

Megan McMahon

UX Research Portfolio

2024



About Me

Hi, I'm Megan

I started my career in clinical research, and while I loved delving into complex quantitative neuropsychological methods, I realized I most enjoyed deeply listening to people's stories and working together to create behavioral change.

When I got my first taste of product design through a collaboration with engineering students working on a mobile health app, I loved seeing my work take shape and drive immediate impact. That's when I knew I wanted to pursue a career in UX research, where I could leverage insights about human behavior to create better experiences.



About me

Off The Clock

Outside of work, I'm a national parks enthusiast, pickleball champion, an avid knitter, and a mom to a yellow lab.

You can also occasionally find me at [RVA Design Group](#) or [Ladies that UX Richmond](#).



ABOUT ME

My Research Philosophy

Research Philosophy

Curious, Enduring, Actionable

Stay curious. Interrogate assumptions, consider all perspectives, and invite questions

Create work that endures. Practice with rigor that will create learnings that persist beyond the scope of the immediate project

Influence action. Begin with the end in mind, and align the study design to key questions each step of the way



Tiffany Ha Yang · 1st

Senior UX Researcher at Mercari
December 4, 2023, Tiffany Ha was senior to Megan but didn't manage Megan directly

Megan has the superpower as a true mixed-method UX Researcher. She demonstrates so much rigor in her research practice that benefits the whole team. She comes with a thoughtful approach to identifying research questions, finding creative ways to answer the questions, engaging cross-functional teams with excitement, and analyzes with a strong sense for details. The way Megan facilitates conversation, engages stakeholders, and crafts her research is never the ordinary, conventional way. Her out-of-the-box approach always challenges other researchers to be creative! I especially loved the most recent workshop Megan facilitated with stakeholder, where she included engaging problem-solving activities! Whenever I am pondering ways to think through a research question, I love to get Megan's thought partnership, because I know I will always come out of the chat with thoughts I hadn't thought of and brilliant ideas that bring my research to the next level. Megan also has amazing toolkits and skills that I can confidently call her a mixed-method researcher - She not only thrives with qualitative quantitative research methods, with advanced data analysis skills for any team lucky enough to have her.



Lena Chang · 1st

Senior UX Researcher @ Mercari US
May 24, 2024, Lena worked with Megan on the same team

Megan is an exceptional researcher dedicated to the rigor of her craft. Her deep understanding of a wide range of both qualitative and quantitative research methods, combined with her constant drive to go above and beyond make

While at Mercari, Megan spearheaded a multitude of impactful studies that impressed by: (1) Megan stood up a comprehensive UXR Benchmark across the Product org years after inception. (2) Megan drove a scrum from limited resources, presented findings to the leadership team, and ultimately made strategic decisions during a critical time. These are prime examples of Megan's ability to effectively manage stakeholders, and showcase her expertise in study design.

Furthermore, Megan is always looking to up-skill those around her. She facilitates retrospectives, shares her learnings, facilitating retros, and improving inefficient processes and workflows. Megan would be an asset to any team.



Takehiro Mori 6:17 PM

Hey Megan, congrats on your promotion!
Thanks for all of your help across the board – you're everywhere!
The rigor you bring to the table is astonishing and we're really fortunate to have you on the team.

GREAT JOB



Megan McMahon

was recognized by **Adrian Cubas**

Megan, the amount of thought and consideration you put into the plan around Teen accounts is truly impressive. Thanks for bringing me along in your process and for thinking through so many thoughtful questions.



05/09/2024

I am so grateful to work with

Research Philosophy

FAIR Research

In my PhD, I became very involved in the reproducible science community. The key to producing rigorous research often lay not in the complexity of the methodology, but the simplicity.

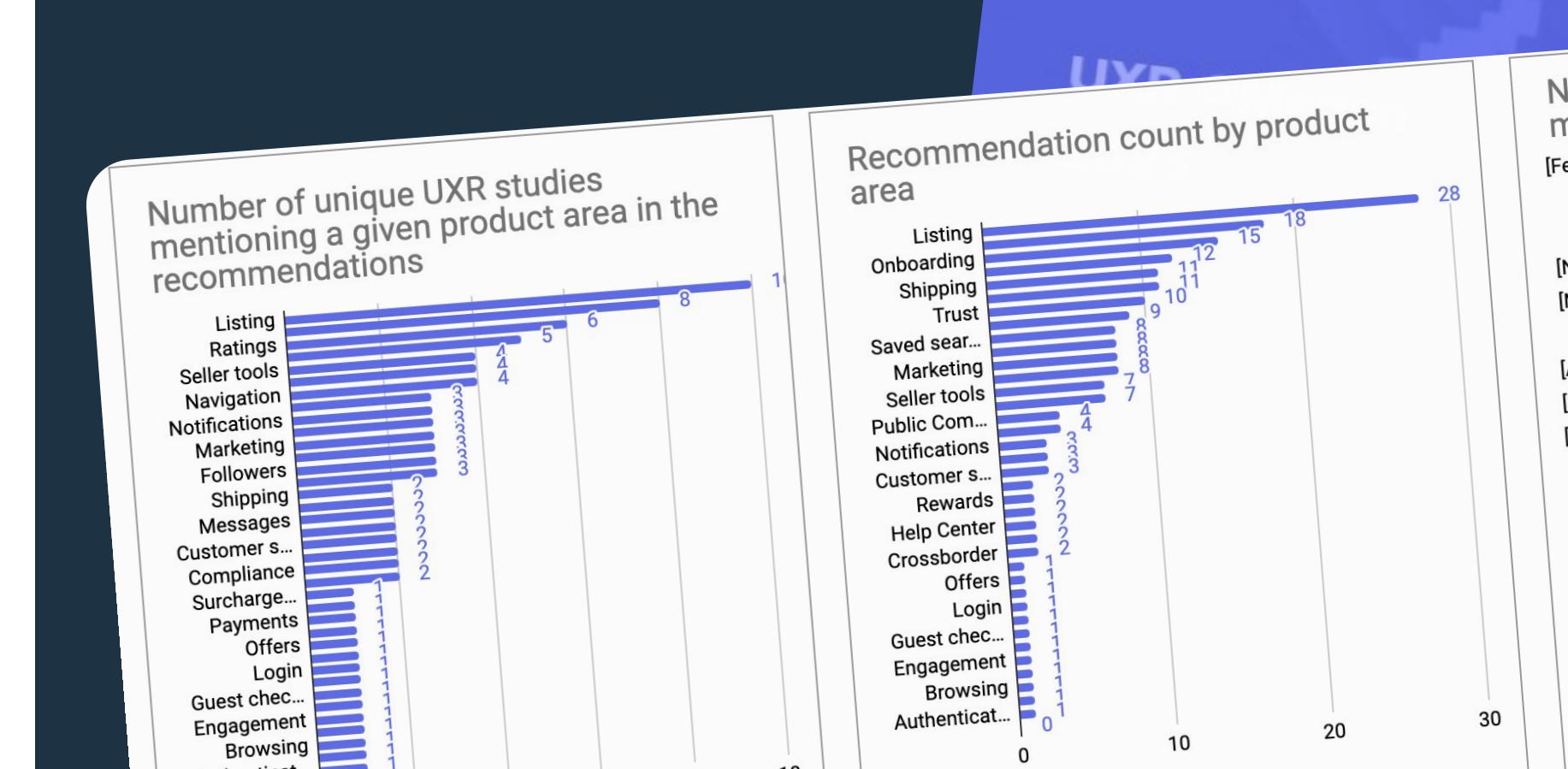
Keeping research **findable, accessible, interoperable, and reusable** enables us to get the most out of the hard work we do and makes it possible to contextualize new evidence within our growing knowledge base.

UX Research Repository

Owned by Megan McMahon ... Last updated: May 30, 2024 • 1 min read • 26 people viewed • Configure translations

Study Topics

- A-C
 - activation
 - auction
 - benchmarking
 - brand-tracker
 - buyer
 - checkout
 - churn
 - clearance-lots
 - clear-outs
 - community
- D-K
 - discovery
 - engagement
 - evaluative
 - fees
 - go-bold-fees
 - heavy-buyers
- L-Q
 - listing
 - listing-benchmark
 - lite-listing
 - logistics
 - lots
 - multi-item
 - onboarding
 - pricing
 - public
 - quarantine
- R-Z
 - ratings
 - selling-innovation
 - serp
 - experience



research-feedback-requests ▾

Thursday, April 18th ▾ Thank you +1 5:1 PM

Megan McMahon (PTO 6/15 - 6/17) 3:51 PM

Clearance lots buyer discovery

Wrapping up the first draft of the deck and would love y'all's input by EO if you have time. Thank you!

G Suite Presentation ▾

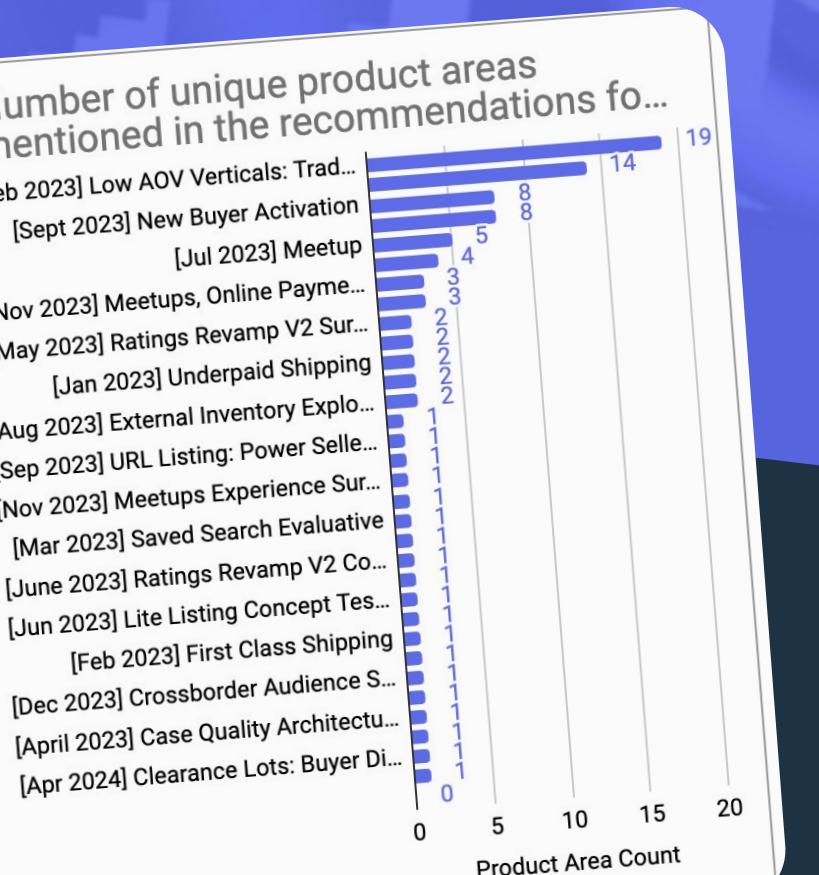
[share-out] Clearance Lots Buyer Testing Google Slide

MERCARI

Clearance Lots

Buyer Discovery

2 replies Last reply 1 month ago



Secondhand Superstars

Mercari • 2023

Note: Some data obfuscated to protect company confidentiality.

