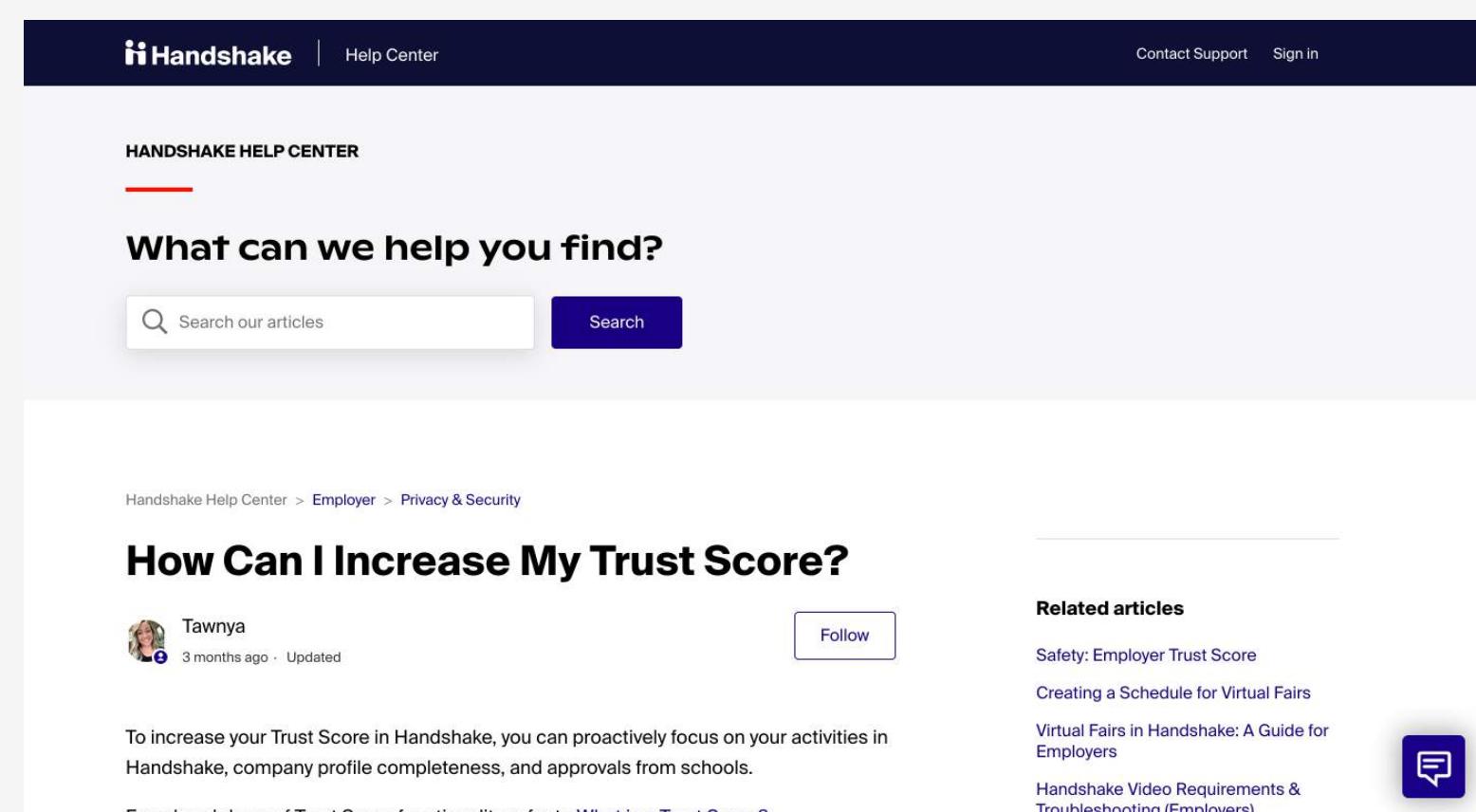


Today Confirm important details Required to publish

Here's what's next Finalize your availability and settings before guests book your place.

A woman with blonde hair is sitting at a desk, looking at a laptop screen with a smiley face icon on it.

Airbnb – Customized dashboard with reminders and prompts that encourage users to continue working on their listing



