

Fiverr Teen Accounts

Case Study

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TL;DR

PURPOSE

To understand the motivations and concerns that parents may have about teens joining Fiverr, identify solutions that would help mitigate those concerns (such as parental controls, default settings, account structure formats, information, etc.) in order to enable teens to join Fiverr safely and successfully.

PARTICIPANTS ($N_{\text{total}} = 8$ parents)

KEY TAKEAWAYS

- Most parents reported more online monitoring up to age 16, at which point they allow their teens more online independence, especially with social media.. Even after 16, most parents still required their kids to ask permission before making an online purchase. Most parents preferred to offer freelancing services on their teen's behalf from their own account before considering allowing their teen to freelance on their own.
- However, some parents saw Fiverr as a potential opportunity for teens to learn valuable business skills with parental guidance. All parents emphasized the importance of teen education about financial transactions and online safety before starting to sell independently online.
- Parents responded very favorably to the freelancing notification scenario - this alone may help build trust with our platform.
- Parents need information about Fiverr's safety measures, user verification, positive reviews, and teen success stories up front in order to feel most comfortable with their teen using our platform.
- Parents expected that teens would not have access to age inappropriate content, would have limitations on interactions with suspicious users, and would have easy ways to block or report inappropriate behaviors.

Research Overview

Objectives	Methodology	Target Audience
<ol style="list-style-type: none">1. What concerns might parents have about teens joining Fiverr?2. What assurances are most important to parents in order for them to feel comfortable approving their teen's account?3. What might motivate teens to join Fiverr?	<p>60 min moderated interviews</p> <p>Parents were asked about their freelance marketplace familiarity, level of involvement in teen shopping, freelancing, and social media usage, and then completed a sorting activity to express preferences on permission levels.</p> <p>Interviews were followed by desk research, diving deeper into the shared account spaces parents mentioned.</p>	<p>8 parents of teens, who ranged in age from 13-17.</p> <p>4 had heard of Fiverr 4 had not heard of Fiverr, but were familiar with other freelance marketplaces</p> <ul style="list-style-type: none">• Within this group, 1 had never used a freelance marketplace

How do teens freelance online?

Identify a need

A teen sees a need to make money, and can offer a service.



Ask approval

Teens ask parents to list an item on their behalf.



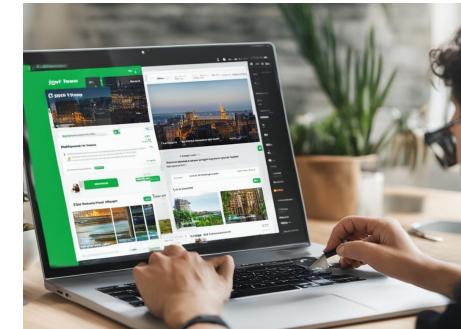
Parent reviews

Parent considers the teen's ability to responsibly navigate the business.



Parent fulfills service

Parents tries out the service first on behalf of their teen.



Teen freelancers

Parents of teens with freelance experience appreciated the opportunity for their teens to **learn business skills** in a supervised manner.

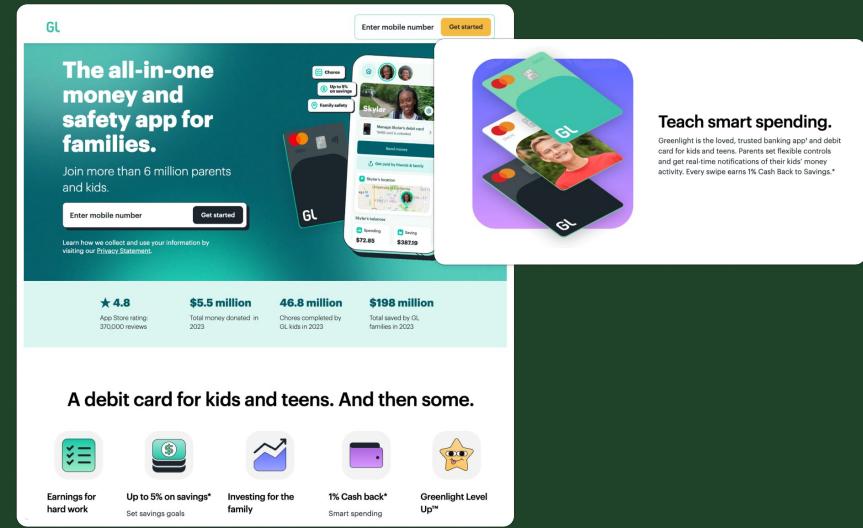


Learning by doing

2/8 parents mentioned their teens use a product called **Greenlight**, a debit card for teens.