10,000 Feet View

Role: UX Researcher

Time: 7 weeks

Methods: Desk research, surveys, diaries, interviews

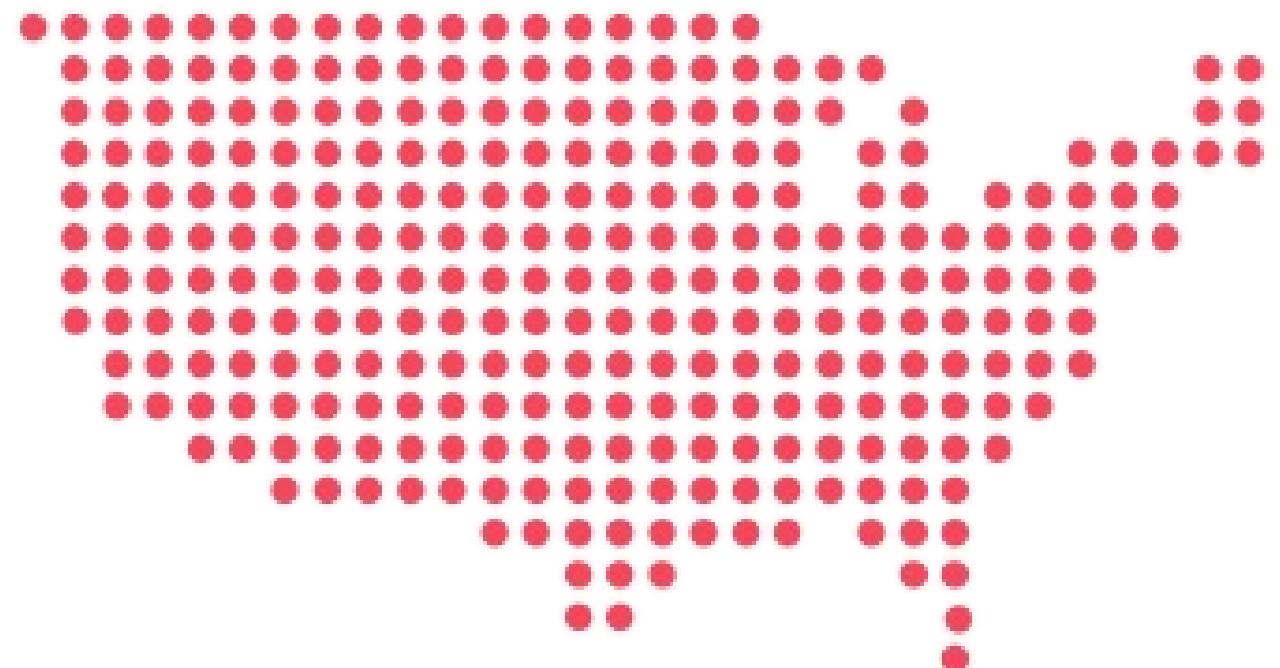
Scope: Understand what brings our most engaged users back to the app on a regular basis in order to identify and hone Mercari's key differentiators.

Impacts:

- + Guided 2023 product roadmap and influenced launch schedule
- + Drove changes in positioning strategy, focusing on drivers of engagement
- + Increased engagement measured as a ratio of daily:monthly active users



Business Context



Typical Mercari **US** user
accesses app 1-2 x per **week**.



Typical Mercari **JP** user
accesses app 1-2 x per **day**.

Decoding The Challenge

I set up 1:1 meetings with representatives from product management, marketing, and data science to learn what they were hoping to get out of this research and what decisions they were hoping to make.

The questions I gathered fell under two themes:

- We didn't understand why customers felt apathetic.
- **But we also didn't understand what brought customers back on a regular basis.**

RESEARCH AIM

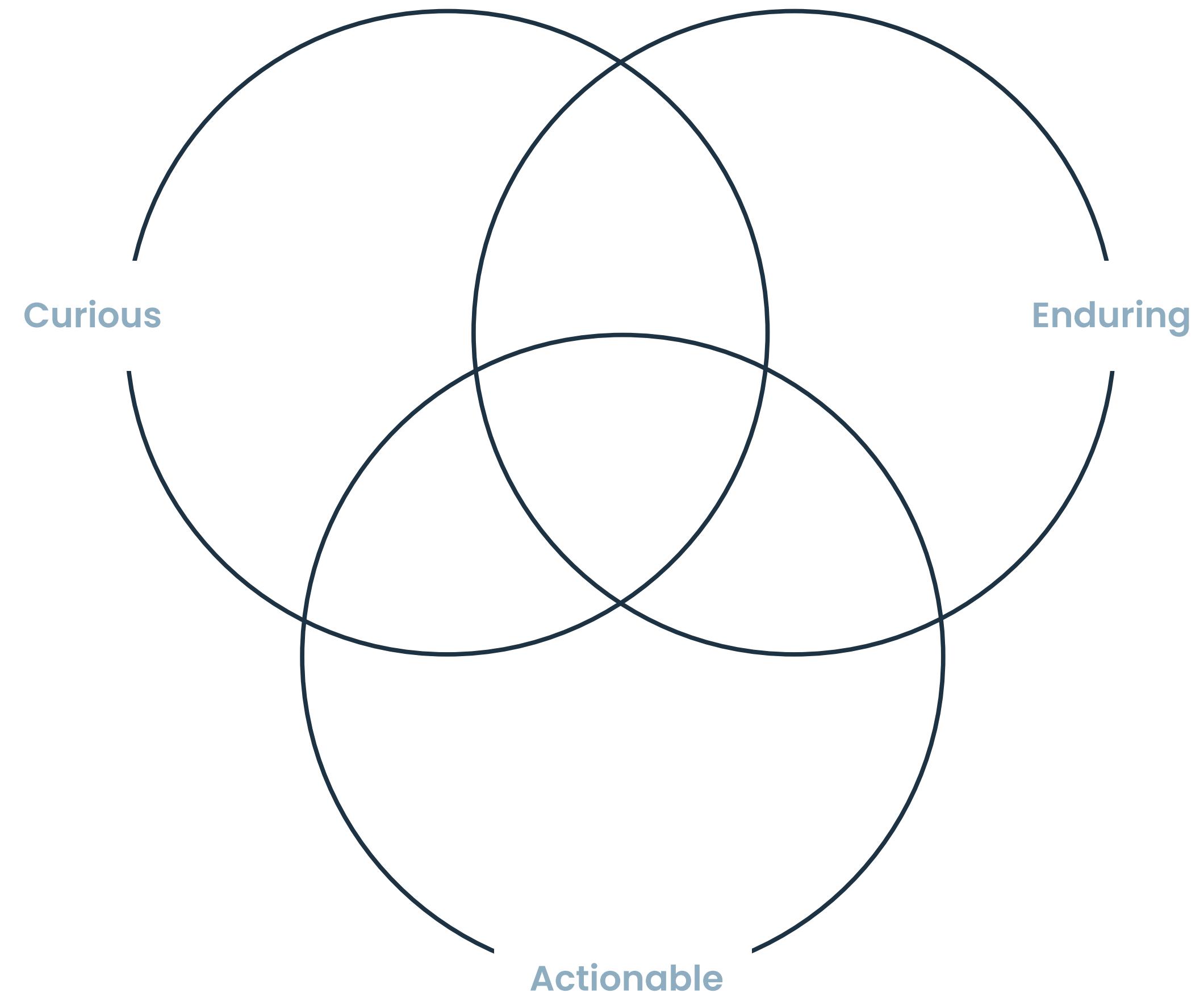
Who Are Our Most Engaged Users?

My Research Principles

Stay curious – interrogate assumptions, consider all perspectives, and invite questions

Create work that endures – Practice with rigor that will create learnings that persist beyond the scope of the immediate project

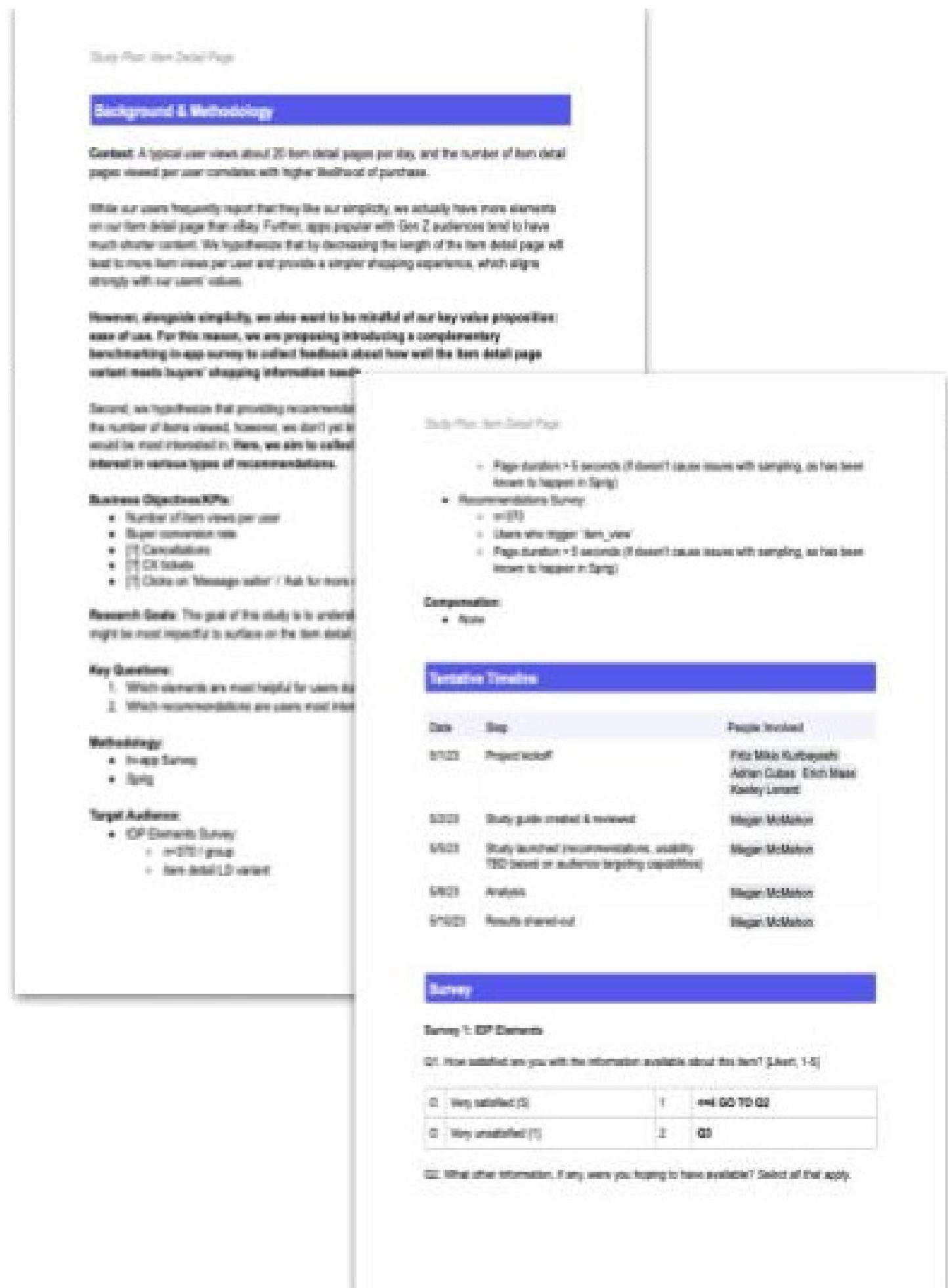
Influence action – Begin with the end in mind, and align the study design to key questions each step of the way



Unifying Vision

After the 1:1 interviews, I hosted a research kickoff meeting, with members from product, marketing, engineering, and customer relationship management.

I reviewed the study proposal, detailing the rationale for the direction I chose. I ensured alignment on the study design and timeline, and invited stakeholders to attend interview sessions as observers in the coming weeks.