Handshake Help Center | Help Center Contact Support Sign in

HANDSHAKE HELP CENTER

What can we help you find? Search our articles Search

Handshake Help Center > Employer > Privacy & Security

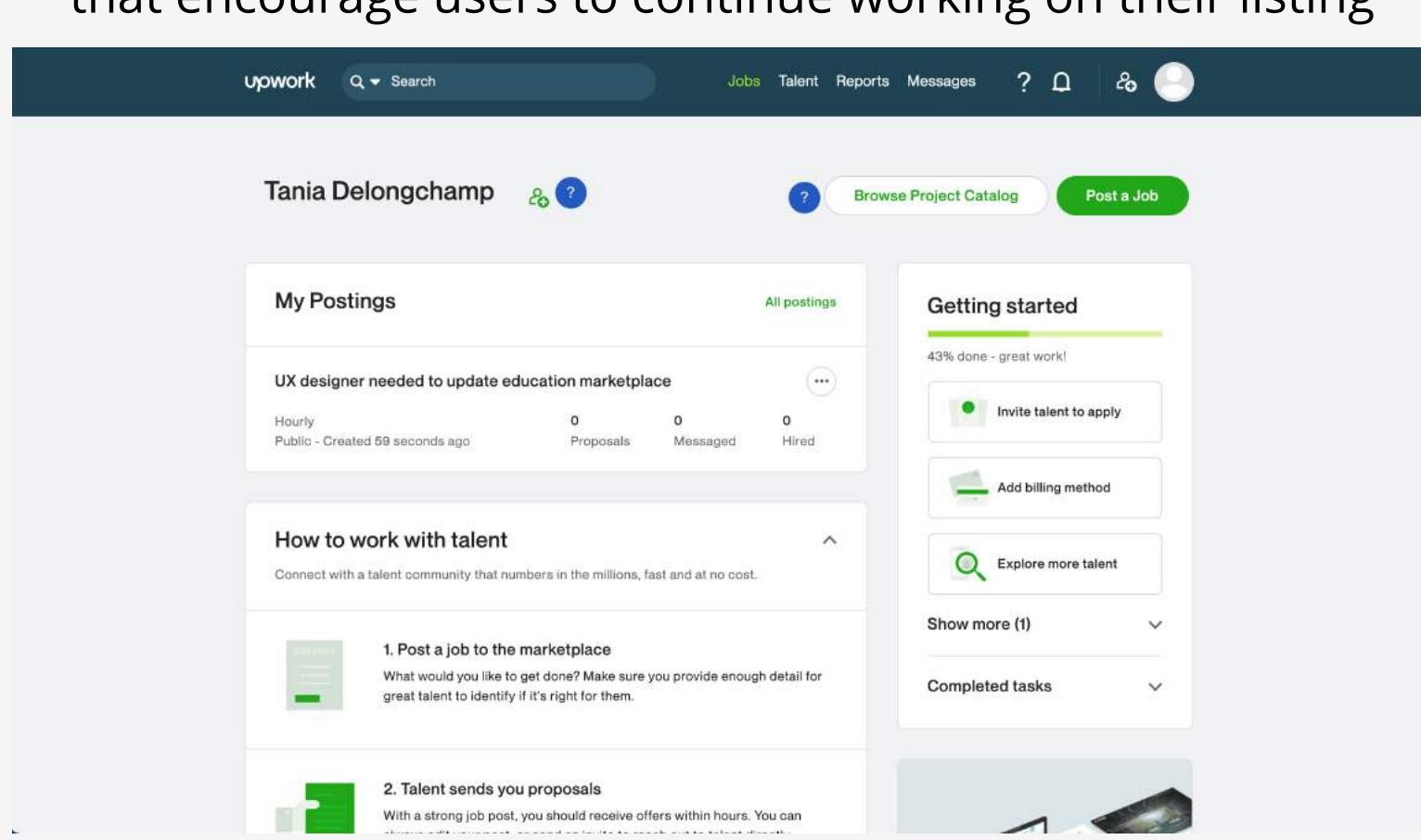
How Can I Increase My Trust Score? Tawnya 3 months ago - Updated Follow

To increase your Trust Score in Handshake, you can proactively focus on your activities in Handshake, company profile completeness, and approvals from schools.

For a breakdown of Trust Score functionality, refer to [What is a Trust Score?](#)

Related articles Safety: Employer Trust Score Creating a Schedule for Virtual Fairs Virtual Fairs in Handshake: A Guide for Employers Handshake Video Requirements & Troubleshooting (Employers)

Handshake – Trust Score



Upwork Tania Delongchamp [Browse Project Catalog](#) Post a Job

My Postings UX designer needed to update education marketplace All postings

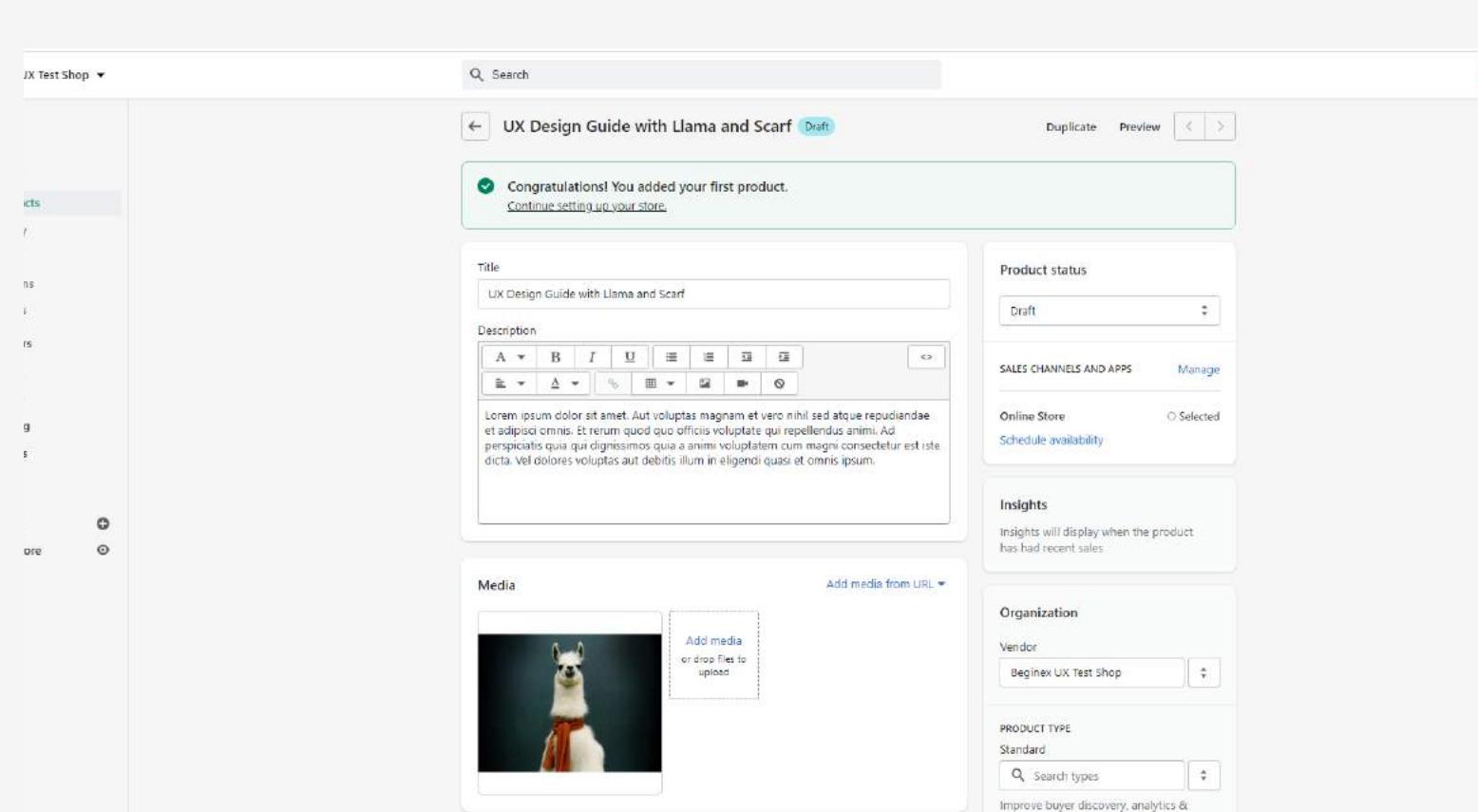
Hourly Public - Created 69 seconds ago Proposals 0 Messaged 0 Hired 0