Greenlight highlights the opportunity for parents to **teach smart spending**.

This enables parents to have peace of mind with real-time notifications, flexible controls, and savings perks, but also gives their teens more **independence**.



Parent Impressions

When parents receive an email from Fiverr about a teen account request, what's top of mind?

Notification Impressions

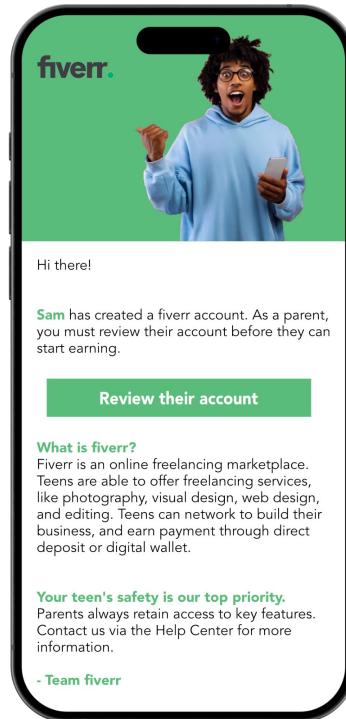
Parents really appreciated that Fiverr notified them of their teen's account creation!

- Some hoped they would be notified at the point of account creation rather than freelancing.

Parents liked seeing a description of Fiverr.

- Later, they reported that features like shipping, digital wallet, user verification, inventory, and app store reviews were important to form early impressions.

Parents wanted a more concrete list of key permissions they could retain.



I like the fact that they're telling me that I have to, and they tell him that he has to have my approval.

Well, the good thing here is it's answering my first question. If I didn't know, but I kind of figured this out and I think I had known the name to a certain degree. What is Fiverr?

I retain access. Great, thanks. What does that mean? Like give me, you know, clear examples. I can't say that enough.

Why does my teen need this account?

Parents wanted their teens to be able to provide a logical explanation for why they needed an account on Fiverr, period (not specific to freelancing).

Giving teens talking points and encouraging transparent conversations with parents prior to parental notification can help bridge this gap.



Why does my teen need to freelance online?

Parents feel comfortable managing a freelance account themselves, then involving their teen by:

- Providing education about the freelance process, safety, and business
- Asking for the teen to help perform the service
- Passing along earnings to the teen after the sale is complete

Parents who had engaged their teen in freelance services before did not report difficulties with freelancing on behalf of their teen.

- **Among parents, there does not appear to be an immediate perceived need for teens to have independent accounts.**



Parent concerns

To name a few...

- Providing personal information to an unfamiliar site
- Strangers having access to personal information
- Scammers taking advantage of teen
- Teen offering inappropriate services
- Teen inaccurately pricing their services
- Teen discovering inappropriate content
- Receiving inappropriate messages from strangers
- Teen mishandling financial transaction

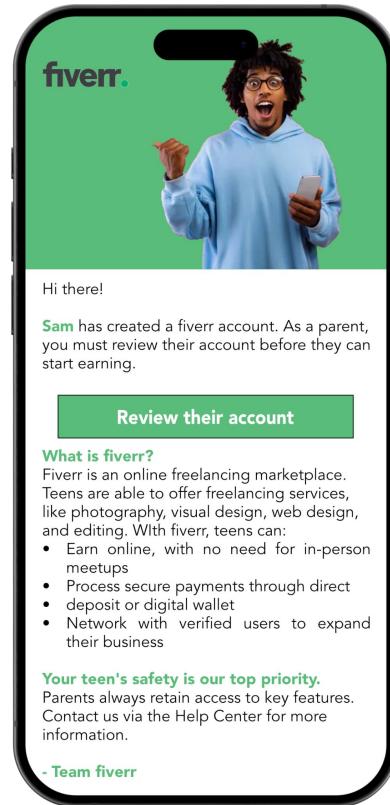


Desired Information

What information do parents need in order to evaluate whether to approve a teen account?