The image shows a detailed study plan document titled "Study Plan Item Detail Page". The document is organized into several sections:

- Background & Methodology:**
 - Context:** A typical user views about 20 item detail pages per day, and the number of item detail pages viewed per user correlates with higher likelihood of purchase.
 - Hypothesis:** While our users frequently report that they like our simplicity, we actually have more elements on our item detail page than eBay. Further, apps popular with Gen Z audiences tend to have much shorter content. We hypothesize that by decreasing the length of the item detail page will lead to more item views per user and provide a simpler shopping experience, which aligns strongly with our users' values.
 - Research Questions:** However, alongside simplicity, we also want to be mindful of our key value proposition: ease of use. For this reason, we are proposing introducing a complementary benchmarking in-app survey to collect feedback about how well the item detail page variant meets buyers' shopping information needs.
 - Design:** We hypothesize that providing recommendations the number of items viewed, however, we don't yet know what would be most interesting. Here, we aim to collect interest in various types of recommendations.
- Business Objectives/KPIs:**
 - Number of item views per user
 - Buyer conversion rate
 - Completion
 - CX Index
 - Click on "Message seller" / Ask for more
- Research Goals:** The goal of this study is to understand what might be most important to surface on the item detail page.
- Key Questions:**
 - Which elements are most helpful for users to find what they're looking for?
 - Which recommendations are users most interested in?
- Methodology:**
 - In-app Survey
 - Sprint
- Target Audience:**
 - CF Demographic Survey
 - n=200 / group
 - Item Detail LD variant
- Timeline:**

Date	Step	People Involved
5/1/23	Project kickoff	Felix, Mike, Kurt, Sarah, Aaron, Cuban, Ethan, Max, Kaitlyn, Lauren
5/3/23	Study goals created & reviewed	Wesley, McMahon
5/5/23	Study launched (recommendations, usability, TSD based on audience targeting capabilities)	Wesley, McMahon
5/6/23	Analysis	Wesley, McMahon
5/10/23	Results shared out	Wesley, McMahon
- Survey:**

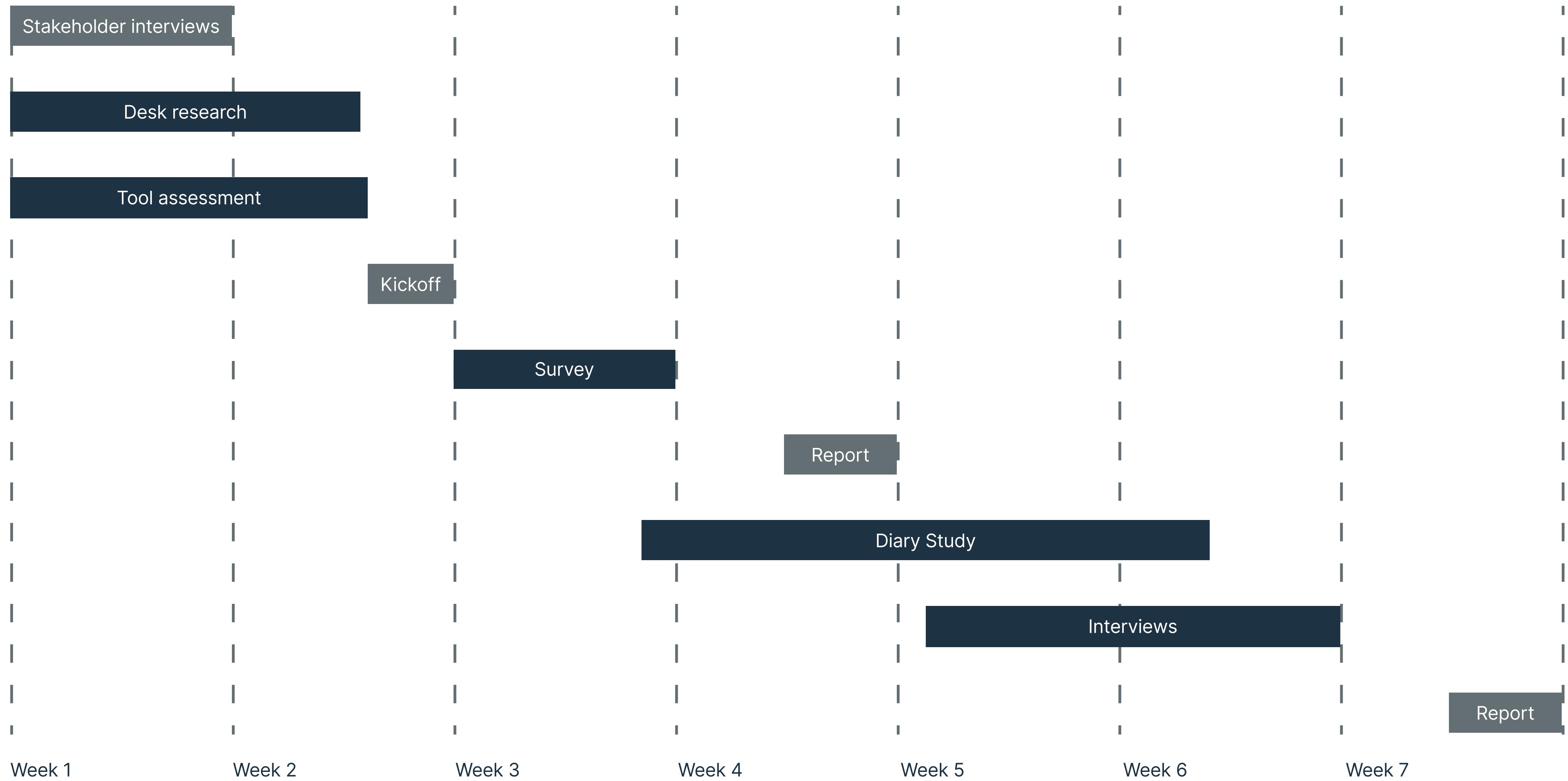
Survey 1: CFP Elements

Q1: How satisfied are you with the information available about this item? [Select, 1-5]

<input type="radio"/> Very satisfied (5)	<input checked="" type="radio"/> 4 or QD to Q2
<input type="radio"/> Very unsatisfied (1)	<input type="radio"/> Q3

Q2: What other information, if any, were you hoping to have available? Select all that apply.

Secondhand Superstars / Timeline

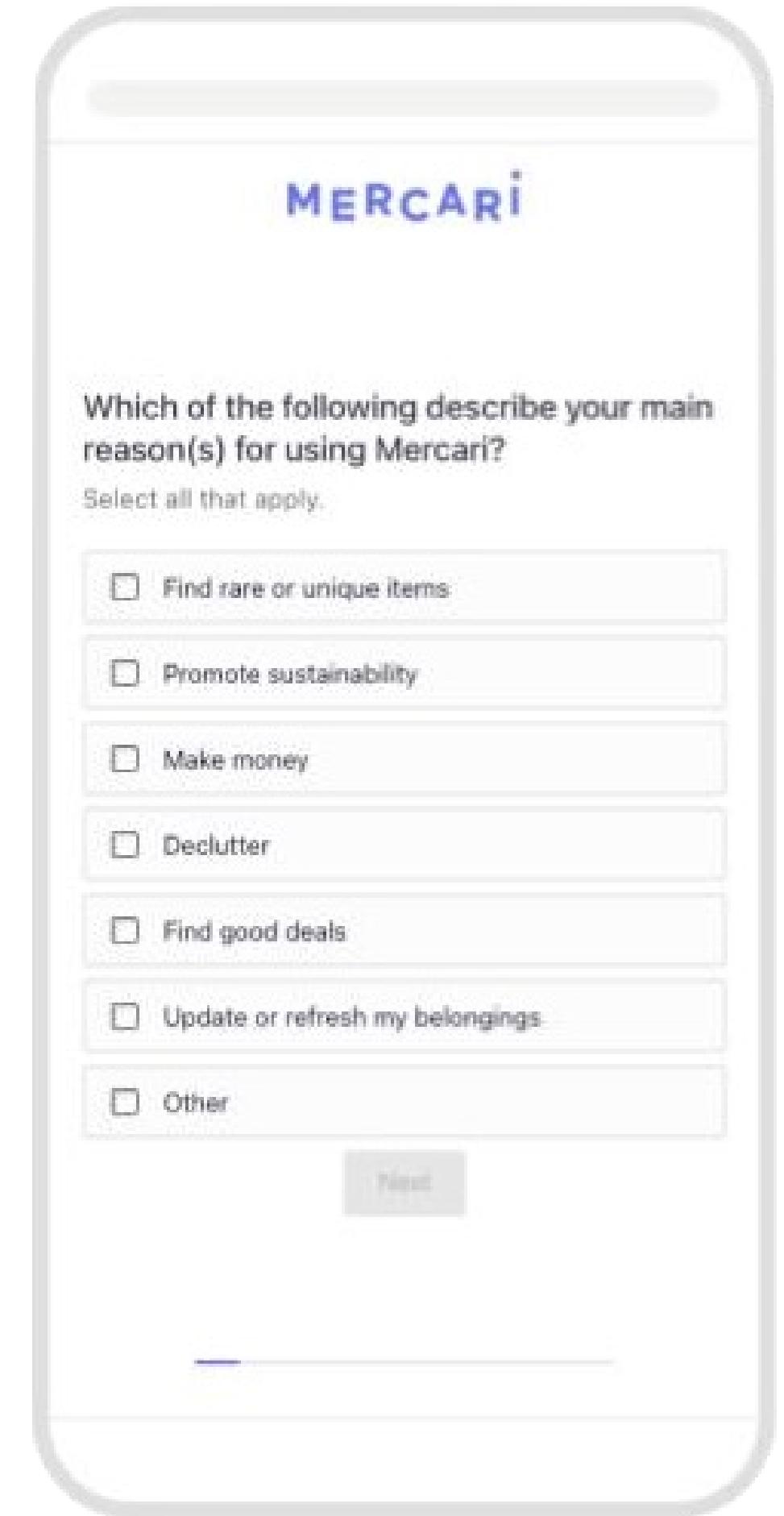


Early Insights

We surveyed users who had shown frequent engagement with Mercari (access 60+ days and 13+ weeks over past 90 days).

The results were analyzed by customer lifetime value and transactor type (buyer, seller, or both), to help us group findings by not only behavioral engagement but also by business value. I set a minimum sample size of 100 for each of the six segments.

The survey captured data about user motivations, what they find unique and enjoyable about Mercari, engagement with other apps, and demographics.



Diving Deeper

I chose a few survey respondents from each of the segments to participate in an in-depth, seven-day diary study. Participants were asked to document any interactions they had pertaining to resale as they went about their week.

We weren't able to onboard a specific diary study tool in time, so I set up a scrappy version utilizing a combination of fixed daily surveys and flexible, at-will uploads to individual participant Google Drive folders.

At the conclusion of the diary study, I followed up with each of them in a 60 min 1:1 interview.

Stakeholders were extended open invitations to observe any interviews they wished, with time for debriefing to follow each session.

Regression to the Mean

Since we're interested in our most engaged users, how do we ensure the measured behavior is real and sustained?

Accessibility

How can we accommodate varying levels of familiarity with technology to ensure data integrity across participants?...

Validity

What systems can we put in place to ensure high quality interview participation?

Performance Anxiety

How do we account for changes participants make in their behaviors as a consequence of knowingly being observed, or the Hawthorne effect?

Data Analysis

How will I set up a feasible system for data collection that compiles information across various sources?

From Stories To Strategies

I used [EnjoyHQ](#) to review, tag, and code interview transcripts and diary entries before affinity mapping by theme. I pulled key themes into highlight clips to help stakeholders connect more directly with user voices, then included these clips in the final share-out deck.

The screenshot displays the EnjoyHQ platform interface. At the top, there's a navigation bar with tabs for DAU, Plan, DataSift, Analysis, Report, and other options. Below the navigation is a search bar. The main area is divided into several sections:

- DAU:** Shows three video clips labeled DAU08 Interview, DAU09 Interview, and DAU07 Interview, each with a thumbnail image of a person and a timestamp (Mar 23rd 2023, 12:10).
- Analysis:** A sidebar on the left contains icons for Home, Search, Filter, and Add Note. It also lists "1 St Document" and "1 DAU".
- Diary:** A large section on the right shows a list of diary entries. One entry is highlighted in green and titled "Recent search is great". It includes a thumbnail of a woman, a timestamp (Mar 23rd 2023, 10:48), and a transcription:

Well, normally I go out the house as little as possible. So normally like during the week I'm probably not going to anywhere. So if I was like making an extra trip out the house to drop off a package.
- Environment:** Another diary entry in the same green-highlighted row is titled "At home". Its transcription is:

I wake up from home empty, so like I, you know I have my own bagage and like everything that I had, I like having after like wake up on my own and like doing my own thing.
- Routines:** A third diary entry in the same green-highlighted row is titled "DAU11". Its transcription is:

On Monday's I usually clean out my items and then I'll Sunday and that's what I did.
- Product Area:** A fourth diary entry in the same green-highlighted row is titled "Recent search". Its transcription is:

Product Area: Recent search
- DAU:** A fifth diary entry in the same green-highlighted row is titled "DAU". Its transcription is:

I feel like I was spending a lot of time looking at my new stuff. I think that might be the thing I spend the most time on. [00:13:26]
- Environment:** A sixth diary entry in the same green-highlighted row is titled "At home today". Its transcription is:

[00:13:36] [Speaker 1] Do you feel like things - concerned? Like not just the past week but in general? [00:13:36] [Speaker 1] I think so because sometimes I look at like just the

Hook Model Application

I modeled the behaviors I observed from participants in the diary study using the Hook Model, which describes patterns of habit formation.