How to work with talent Connect with a talent community that numbers in the millions, fast and at no cost.

1. Post a job to the marketplace What would you like to get done? Make sure you provide enough detail for great talent to identify if it's right for them.

2. Talent sends you proposals With a strong job post, you should receive offers within hours. You can

Upwork – Dashboard update on how complete your profile is and what's needed to get to 100%



UX Design Guide with Llama and Scarf Soft Duplicate Preview < >

Congratulations! You added your first product. Continue setting up your store.

Title UX Design Guide with Llama and Scarf

Description

Media Add media or drop files to upload

Product status Draft

Sales channels and apps Manage

Online store Selected

Schedule availability

Insights Insights will display when the product has had recent sales.

Organization Vendor Beginner UX Test Shop

Product type Standard

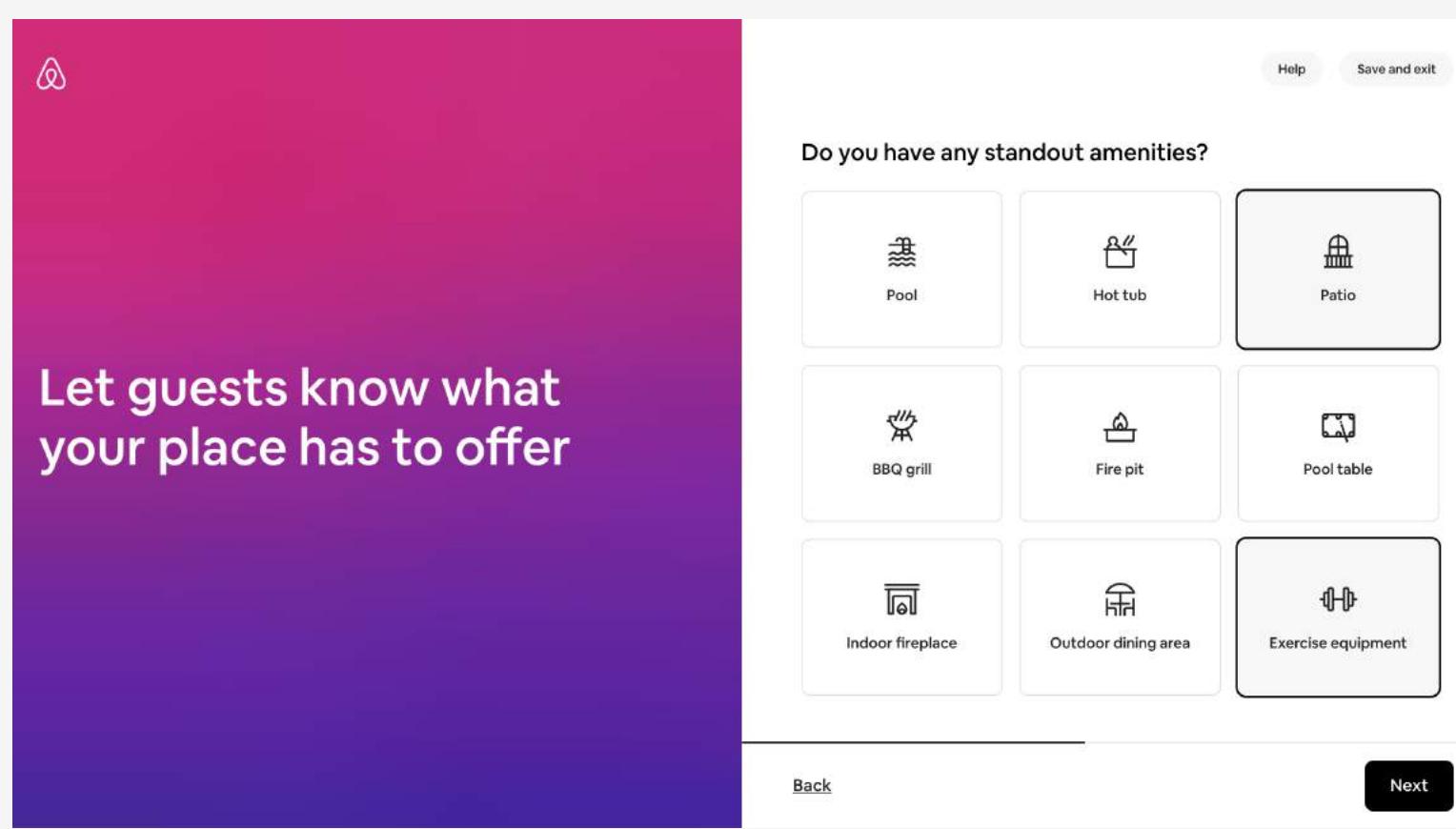
Search types Improve buyer discovery, analytics & workflow. Learn more