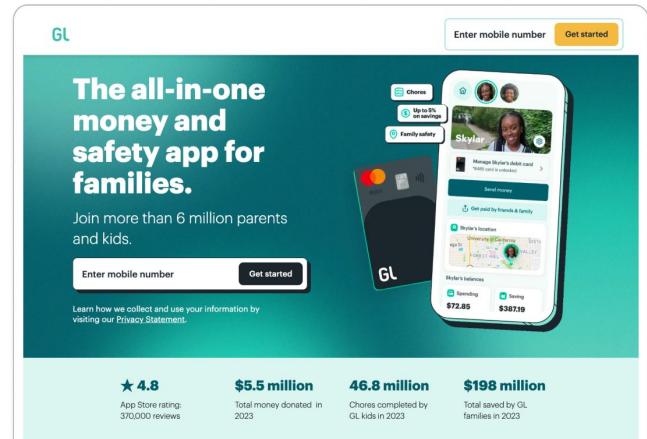
No need for in-person meetups

- Craigslist was the marketplace parents were most familiar with.
- Because of this, many of their freelance experiences were framed around in-person interactions.
- **Emphasizing that Fiverr operates online, without in-person meetups is likely a huge differentiator, especially for teen accounts.**



Reviews

- Only half of the parents interviewed had heard of Fiverr, and even those who had heard of it were not very familiar with it
- All parents mentioned they would seek information about the credibility of the site by doing a Google search and reading reviews
- **If we can provide App Store reviews more immediately, this may reduce cognitive load and build credibility through transparency**



Greenlight does a nice job of highlighting information to demonstrate popularity and credibility on its home page as an easy assurance for parents.

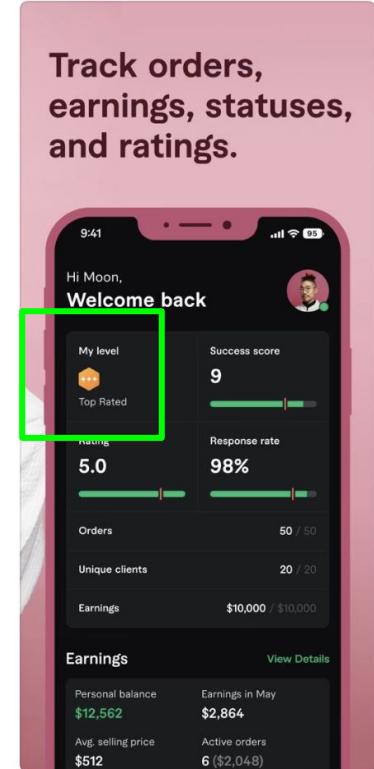
Process overview

- 3 parents specifically requested a video walkthrough of how Fiverr works, and what controls parents have
- **Seeing actual teens in action and how parents can be involved may make it easier for them to build trust in Fiverr and understand what role they can play as a parent**



User verification and privacy

- Parents wanted to know how users are verified on Fiverr and how Fiverr protects underage users.
- Parents were okay with teens providing name and email, but concerned about being asked for financial information without their consent.
- **There is somewhat of a double standard here - they want assurances about others, but don't yet want to provide identifiable information about their teen. Encouraging time for teens and parents to explore Fiverr more without rushing to a decision about their teen's account can help them make a better decision for their family.**



Teen-friendly

Showing teen interests are near at heart was important for building a sense of trust in Fiverr's intentions with allowing teen accounts.

"Is it something new that is mostly catering to teens? And what does that mean? Is it catering to teens because it's a positive thing? Maybe it was developed by teens for teens or maybe it was developed, maybe it's a predatory site. So I just would wanna look into it a little bit more." - Joyce



Showing popular teen categories was an effective way to promote the idea that Fiverr is appropriate for this audience.

Parent Permissions

What level of involvement do parents want in teen's actions on Fiverr? How are they navigating this on other platforms?

Examples of service request permissions

Cart Approval on Amazon

When a teen is ready to checkout, their parent receives a notification asking them to approve the order.

This gives parents an opportunity to review their budget and aspects of the item quality that their teen may have overlooked.

Spending limits on Greenlight

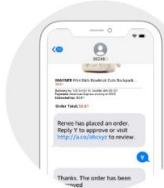
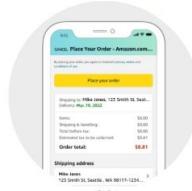
Greenlight, a debit card for teens, allows parents to set limits on spending amounts and approved stores.

Xbox

When unable to send a purchase request, Xbox suggests asking a parent directly :)

Teens browse and place an order

Teens can search for what they need or browse what's trending.



Parents review and approve the order

Parents receive a text or email with the order details, including the item, price, and where it will ship. They can approve with a text or in their Amazon account.

Get started

You need an adult in your family to buy this
filestore.community.support.microsoft.com

We can't send a request for this one, so you'll have to ask them another way.