I then probed teams to consider - what is special about Mercari that enables these cycles to perpetuate?



Everyday, Novice Sellers Drive Engagement

“What I love about Mercari is the naivete”

Through observation, we learned that **novice sellers** are critical to being able to make the most of Mercari because they create the experience of variable reward.

Connecting Through Commerce

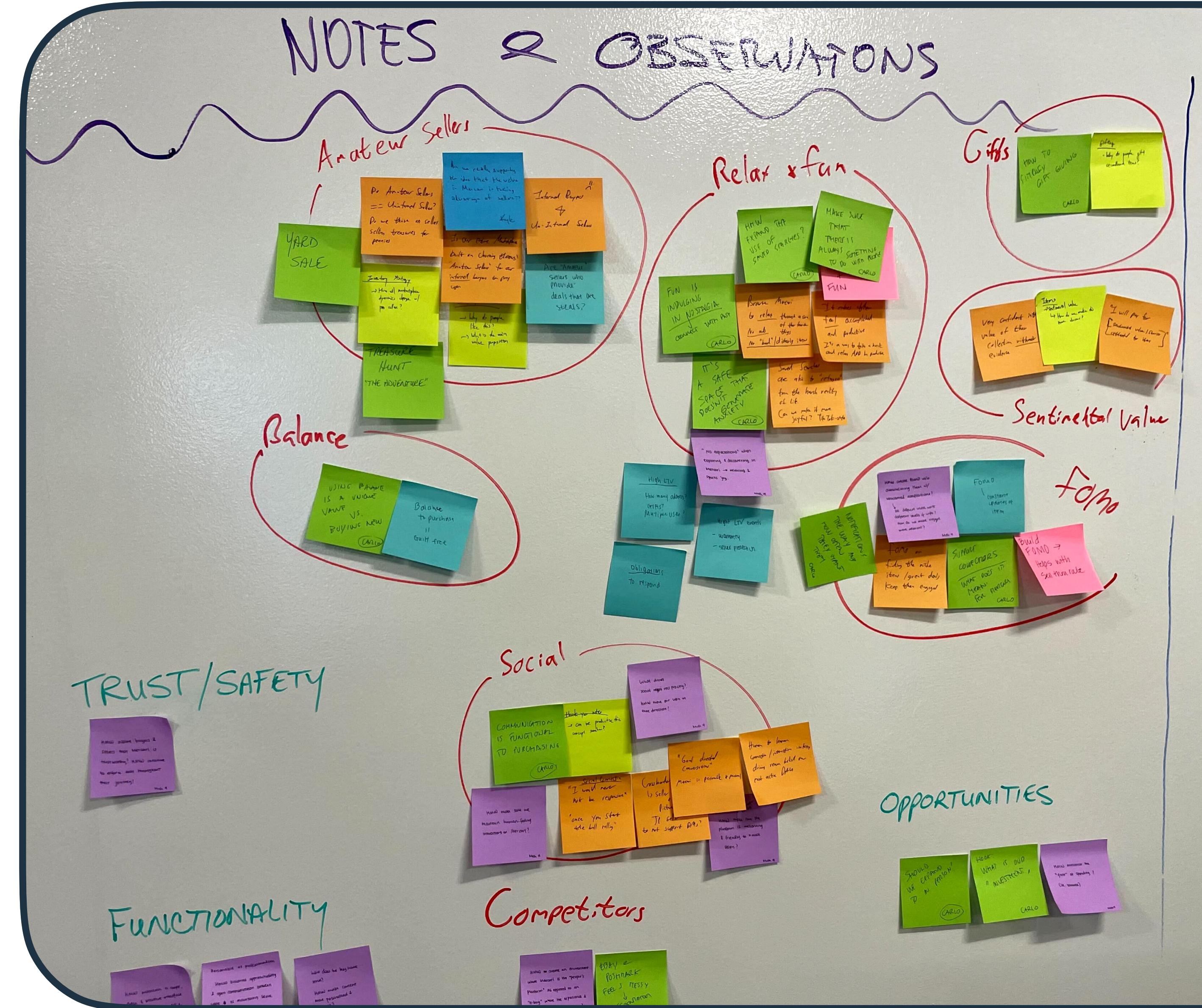
"I don't want to feel like I have to be besties with everyone on the internet"

From this study, we learned that our most engaged users loved being able to communicate with another everyday human on the other side of a transaction, as opposed to a bot, business, or foreigner. Our most engaged users also specifically mentioned they appreciate not needing to be "besties" or over-socialize on Mercari. They appreciate that interactions are purpose-driven and transaction-focused.

Share-Out

I first shared this report at a product leadership offsite. Managers jotted down questions and ideas as I presented, then grouped them into themes on a whiteboard and used this to drive discussions and decision-making over the coming days.

There, 6/10 of the recommendations coming out of this project were prioritized for immediate execution in the upcoming product roadmap.



Share-Out Tour



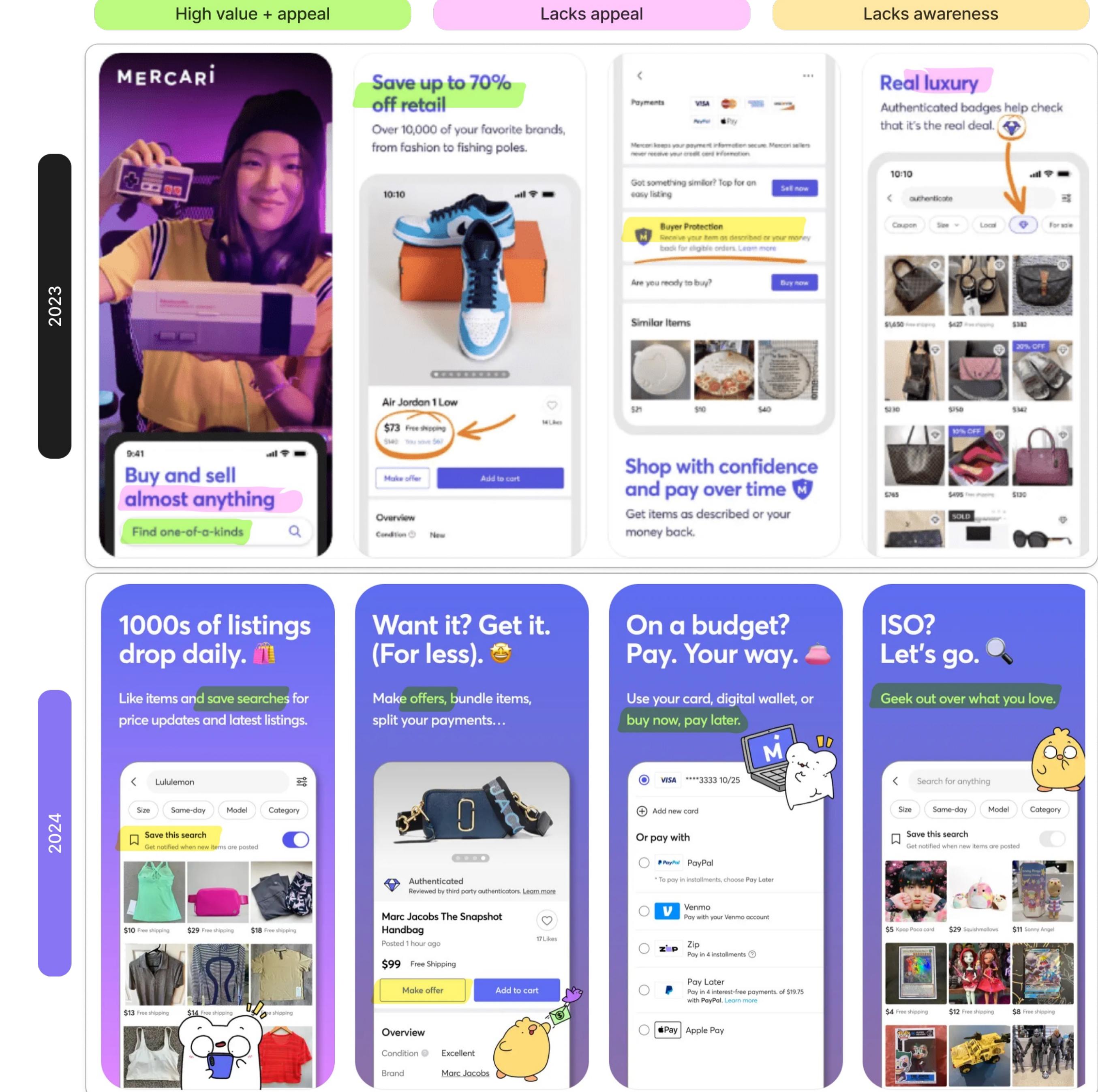
Secondhand Superstars / Outcome

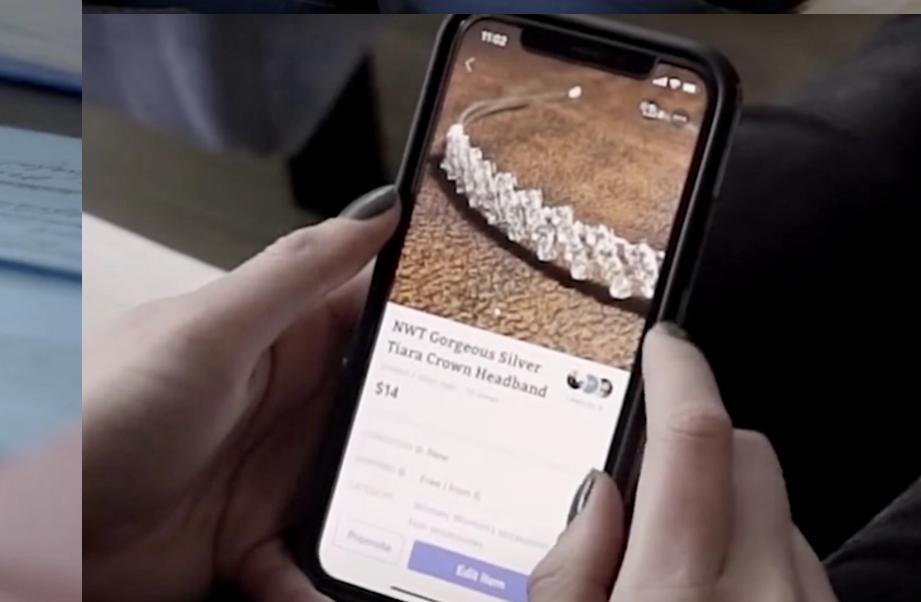
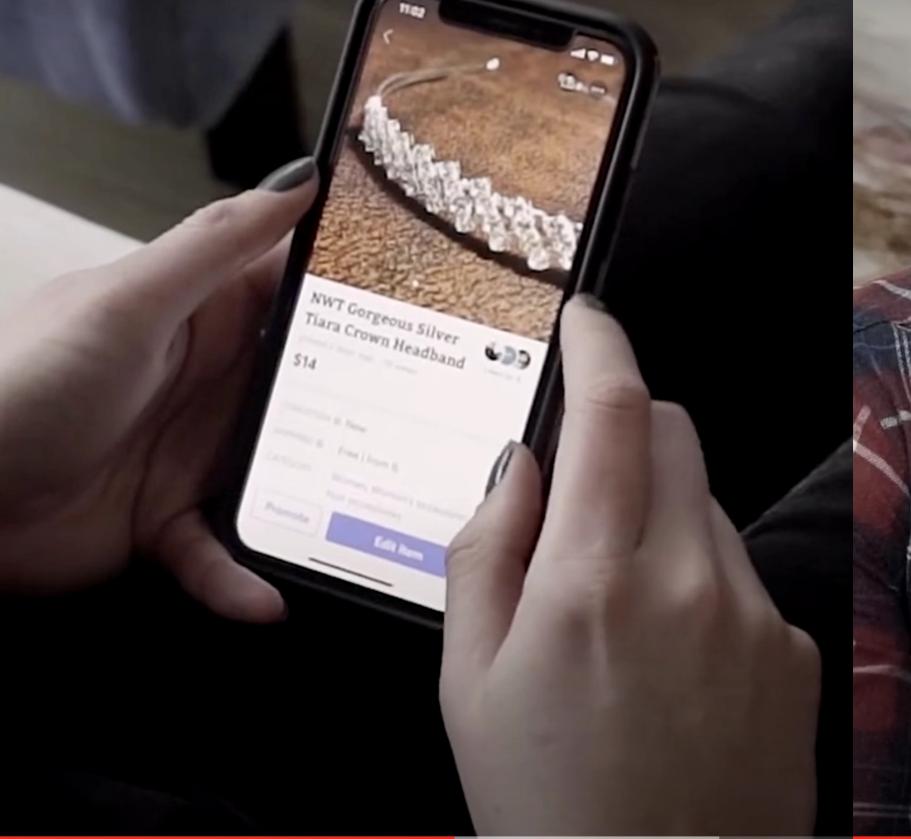
Positioning