Shopify – Congratulations message and prompt to add more

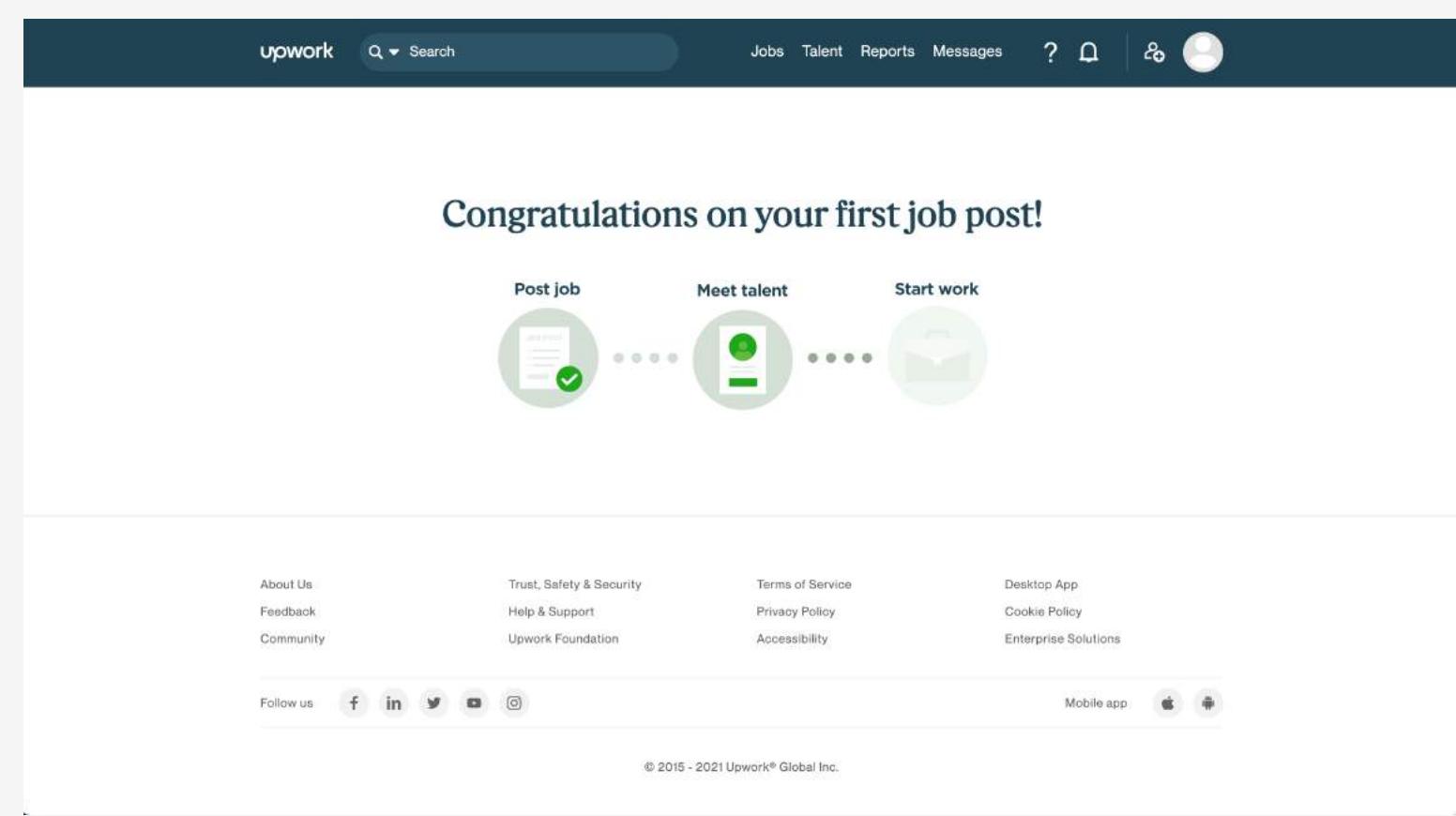
Encourage users to finish your form by keeping them engaged

These companies make their forms engaging and capture their users attention by:

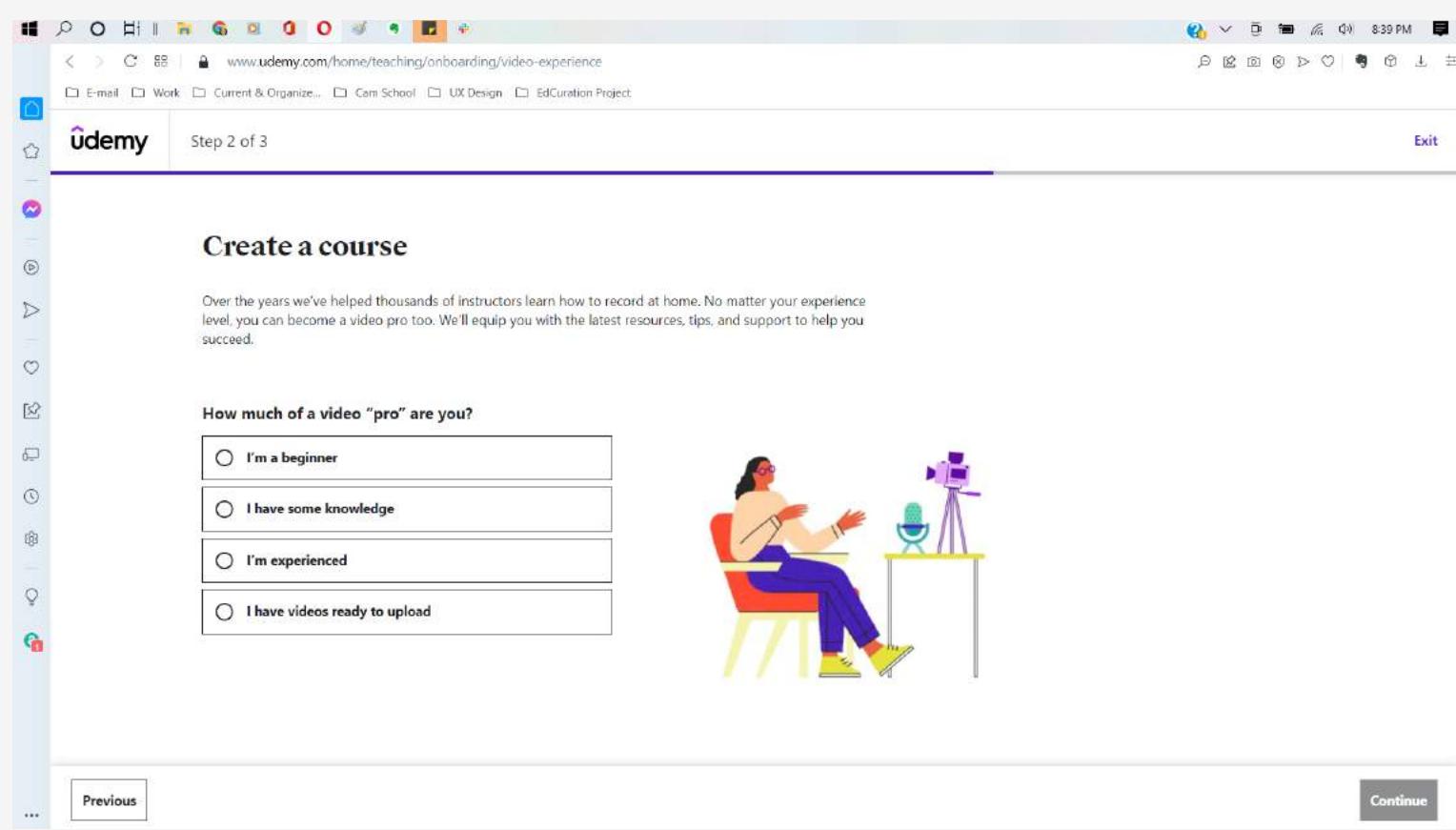
- Using selectable images, which are more engaging than simple text
- Speaking friendly, conversational tone
- Incorporating colour and illustrations