We find saying please tends to work wonders!

Examples of freelancing preferences

Clickworker

- Teens can transact using a parent's account
- The parent is responsible for all account activity
- Teens login using the parent's credentials

Redbubble

- Teens cannot transact at all on the platform



Members Under 18

Redbubble requires that all members be at least 18 years of age. This means you can not create an account or have an account created or managed on your behalf until you have turned 18.

Parents and Guardians

If you have creative children or teenagers who are 17 years or younger, you are welcome to upload their work into your own Redbubble account. *Please do not create a separate account for your child before their 18th birthday.* You can use the artwork description or title to identify your child as the creator. After your child's 18th birthday they can create and manage their own account on Redbubble, including offering work for sale.

Reporting Underage Accounts

If you have seen an account in the name of someone 17 years or younger, please let us know at support@redbubble.com.

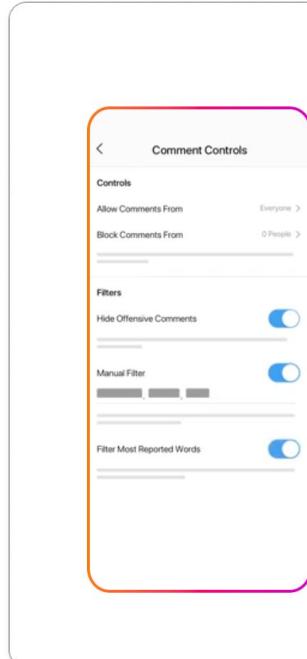
User Agreement

Our services are available only to, and may only be used by, individuals who can form legally binding contracts under applicable law. Our services are not available to persons under 18 years of age. You can read more over [here](#).

Examples of communication preferences

Instagram

- Teens can invite a parent to supervise their account
- Direct messages cannot be exchanged with 18+
- Under 16 is defaulted to a private account, and others can't comment on your content in your profile
- Suspicious users are restricted from seeing teen profiles in suggested users, and can't discover their content
- Suspicious users' comments are automatically hidden on public posts by teens



The screenshot shows the 'Comment Controls' settings page on Instagram. It includes sections for 'Controls' (allowing comments from 'Everyone' or '0 People'), 'Filters' (with options to 'Hide Offensive Comments', 'Manual Filter', and 'Filter Most Reported Words', all of which are turned on with blue toggles), and a back arrow at the top left.

Managing Comments

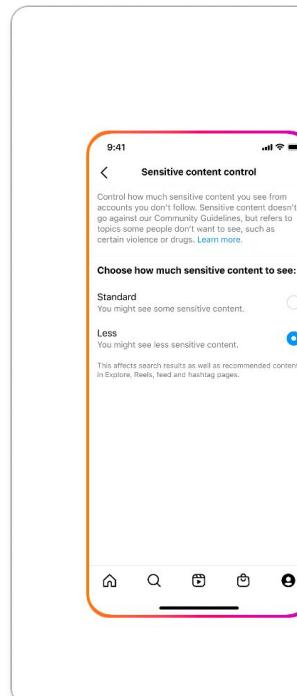
Help your teen avoid unwanted interactions by encouraging them to use "Comment Controls". Our reporting and blocking tools also allow them to manage who can comment on their posts. We also make it more difficult for adults who have been exhibiting potentially suspicious behavior to interact with teens, by automatically hiding their comments on public posts by teens.

[Help Center →](#)

Examples of content permissions

Instagram

- Parents can set daily limits on screen time and monitor usage through the Family Dashboard. Screen time can be negotiated flexibly through real-time requests.
- Teens under 16 are defaulted to see “Less” sensitive content. Parents can set permissions for certain spaces a teen cannot search.

A screenshot of an iPhone displaying the Instagram app's "Sensitive content control" settings. The screen shows two options: "Standard" (selected) and "Less". The "Standard" option allows users to see some sensitive content, while the "Less" option limits exposure to less sensitive content. A note below states: "This affects search results as well as recommended content in Explore, Reels, feed and hashtag pages." The Instagram navigation bar is visible at the bottom of the screen.

Managing Sensitive Content

We default teens under 16 into the “Less” setting of our Sensitive Content Control, which limits teens’ exposure to potentially sensitive content. Your teen can also make changes to this setting. Work with them to visit their profile, and tap the settings menu in the upper right corner. Tap Settings, Account, then select Sensitive Content Control. Tap next to “Less” to see less content they may find upsetting. Visit the Help Center to learn more about how to provide a safer experience for young people.

