

Teen Accounts

The NextGen Gig Economy

There are 32M teens in the US without an online marketplace that supports them in freelancing online. How might we strategically position ourselves through marketing and product features in order to set teens and parents up for online freelancing success?

Scope
Qualitative user research

Tools
UserZoom

Timeline
1 month



Background

Currently, some freelancing marketplaces (eg., Upwork, FlexJobs, Freelancer) offer an account structure that permits minors ages 14+ to engage in freelancing transactions. This typically is done through a parent account model, in which a parent opens the account, then gives access to their child. In these cases, all account information must belong to persons older than 18, and the parent is responsible for any and all account activity. The ability of teens to participate directly in these marketplaces is not explicitly advertised.

We are unaware of any other resale marketplace in which minors 14+ are legally able and encouraged to independently freelance. This presents a unique opportunity for Fiverr to increase adoption among a younger demographic. To be successful here, we need to understand what we need to provide to gain parents' trust. The age collection experiment suggests that we have room to increase the success rate of parental approval among teen accounts.

Through this research, we aim 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.

Research Considerations

- 1 month for research.
- We do not have accurate market sizing information about appeal or potential adoption if this is successful. However, leadership is committed to developing a solution, with launch date November 2024.
- It is infeasible to enroll minors in research on this timeline due to lengthy time estimations for legal review.
 - **Decision:**
 - We will proceed with initial tactical research focused on understanding parents expectations and desires for safety and trust features in an online freelancing platform.
 - We recognize that the market research gap, and inability to recruit teens, pose a significant risk to this project. Our team is investigating onboarding a new survey tool that would allow us to poll minors 13+, which could be useful in a future project phase.

Key Questions ✨

- **Question 1** What concerns might parents have about teens joining Fiverr?
- **Question 2** What assurances are most important to parents in order for them to feel comfortable approving their teen's account?
- **Question 3** What might motivate teens to join Fiverr?

Methodology

- 60 min moderated interviews with parents via UserZoom
 - **Rationale:**
 - We want to understand what level of involvement parents currently have in their teens' online and entrepreneurial behaviors, and dig deeper into their underlying attitudes and beliefs about teen safety in online transactional and social spaces.

Sample size

- n = 8 - 10
- Parents of teens
- Not current Fiverr users
- Teens should be reasonably likely to try something Mercari has to offer
- Segment by:
 - Familiarity with Fiverr
 - Prior freelancing experience
 - Age of teen (14-15 vs. 16-17)

Screener

Link to [UserZoom Study](#)

Discussion Guide

Overview

- Intro (5 min)
- Parent freelancing familiarity (10 min)
- Teen entrepreneurship (15 min)
- Card sorting (15 min)
- Wrap up (5 min)

Introduction

Thank you for taking the time to chat with me today. I'm Megan, a User Experience Researcher. Today, I'll be asking you some questions about how you and your teen navigate online spaces where you might make transactions or interact with other people.

There are no right or wrong answers to these questions, and this is by no means an assessment of you. I'll be asking you some questions about your teen, and some about yourself. You're free to decline to answer at any time.

Before we get started, do you mind if I record this session? The recording will not be shared externally.

[Record]
[Turn on CC]

Parent freelancing familiarity

Goal: What is the parent's general perception of the trustworthiness and safety of online freelancing marketplaces?

In the survey, you mentioned that you had prior experience offering freelancing services. Could you tell me more about your experience with that?

- What was your motivation for freelancing?
- How did you advertise your services?
- What were your interactions with clients like?
- What did you like most about freelancing?
- What was most difficult about it?