Airbnb – Selectable images



Upwork – Congratulations message

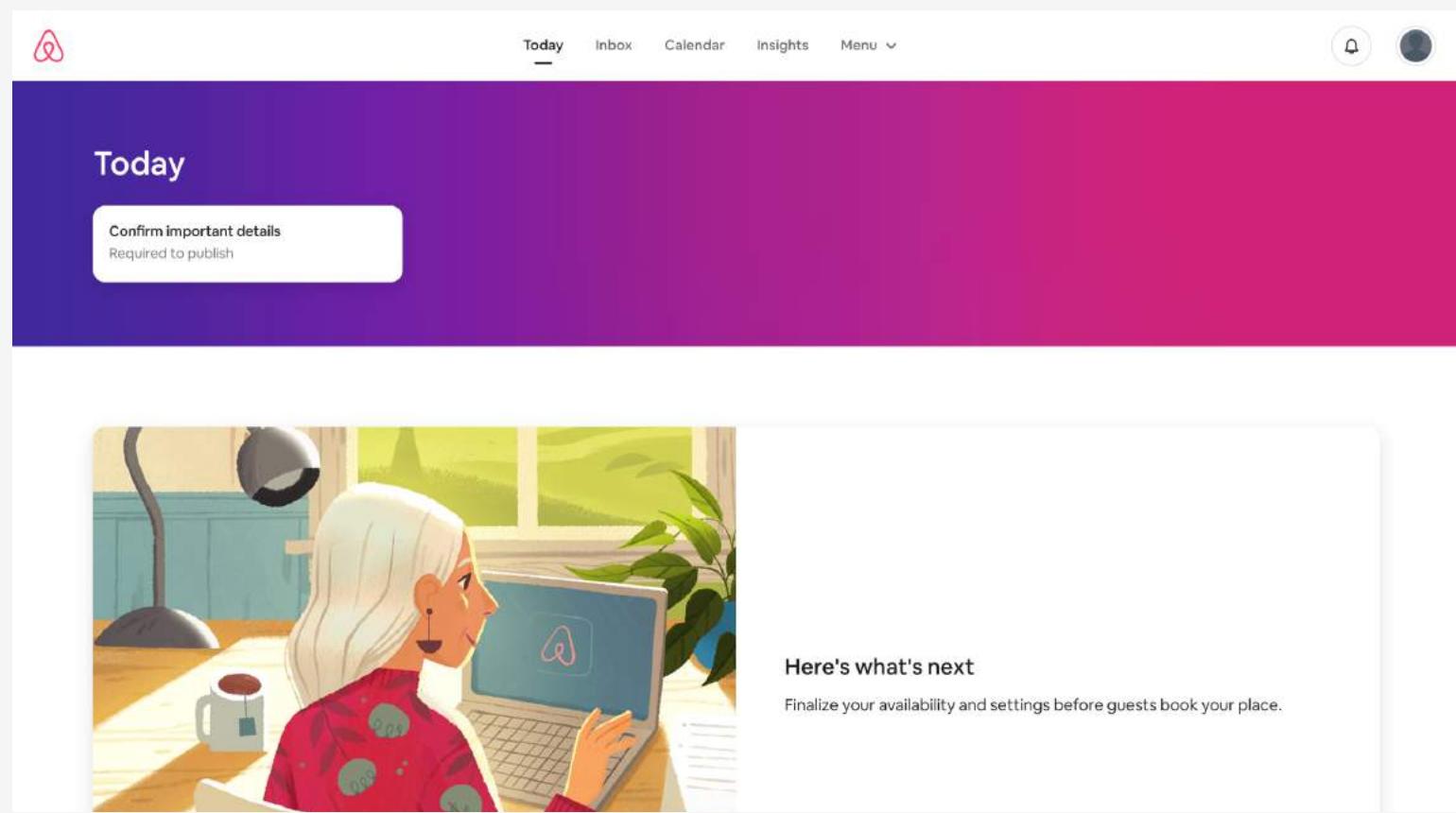


Udemy – Conversational tone and illustrations

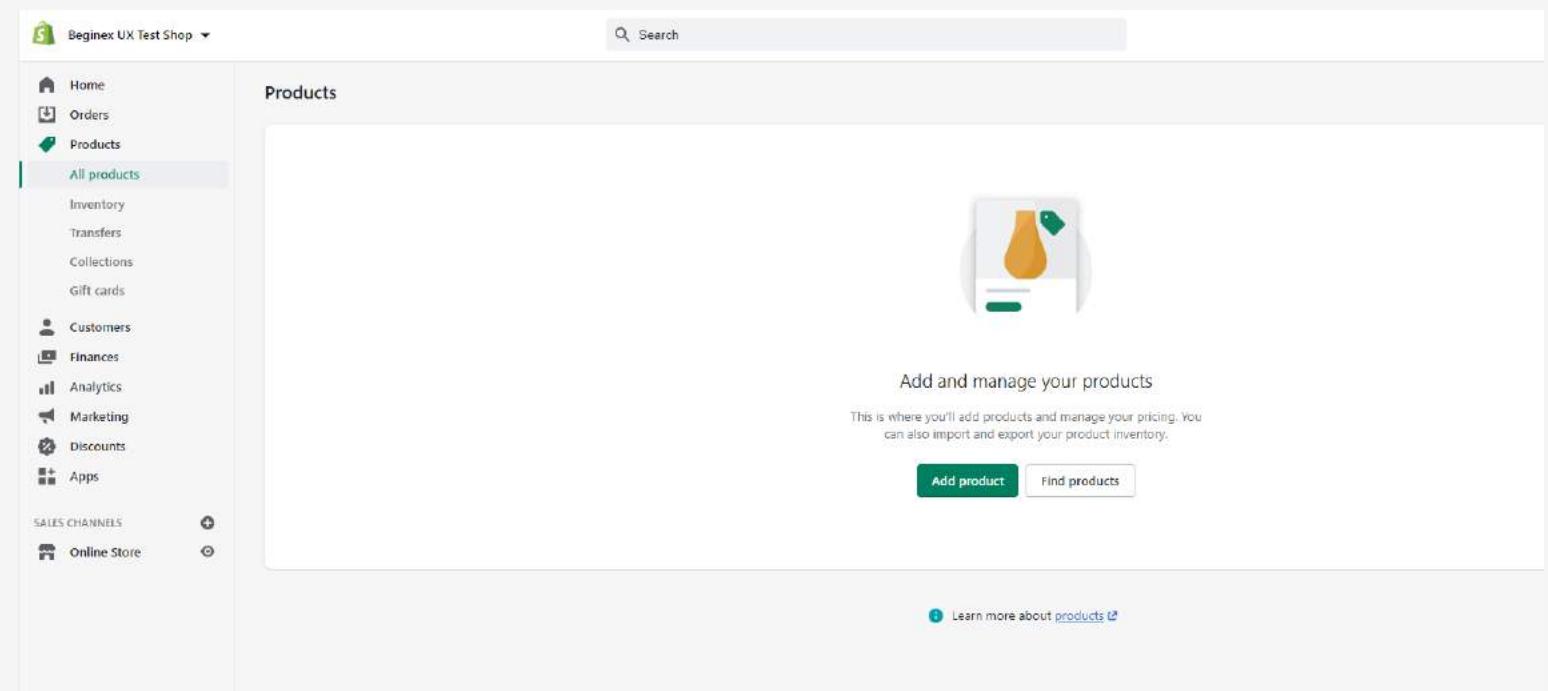
Great dashboards!

The dashboard may be the first thing users see everytime they log into your platform. Here are ways these companies make the best use of dashboard real-estate:

- Dynamic task lists that remind users what they have left to fill out in their profile
- Include placeholders so users know what's coming



Airbnb – Customized dashboard with reminders and prompts that encourage users to continue working on their listing