[Help Center →](#)

Examples of content permissions

YouTube

- “Get help from a parent”
- Parents can choose one of three types of settings for their teen, each with different defaults and goals
- Creators can age-restrict their own video content
- Creators can submit a form to request that their content is reviewed in case it was erroneously tagged as restricted



The image shows a smartphone screen displaying the YouTube Kids content setting options. The screen has a white background with a dark border. At the top left is the YouTube logo. Below it, the text "Choose a content setting for your child" is displayed. There are three radio button options: "Explore" (selected), "Explore more", and "Most of YouTube". The phone is centered within a dark green circular graphic.

-
- **Explore:** For children ready to move on from YouTube Kids and explore content on YouTube, this setting will feature a broad range of videos generally suitable for viewers ages 9+, including vlogs, tutorials, gaming videos, music clips, news, educational content and more.
-
- **Explore More:** With content generally suitable for viewers ages 13+, this setting will include an even larger set of videos, and also live streams in the same categories as “Explore.”
-
- **Most of YouTube:** This setting will contain almost all videos on YouTube, except for [age-restricted content](#), and it includes sensitive topics that may only be appropriate for older teens.

Design

What approaches are other platforms using to make parental involvement a positive user experience?

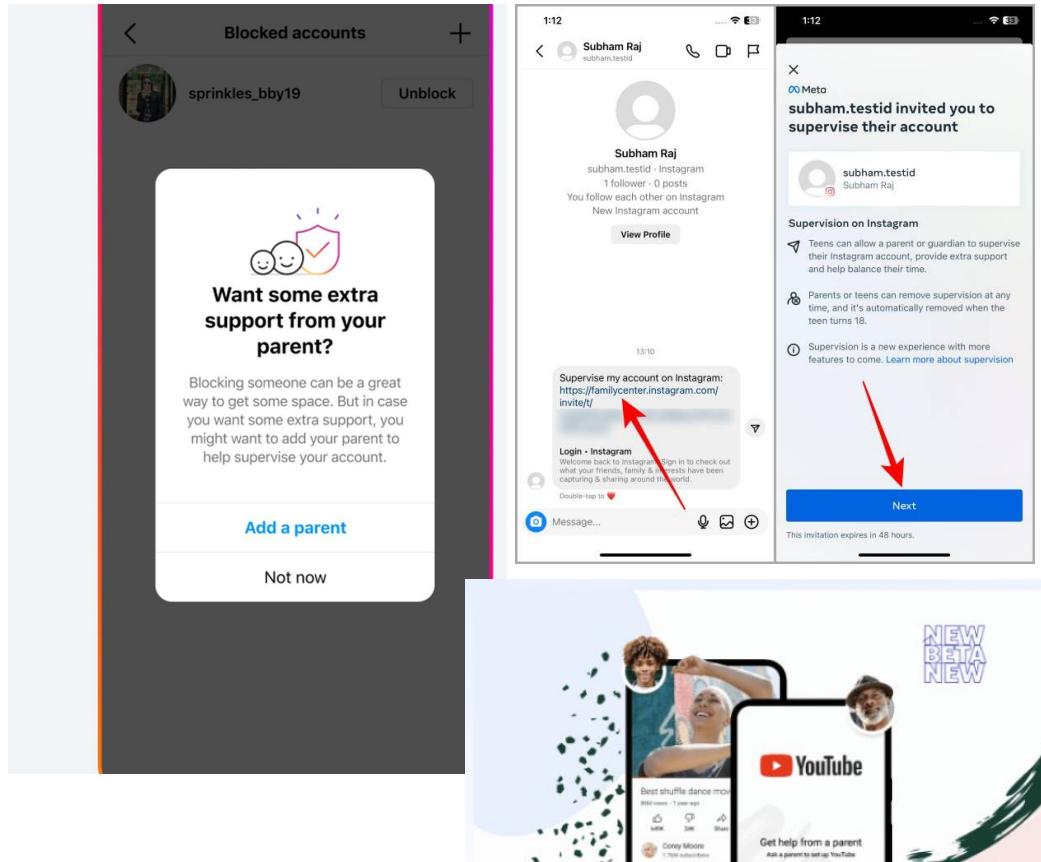
How are permissions requested?

Teens can ask for help

- “Want some extra support from your parent?” (Instagram)
- “Get help from a parent” (YouTube)

Parents can create accounts for their teen

- “Invite your teen to get their own login and connect to your account” (Amazon)



How can parents interact with permissions?