Because of this study, we were able to better align our marketing and product initiatives to emphasize our key differentiators that resonate most with Mercari's "secondhand superstars."

Comparing App Store screenshots from March 2023, just before this study was completed, to 2024, we can see some important changes:

1. Luxury and bulky inventory no longer are featured prominently.
2. It emphasizes finding deals through offers, beloved by our daily users.
3. Mercari calls out the ratings system as a way to build trust, rather than buyer protection, which was not something universally favored by our buyers.





“Megan led one of the most important studies in the product team’s history, helping us understand who our core user base is, what their motivations are and what their key pain points are. This study is still essential to how we think about our customer base and product today.”

Tank Mori • VP Product, Mercari US

Measuring Momentum

Mercari • 2023

Note: Some data obfuscated to protect company confidentiality.

10,000 Feet View

Role: UX Researcher

Time: 4 months

Methods: Program development, surveys, desk research, stakeholder interviews, dashboard development

Scope: Created a systemic approach to track Mercari's UX and business performance over time.

Impacts:

- + Catalyzed search experimentation, which led to +13% increase in order volume in previously under-performing categories
- + Empowered team growth by building analytics expertise
- + Fostered collaboration by connecting XFN teams through data
- + Created framework for measuring long-term trends and UX metrics



Business Context

In 2023, Mercari was on the cusp of developing three bold, new features.

We needed a way to systematically monitor changes in ease of use, navigation, and core functionality over time.



Strategic Ideation



Desk research

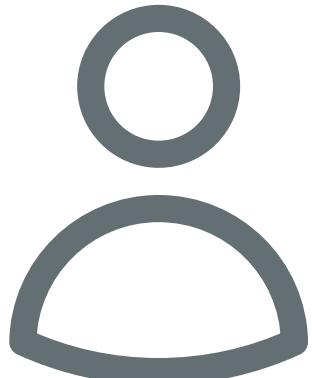
I researched both prior internal approaches to benchmarking as well as external examples to understand what was possible and how benchmarking could best benefit our organization.



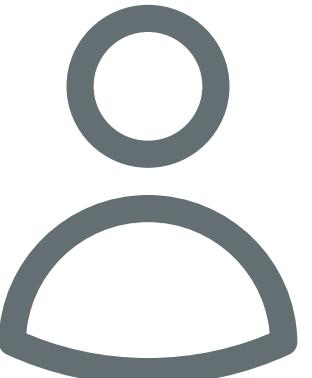
Resource audit

I audited existing resources and budget for recruitment channels, then drafted a proposal based on the priorities and constraints I identified.