Shopify – Placeholder areas

Don't make them answer all of the questions

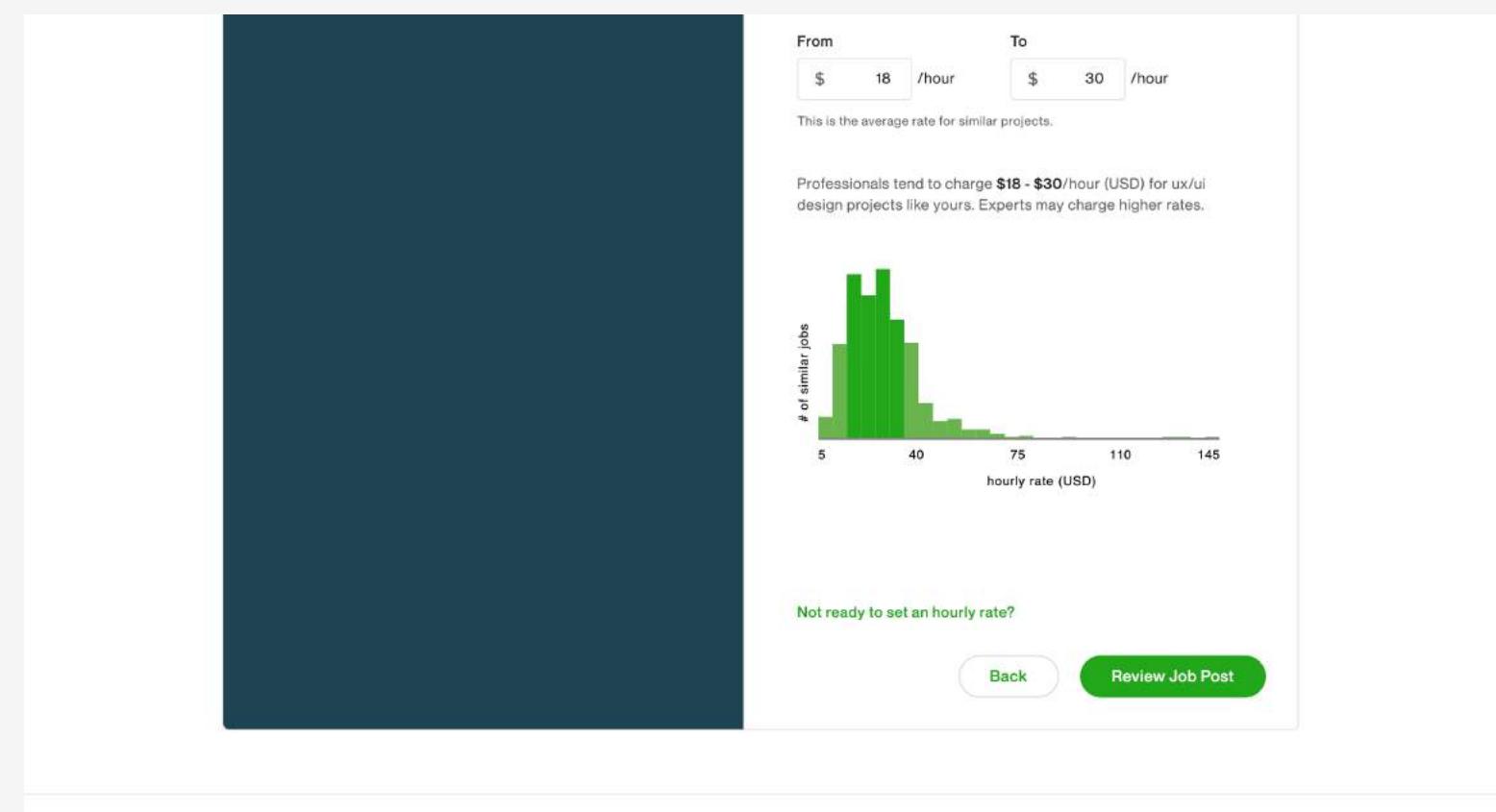
These companies only ask their users to answer the most important questions, and give them the flexibility to provide more information if they want to. Here's how they do it:

- Make it obvious if a question is optional
- Use milestone submission so users can submit the form when they have reached a certain step in the form, and then continue providing more information if they want to
- Don't prevent users from moving on to the next question (see UpWork's 'Not ready to set an hourly rate?')
- Tailor forms and questionnaires based on screener questions

The screenshot shows the first step of a Udemy course creation form. It asks, "First, let's find out what type of course you're making." Below are two options:

- Course**: Create rich learning experiences with the help of video lectures, quizzes, coding exercises, etc.
- Practice Test**: Help students prepare for certification exams by providing practice questions.