By Age Group

A set of permissions are configured based on expectations about what's developmentally appropriate for a given age group



•

Explore: For children ready to move on from YouTube Kids and explore content on YouTube, this setting will feature a broad range of videos generally suitable for viewers ages 9+, including vlogs, tutorials, gaming videos, music clips, news, educational content and more.

•

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•

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How can parents interact with permissions?

By Action Type

Permissions are configured individually within types of actions (Xbox, Instagram)

Set screen time and update content restrictions

Activity Reports



Screen Time

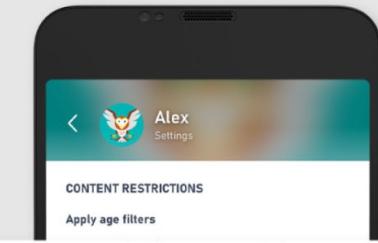


Pause Screen Time



Enable Minecraft

Allow an exception for Minecraft, even if your child does not have permission for online multiplayer with other games.



ENABLE MINECRAFT

Minecraft

This game is rated E10+ with single and multiplayer options. These settings affect Xbox One and later consoles and Windows 10 devices.

ALLOW THIS GAME



Never allowed (0)

ENABLE MINECRAFT

Minecraft

This game is rated E10+ with single and multiplayer options. These settings affect Xbox One and later

Flexibility and exceptions

Some rules are meant to be broken!

- Parents can create exceptions to rules about screen time and content restrictions on platforms like Xbox and Instagram.



**Set screen time
and update content
restrictions**

Activity Reports



Screen Time

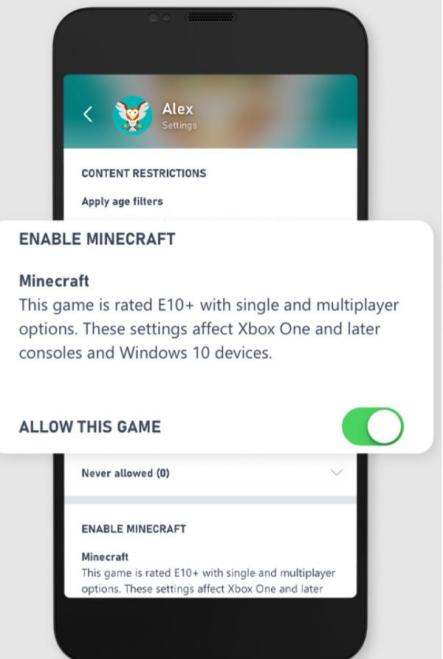


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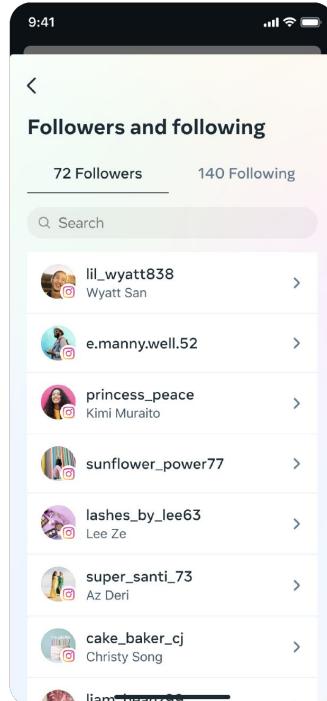


Simple supervision

Through parent accounts, parents can monitor teen activity in a digestible, transparent way.

- Summaries of screen time
- Followers
- Messages
- Comments
- Communities
- Content

This makes it easier on the parent, as opposed to them merely following their teen's account.



Signal teen credibility to parents

Adults have concerns about teens' ability to conduct business transactions responsibly. But with guidance and structure, teens can be successful sellers.

- Programs like Girl Scouts provide structured paths for youth to learn new skills and signify their maturity development through badges and uniforms.
- Providing teens with ways to earn signals of legitimacy through completing education and learning new skills can help them be more successful.

Because some adults are not open to transacting with teens, showing teen-specific signals of education completion publicly may negatively impact their sales.

BADGES AND PINS AWARDED TO SINGLE GIRL SCOUT LEVELS

27 DAISY PETAL SET

The Daisy petal set is made up of the Daisy Promise Center and ten petal badges. The Promise Center represents the Girl Scout Promise, and each of the petal badges focuses on a different line of the Girl Scout Law. Earning these petals helps Daisies learn Girl Scout values. They are worn on the center of the tunic or on the left side of the vest.