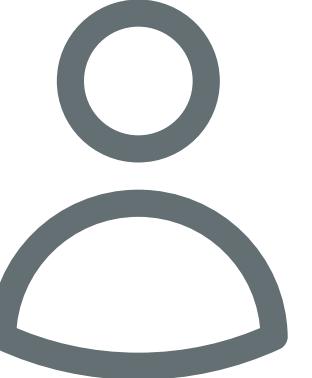
Gathering Stakeholder Insights



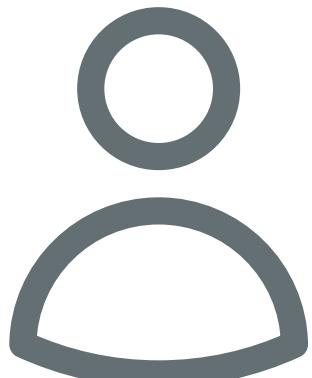
PM Growth



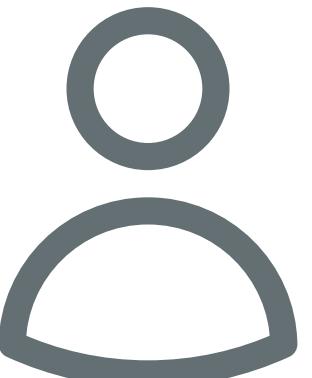
PM Logistics



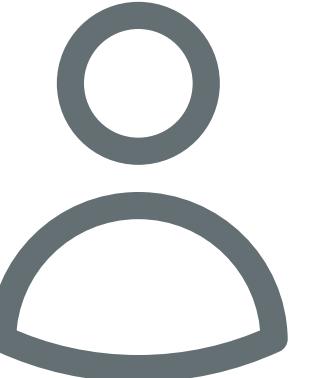
PM Foundations



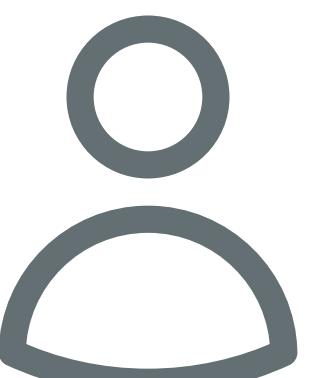
UX Director



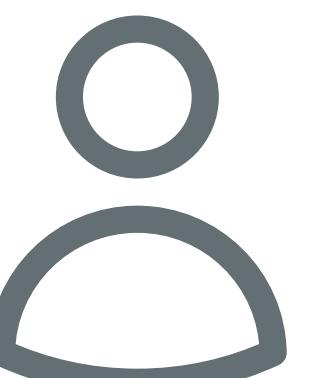
VP Product



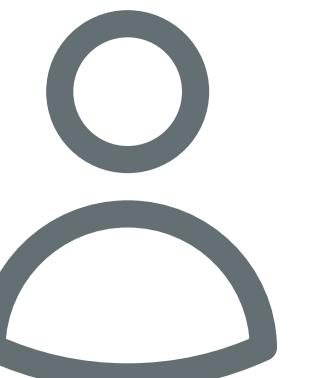
DE Manager



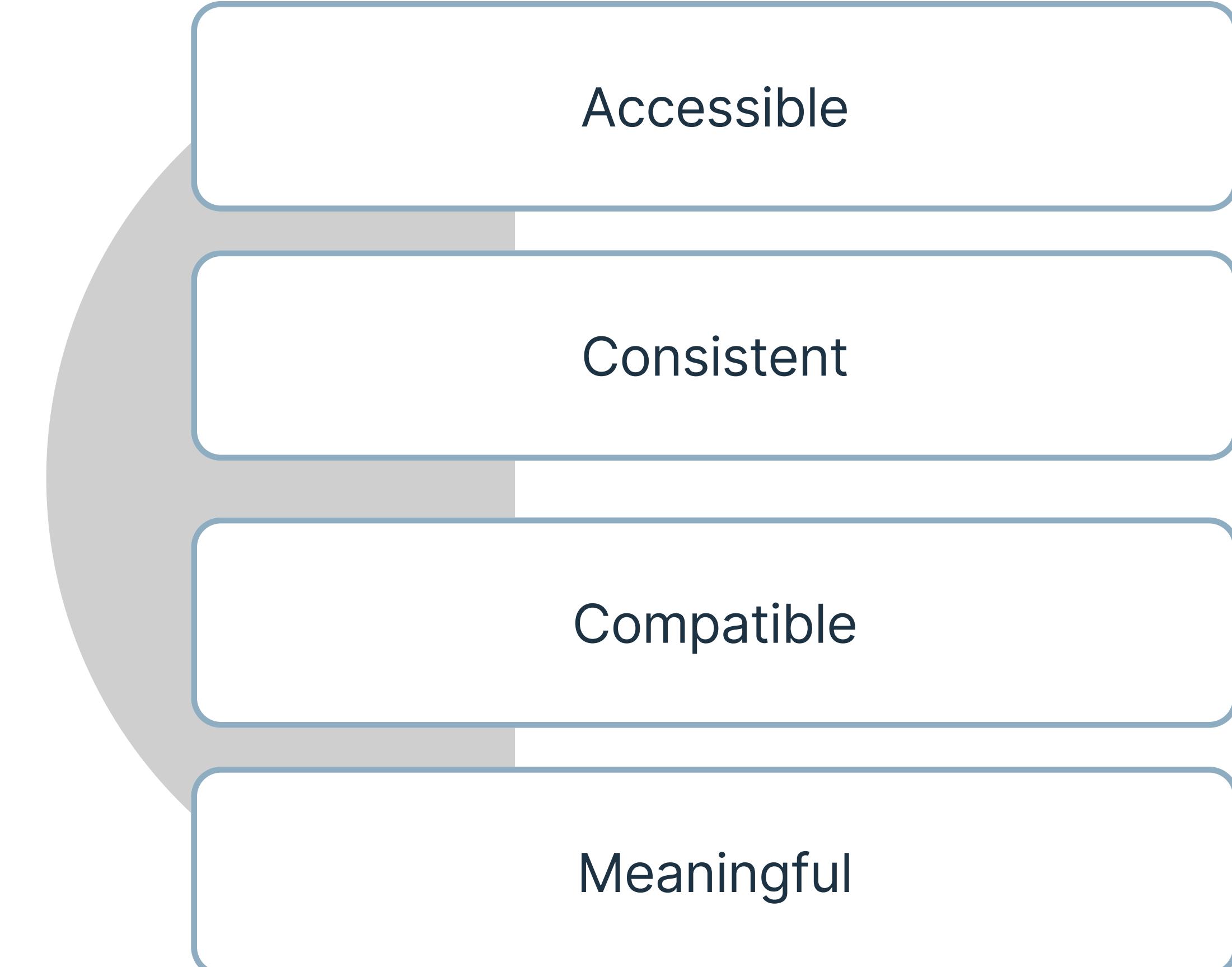
BI Manager



UX Team



PM Marketing



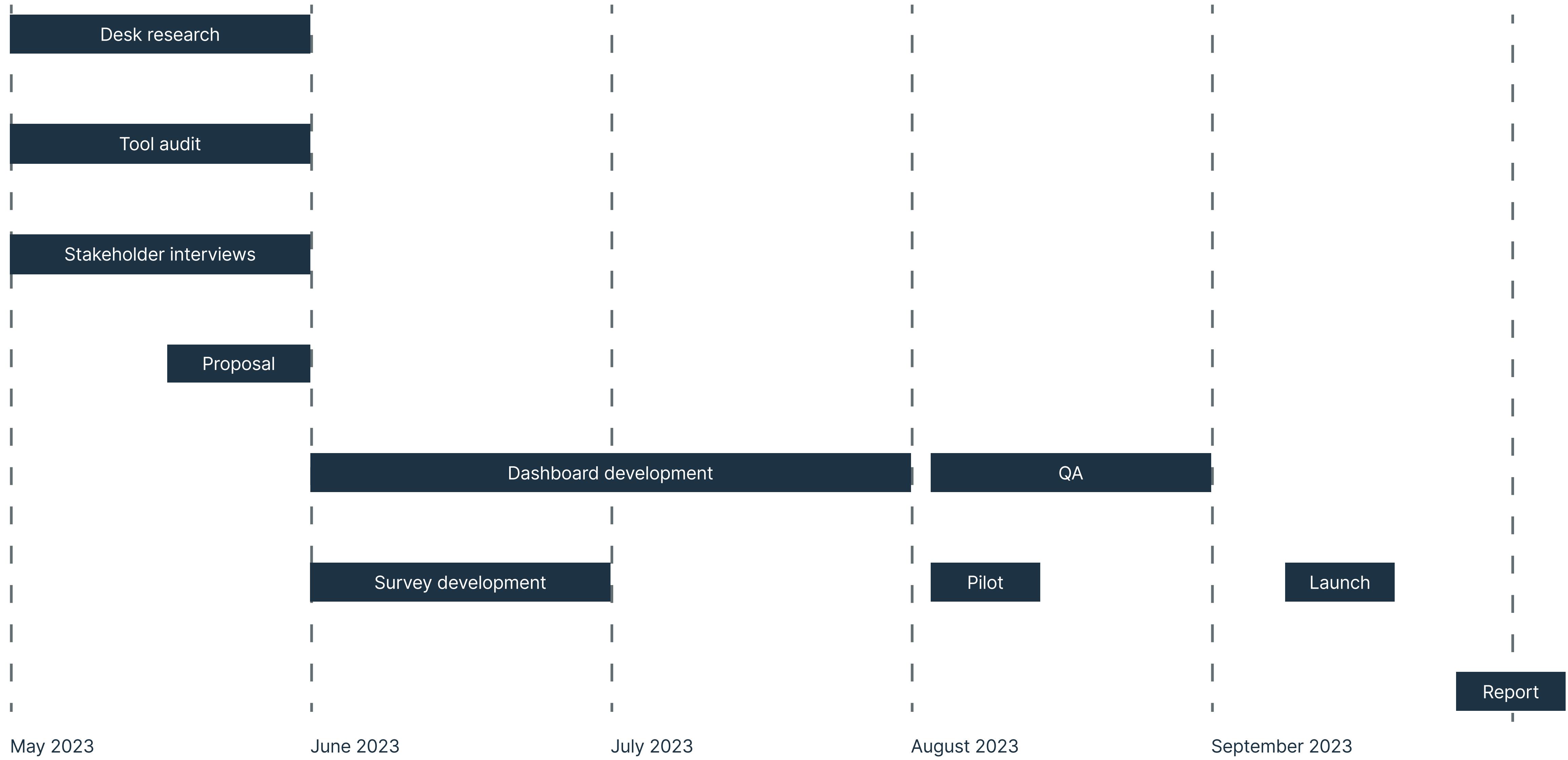
Crafting The Roadmap

I asked stakeholders, including product managers, product leadership, product marketing managers, UX designers, and UX management, to help co-create the recruitment criteria and content.

This was reviewed with UX, product managers, CRM, and product leadership.

UX Benchmarking									
Goals	The UXR Benchmarking Program will measure and track how our product aligns with company objectives and UX values; explore differences in engagement amongst competitors to map opportunity areas and inform future roadmaps; and evaluate ongoing performance of key product areas, including listing, community, and onboarding.								
Roles & Responsibilities	<table border="1"> <tr> <td>Recurrence</td> <td>Quarterly</td> </tr> <tr> <td>Responsibility</td> <td>Benchmarking responsibility will alternate among the UXR team members each iteration.</td> </tr> </table>	Recurrence	Quarterly	Responsibility	Benchmarking responsibility will alternate among the UXR team members each iteration.				
Recurrence	Quarterly								
Responsibility	Benchmarking responsibility will alternate among the UXR team members each iteration.								
Analysis Plan	<table border="1"> <tr> <td>Primary Comparisons</td> <td>Prefers Mercari Y/N If Prefers Mercari but Most Frequent=Non-Mercari, Most Frequent will be used as a proxy for preference</td> </tr> <tr> <td>Secondary Comparisons</td> <td>Age group Recency Monetary value Experiment conditions: Buy Home, IDP, Rewards, Meetups</td> </tr> </table>	Primary Comparisons	Prefers Mercari Y/N If Prefers Mercari but Most Frequent=Non-Mercari, Most Frequent will be used as a proxy for preference	Secondary Comparisons	Age group Recency Monetary value Experiment conditions: Buy Home, IDP, Rewards, Meetups				
Primary Comparisons	Prefers Mercari Y/N If Prefers Mercari but Most Frequent=Non-Mercari, Most Frequent will be used as a proxy for preference								
Secondary Comparisons	Age group Recency Monetary value Experiment conditions: Buy Home, IDP, Rewards, Meetups								
Recruitment	<table border="1"> <tr> <td>Method</td> <td>Sprig in-app survey, direct to platform link survey</td> </tr> <tr> <td>Sample Size</td> <td>N = 370 for sufficient power to detect differences across segments in open text responses</td> </tr> <tr> <td>Inclusion Criteria</td> <td>Accessed Mercari in past week</td> </tr> <tr> <td>Exclusion Criteria</td> <td>Age 17 or younger</td> </tr> </table>	Method	Sprig in-app survey, direct to platform link survey	Sample Size	N = 370 for sufficient power to detect differences across segments in open text responses	Inclusion Criteria	Accessed Mercari in past week	Exclusion Criteria	Age 17 or younger
Method	Sprig in-app survey, direct to platform link survey								
Sample Size	N = 370 for sufficient power to detect differences across segments in open text responses								
Inclusion Criteria	Accessed Mercari in past week								
Exclusion Criteria	Age 17 or younger								
EXT SECTION	Iterated for a chance to								
TERMINATE	e. If you complete the								
	February, mid May. This is to allow								
	thin the same month in order								
	ercari?								
	JRL in Q11 JRL link! This will enable us to								
	ponses, so you can either set to es without missing data), or you is (1200, assuming 200 people								
	ple Size Tracker. Write down # new round of benchmarking to								
	on Mercari?								
	4								

Measuring Momentum / Timeline

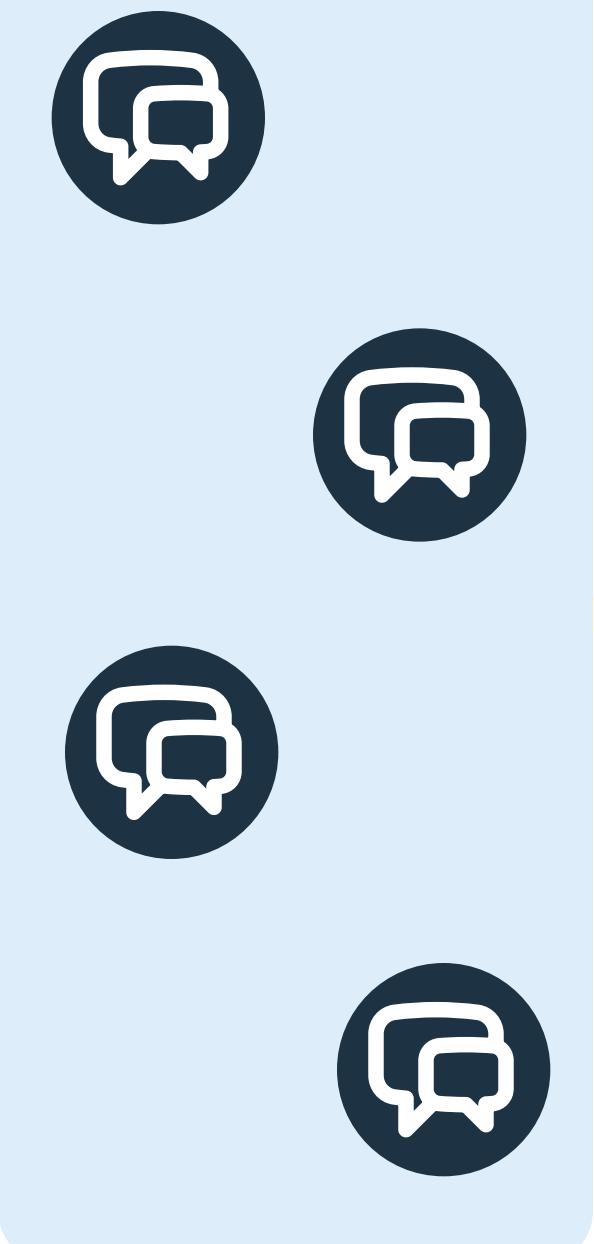


Integrating Looker For Seamless Data Access

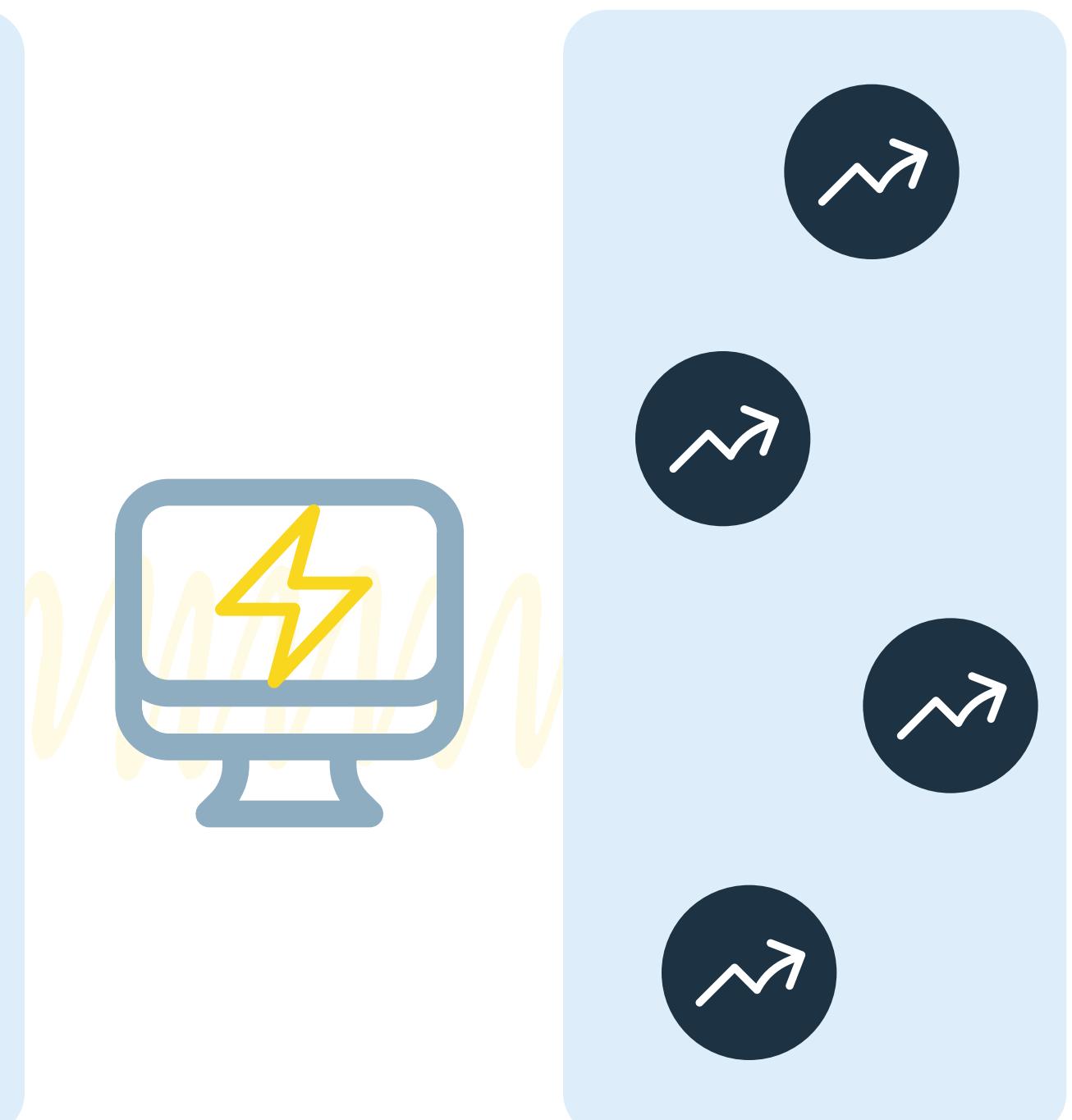
I worked closely with Data Engineering to set up a Looker integration to facilitate data accessibility and triangulation.