Udemy – Tailor the form to the user with a screener question

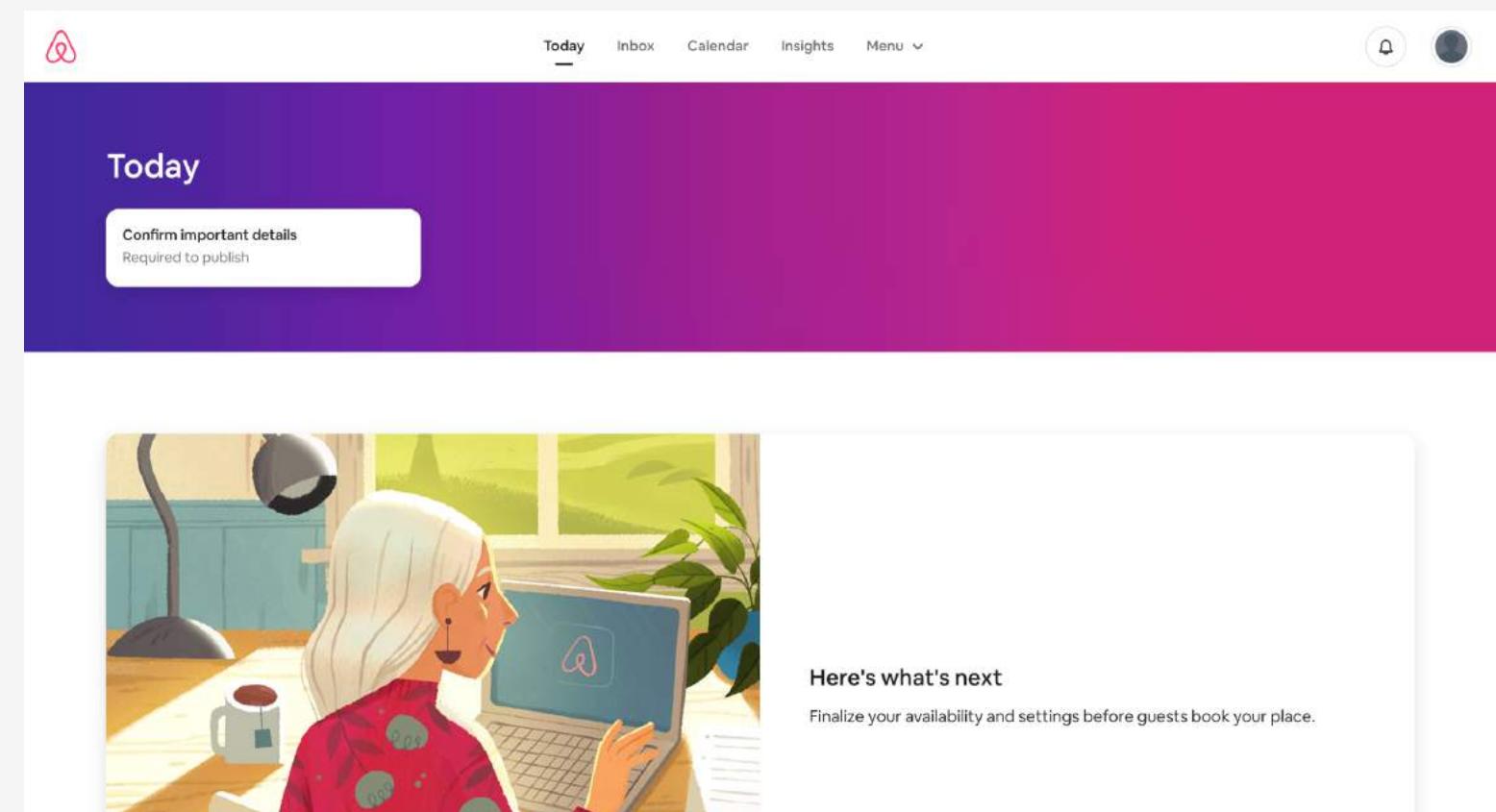


Upwork – 'Not ready to set an hourly rate?'

The screenshot shows an Upwork job posting form. It features an "Optional questions (optional)" section with a heading "Narrow down your candidates". It includes a "Select or add up to 5 questions" field with a "+ Write your own question" button. Below are several optional checkboxes:

- Describe your recent experience with similar projects
- Please list any certifications related to this project
- Include a link to your GitHub profile and/or website
- What frameworks have you worked with?
- Describe your approach to testing and improving QA

Upwork – Optional questions that allow some users to provide extra detail are hidden in an accordion



Airbnb – Customized dashboard with reminders and prompts that encourage users to continue working on their listing

The screenshot shows a Shopify account setup form. It has three dropdown fields:

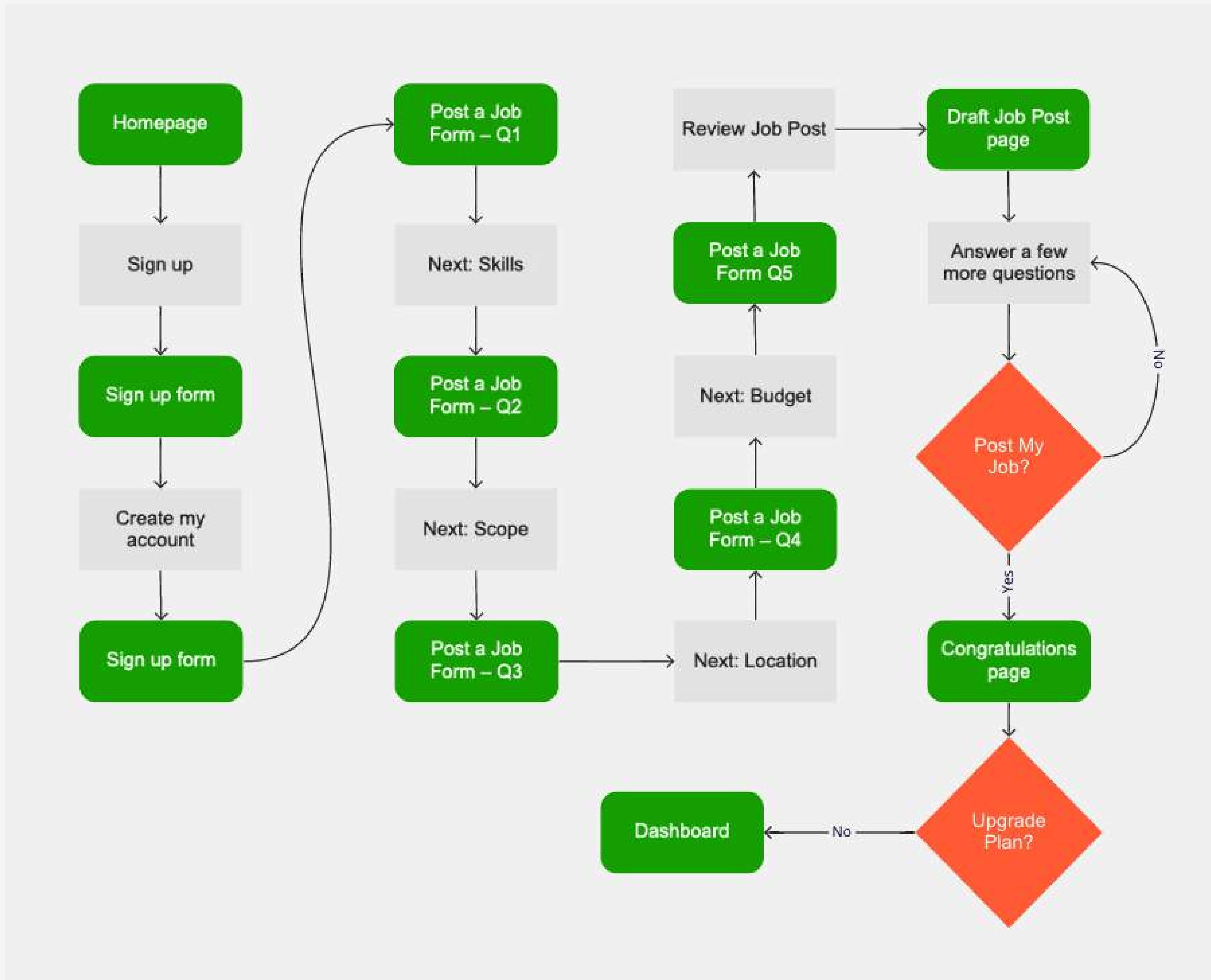
- Are you already selling? (with placeholder "Please choose one...")
- What is your current revenue? (with placeholder "Please choose one...")
- Which industry will you be operating in? (with placeholder "Please choose one...")

At the bottom are "Skip" and "Next" buttons.

Shopify – Skip button

Upwork

User flow for a business that wants to sign up and post a job.



Airbnb

User flow for a host that wants to sign up and list his home for rent.