The Cookie Business Leaves and Financial Literacy Leaves that accompanied the Daisy petal set were retired in 2022 and replaced with badges.

28 JUNIOR AIDE AWARD

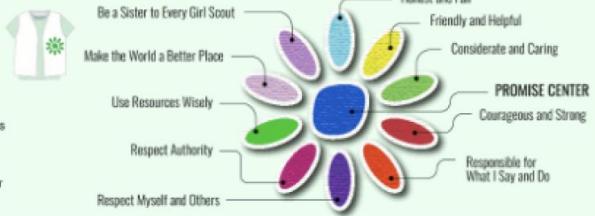
The Junior Aide award is the first in a series of mentoring awards that can be earned in Girl Scouts. It is awarded to girls in the Junior level of the program who have assisted Daisy or Brownie Girl Scouts in completing a Leadership Journey.

29 CADETTE LEADER IN ACTION (LIA) AWARD BADGES

A Leader in Action (LIA) award is earned by a Cadette who assists Brownies with one of their Leadership Journeys. The Cadette shares their skills and special talents, teaches a skill from the Journey, and reflects on the experience with the Brownie troop. This award is worn on the bottom left and can be carried over to the Senior and Ambassador vests.

30 CADETTE PROGRAM AIDE PIN

The Cadette Program Aide pin is earned by completing a leadership training course, earning a Leadership in Action award, and working with a troop of younger Girl Scouts over six activity sessions. It is only worn by those at the Cadette level and goes underneath the My Promise, My Faith pins.



III. Key Takeaways & Recommendations

Recommendations: Default Permissions

1

All teens can browse age-appropriate content

Parents were accustomed to teens browsing independently. We'll need a way to identify items and hashtags more suitable for 18+ and exclude teens by default from viewing those spaces. We'll need to prevent interactions between suspicious users and teens, and have easy ways to block and report bad actors.

2

Create multiple entry points to more permissions

Parents wanted to be informed and supervising more activities than just freelancing. In order to perform actions outside of their default permissions, teens should be required to invite a parent to supervise their account. Because many parents may prefer to start by freelancing on their teen's behalf, we want to also make sure we have a path for a parent to add a teen to a family account.

3

Let teens initiate the request

Parents expected their teen to talk to them before receiving an email. Let's give teens the opportunity to have this conversation, and explain why having more permissions on Fiverr matters to them.

4

Frame the request and invitation around a desire for help

YouTube, Instagram, and Xbox live family accounts all frame communication around asking for help, guidance, or support, rather than a request for review, supervision, permission, or controls.

Recommendations: First Impressions

1

Invite parents to provide support

Parents wanted to supervise accounts in order to provide guidance where necessary and to protect against bad actors. Framing the notification around an invitation for help, rather than a request to review or verify, better captures the parent mindset and may invite more positive intentions.

2

Provide information about Fiverr

Parents found the overview of Fiverr very helpful! We may want to also include more information about our marketplace, like: no meetups, digital wallet options, user verification, inventory teens love, and positive app reviews.

3

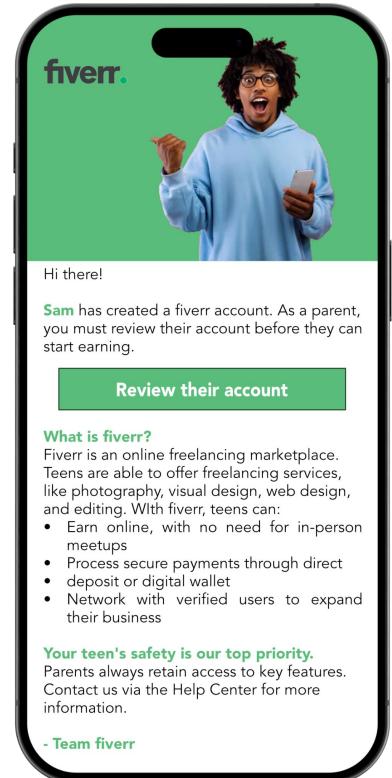
Provide specific information about key parental controls

We intentionally did not include this content for testing purposes, but parents expressed a desire to see key parental controls clearly summarized in the email notification.

4

Provide avenues to learn more

Parents were curious about Fiverr's popularity and credibility, as a marketplace overall but also with teens. Those who valued this concept saw opportunity in teen accounts, so giving clear examples of teen success, providing overview videos featuring teens, and showing examples of the skills teens gain through Fiverr can help contextualize that Fiverr has teens' best interests at heart.