This way, incoming survey data from the benchmarking reports would automatically be visualized in a Looker dashboard, which could be filtered by other key segmentation criteria we were considering such as customer growth segment and age group.

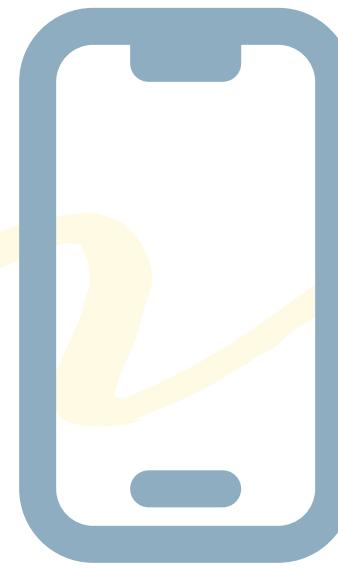
Survey



Analytics



Survey Deployment



App users

- De-prioritized fielding on web for first several iterations.

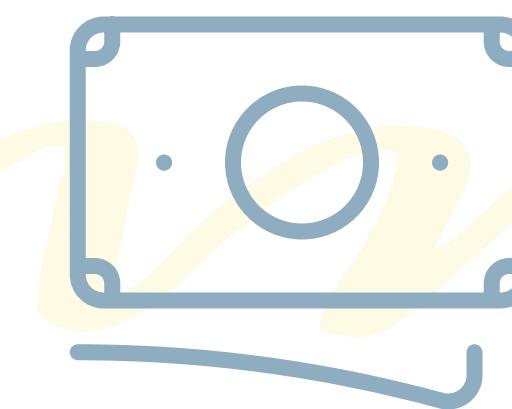
Live intercept survey

- Ease of use
- Navigation
- PMF



Stable link survey

- Competitor preferences
- Satisfaction



Sweepstakes incentive

- Got approval to offer sweepstakes style incentives for the first time at Mercari.



Analytics

- Experimental conditions
- Growth segment
- Account creation date
- Transaction volume
- Engagement

70+ Attendees

I organized a recurring quarterly research share-out venue, which drew employees from across the entire organization. At the time, this was the majority of our US staff.

"The UX and Market Research Lunch & Learn last week was stellar! I really appreciate the thoroughness and charisma in your presentations."

"Lunch & Learn Superstars! Thank you for an insightful presentation and ensuring that research resources are always so accessible!"

"UXR Lunch & Learn rocked! I learned a lot from your slides myself. Great research, amazing presentation, and awesome teamwork!!"

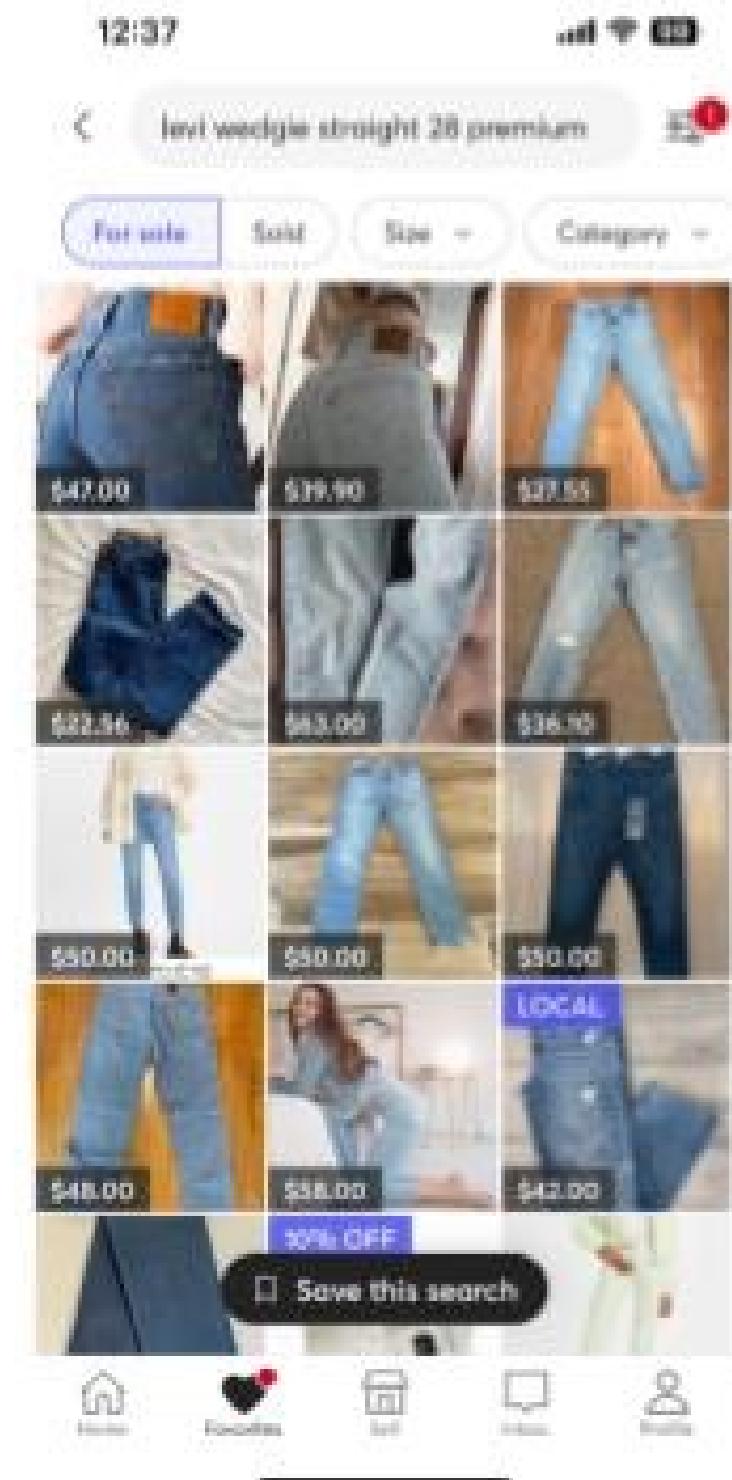
The Beef With Search

Search was the top area for UX opportunity.

Pain Points:

- 1 Irrelevant results
- 2 Finding items takes too long
- 3 Successful searching takes multiple attempts
- 4 At a glance, it's hard to tell how relevant results are

When searching all I see is photos would love to see a small descriptive title.



Add more basic details to the item thumbnail in search results - price, size mainly. There's more to see quickly in the "Listings" portion than there is to see in search results from a buyer's standpoint.

Recommendations

- Include high priority metadata, such as item brand and size, on search results page
- Change the number of results displayed depending on the size of inventory and confidence in search relevance
- Cluster search results based on predicted relevance

Impact

Experimentation Catalyst

This research initiated a series of experiments that +13% increased order volume in previously underperforming categories.

Fostered Collaboration

By establishing our first company-facing dashboard, this opened more opportunities for user research consumption across the organization.

Empowered Growth

I led “Looker labs” and hosted office hours to support teammates in growing skills in user analytics.

Long-Term UX Vision

Because this was conducted on a quarterly basis, we were able to glean the relative prevalence of different pain points in relation to each quarter’s rapid product changes.

“We went from scrappy and haphazard experience measurement to a robust and rich system, which Megan is fully credited with.”

Thea Lee • UX Research Manager, Mercari US

NextGen Gig Economy

Fiverr • 2024

Note: Some data obfuscated to protect company confidentiality.

10,000 Feet View

Role: UX Researcher

Time: 1 month

Methods: Interviews, desk research

Scope: Explore features and positioning strategies that help parents feel confident about their teen's ability to navigate online freelancing on Fiverr.

Impacts:

- + **Guided resourcing efficiency** by identifying misalignment with short-term business goals, resulting in reduced resource allocation and risk.
- + Generated **17+ actionable recommendations** for product development and marketing teams to hit the ground running, should this direction be revisited in the future.



Business Context

Fiverr was considering how to expand their user base to a younger demographic. Customer acquisition is expensive, and younger adults are more likely to stay with companies longer.

With 32M teens in the US without a dedicated online freelancing platform, Fiverr saw a unique opportunity here to gain more market share at a lower cost.

Fiverr wanted to explore how to strategically position themselves through marketing and product features in order to encourage teens to adopt their platform. Because minors cannot enter legally binding agreements, parental approval was key to our success.

Through research, we unpacked the parent perspective on how we might enable teens to freelance safely and successfully through our platform.



Research Kickoff

We met as a team to discuss existing knowledge, identify challenges, and brainstorm research questions.

Challenges:

- Lack of evidence for teen demand.
However, leadership was committed to launching in 6 mo.
- Legal had historically prohibited teen data collection, although we had some limited information from a prior age collection experiment.
- Research moderation tooling was nearing contractual deadline, with limited sampling capabilities.

[Growth] Attitudinal vs Behavioral?



RESEARCH AIM

**How Might We Encourage Parents'
Trust To Facilitate Teen Adoption?**

Study Plan

With input from the project team, I crafted a study plan to understand:

1. What level of involvement do parents have in their teens' online interactions?
2. How do parents feel about teens freelancing online?
3. What concerns do parents have about teens freelancing online?
4. What assurances help parents feel more comfortable allowing their teen to freelance online?
5. What might motivate a teen to pursue freelancing?

I also enlisted design support to create a mock email for parents to react to a visual stimulus.