Recommendations: Positioning

1

Fiverr is a learning opportunity

Parents who were excited about teen accounts saw value in the learning experience. Creating educational videos to teach teens about freelance safety, business practices, and money management may help more parents see Fiverr as a place for teens to learn valuable business skills with parental guidance.

2

Emphasize no meetups

Fiverr has a track record of prioritizing safety by offering a way to participate in freelance that avoided the hassle and safety concerns associated with meetups. Almost all the parents interviewed were familiar with freelancing on FB marketplace, so emphasizing how we differentiate ourselves from FB as a safe, meetup-free, easy platform will help win over parents.

3

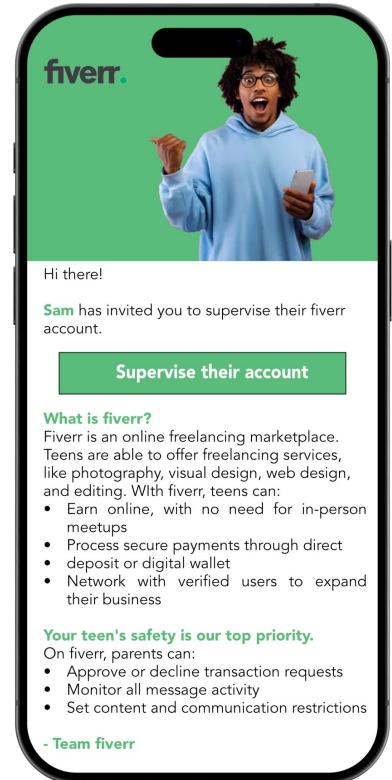
Show parents Fiverr's app reviews

Parents reported that upon receiving the email notification, they would conduct a Google Search to read reviews and learn more about the credibility of Fiverr. Like Greenlight, we should make this step easier on them.

4

Show a video of how Fiverr works for teens

Several parents mentioned a preference for an overview video describing how Fiverr works as a process, which was not something they could immediately glean from the email notification or homepage. Tailoring this toward the teen experience can help reinforce their confidence in the teen's ability to use Fiverr safely and successfully.



Recommendations: Features

1

User verification and maturity ratings

Parents wanted to understand how users were being verified on Fiverr, and how Fiverr would enforce restrictions on bad actors' interactions with teens. Parents wanted to be sure teens could not discover content suited for 18+ (eg. hate slogans, sexually explicit content, violent content, etc.). We should also consider how users might set ratings for their own content, and appeal rating decisions.

2

Parent dashboard

All parents wanted the ability to supervise a teen's activities on Fiverr, regardless of the teen's age. Parents were interested in reviewing comments, messages, listings, sales, and purchases - the whole gamut. While they trusted their teens to come to them with any issues, a dashboard would allow them to easily see activity highlights and be able to offer guidance to their teens about engaging in communities appropriately and conducting business transactions.

3

Parent cart and listing approval

Many parents reported making purchases on behalf of their teen, either in response to a text message asking for permission with a link to an item, or through features like Amazon teen accounts. Having a way for parents to retain payment information on their account but allowing teens to browse and ask permission will facilitate easier checkouts. Parents also wanted the ability to approve a listing before it's activated.

4

Allow flexibility to request exceptions

Parents wanted to provide support, not necessarily control, and recognized that teens being able to reason with them was an important step toward independence. Enabling teens to request exceptions to rules, or encouraging them to have conversations with parents when blocked from performing an action, can help parents and teens move toward a shared goal.

5

Teen education

Require teens to complete education about freelance safety and fulfilling transactions prior to freelancing. This could be further encouraged through gamification.

Recommendations: Research

1

Parent sentiment survey

Now that we have a better understanding of some of the specific concerns and desired parent controls, we can use a survey to understand the how these findings scale in order to inform prioritization.

2

Architecture testing

We can conduct architecture testing to understand how users might prefer types of permissions to be organized. We could explore how organizing permissions by task type or by mode affect parent satisfaction, trust, and ease of use.

3

Usability and content testing

We can use testing data to optimize product and marketing surfaces for the best chance of adoption by collecting early feedback and initial impressions.

4

Teen sentiment survey

We can gather data from teens 13+ about their potential motivations for joining Fiverr and preferences for navigating parental involvement.

Thanks!

Have any questions?

Reach out to Megan McMahon

meg.c.mcmahon@gmail.com