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

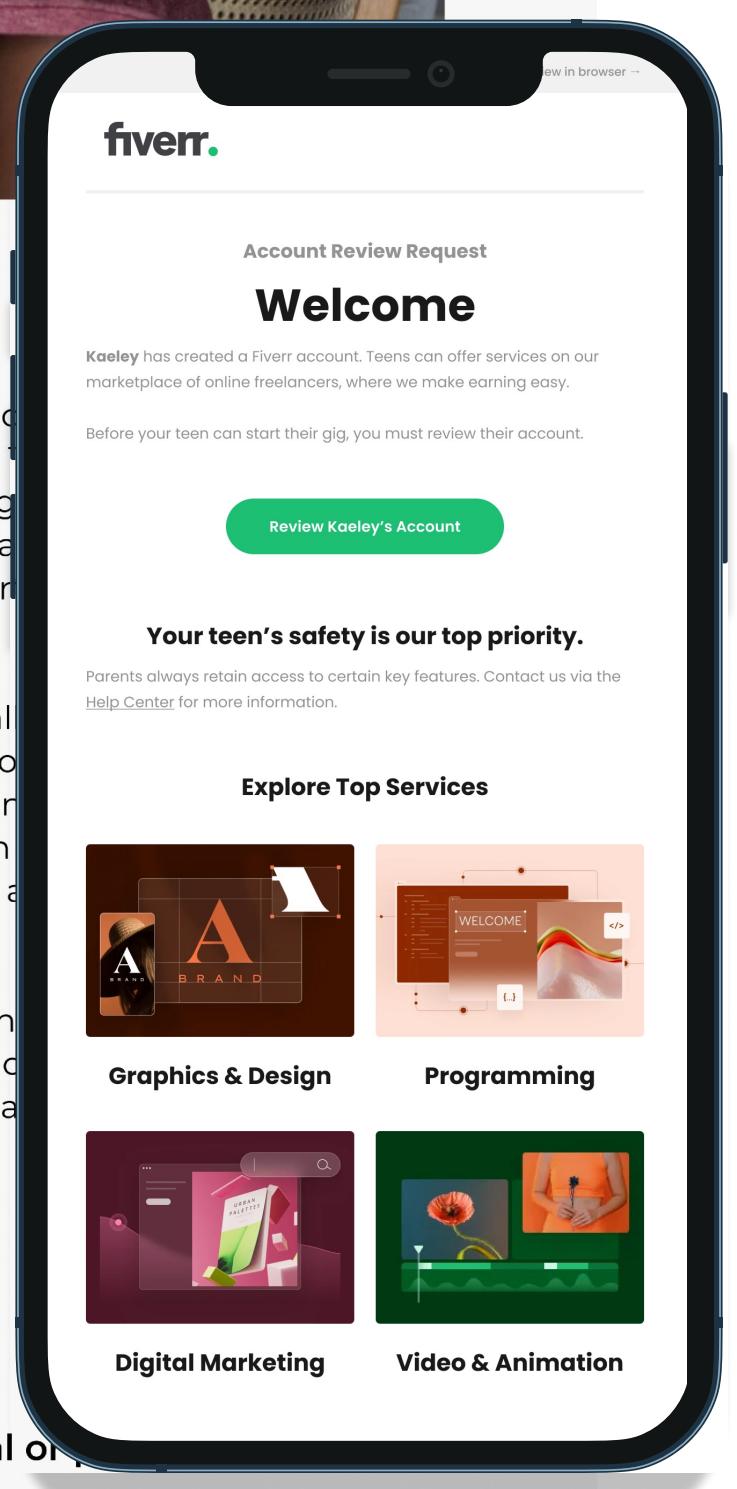


Background

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

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

Through this research, we aim to understand the motivations and concerns that parents have about teens joining Fiverr, identify solutions that would help mitigate those concerns (such as parental controls, default settings, account structure formats, information 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 success. If this is successful, leadership is committed to developing a solution, with

Recruitment

Participants were recruited through UserZoom's panel to prioritize feedback from parents who were not current Fiverr users, and had varying levels of familiarity with the Mercari brand.

I developed a 5-question screener to source participants.

- Ages of children and/or dependents
- Familiarity with freelancing marketplaces, including Fiverr
- Prior freelancing experience
- Estimation of teen interest in various Fiverr offerings
- Comfort level with various teen activities

I included several attention checks to protect the quality of our sample.

Representation: Teens

What events or age ranges may distinguish separate cohorts of teens who may relate to Fiverr differently?

Relevance

What factors might signal a teen has reasonable likelihood of initiating interest in using Fiverr?

Validity

What systems can we put in place to ensure high quality interview participation?

Representation: Parents

Parent relationship with online freelancing services, including prior experience, brand familiarity, and comfort level with various online teen activities?

Bias

How do we ensure our audience is not overly skewed or narrow in their attitudes toward freelancing?

Dry Run

I invited a member of our brand team (and mom of a teen!) to do a dry run of the discussion guide with me.

This was really helpful because I was concerned about introducing bias into the script, particularly since we were asking questions about parenting behaviors.

We worked together to modify the script, resulting in a natural interview flow.

Interviews

I interviewed 8 parents of teens 13-17 about how they navigate online social and business transactions with their teen.

In the interview, parents also performed a sorting activity to clarify default teen account permissions.

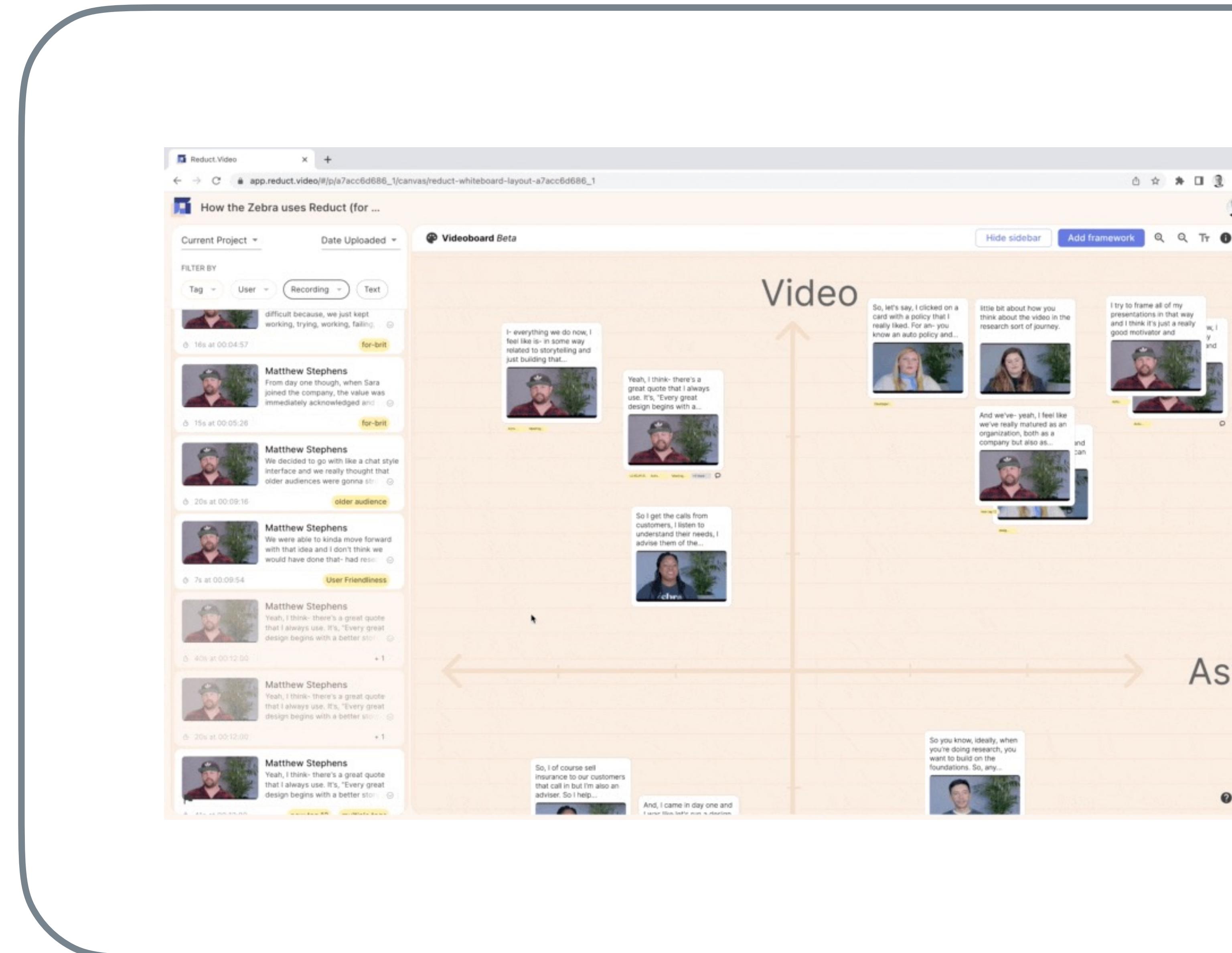
Debriefs

Through a designated Slack channel, I invited members of the project team and wider company to observe user interviews live.

When time permitted, I hosted debriefs with observers following user interviews to unpack our learnings together.

Thematic Analysis

I used Reduct to review, tag, and code interview transcripts before affinity mapping by theme. I pulled key themes into highlight reels to help stakeholders connect more directly with user voices, then included these reels in the final share-out deck.



Desk Research

I researched the examples of shared account spaces that parents mentioned during interviews, gathering themes about parent account structures communication, positioning, and features, to kick-start design ideation.

The collage includes the following elements:

- GS app children's**: A mobile application interface showing a bar chart of screen time usage for the week.
- Xbox Family Settings App | Xbox**: A screenshot of the Xbox app interface showing screen time restrictions for Minecraft.
- You need an adult in your family to buy this**: A message from the Microsoft Store indicating a purchase requires an adult.
- XBOX**: The official Xbox logo.
- Parents can create exceptions for certain games**: A callout highlighting the ability to set exceptions for specific games like Minecraft.
- Set screen time and update content restrictions**: A callout for managing screen time and content filters.
- Microsoft Family Safety | Microsoft 365**: A screenshot of the Microsoft Family Safety settings page.
- Real time notifications for parent transparency**: A callout for real-time notifications.
- Greenlight debit card for families**: A screenshot of the Greenlight app interface showing spending history and balance.
- A debit card for kids and teens. And the money and safety app for families.**: A promotional banner for Greenlight.
- Their independence. Your peace**: A callout for the independence provided by the app.
- Real-time notifications**: A callout for instant transfers.
- Instant transfers**: A callout for spending history.
- Spending history**: A callout for receive money.
- Receive money**: A callout for their independence.
- Is it different from a traditional debit card?**: A question about the nature of the Greenlight card.
- As a Greenlight parent, you can:**: A list of features including transfer money, turn off the card, receive alerts, set spend controls, automate allowance payments, and manage chores.
- Learn more about everything your family enjoys with [Greenlight debit card](#).**: A call to action to learn more.

Report

I summarized the key findings from parent interviews, the permissions sorting activity, and my desk research. When I presented these findings to our UX & Brand team, I shared video highlight reels, letting parents speak for themselves. Then I opened up the floor to the audience with the question, "What themes do you notice?" This drew out many of the key themes I discussed later on in the presentation, but also highlighted a few details I hadn't considered.

Notification Impressions

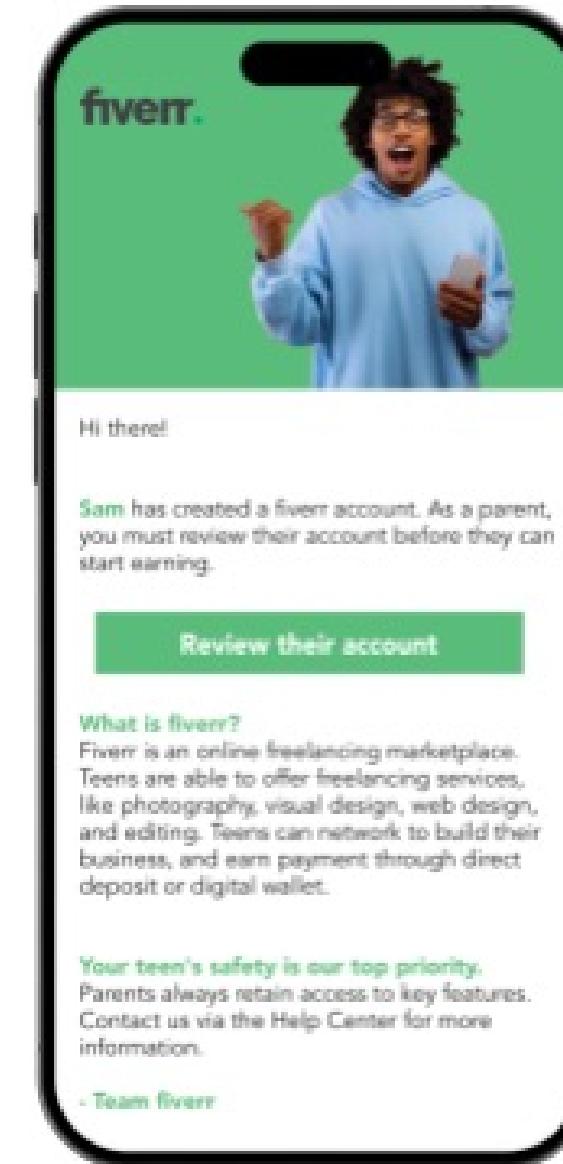
Parents really appreciated that Fiverr notified them of their teen's account creation!

- 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 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 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 enough.

Key Findings

1. Parental assurances are crucial: Parents need to feel confident about Fiverr's ability to moderate content, verify users, offer supervision tools, and manage financial transactions before allowing their teens to create independent accounts.

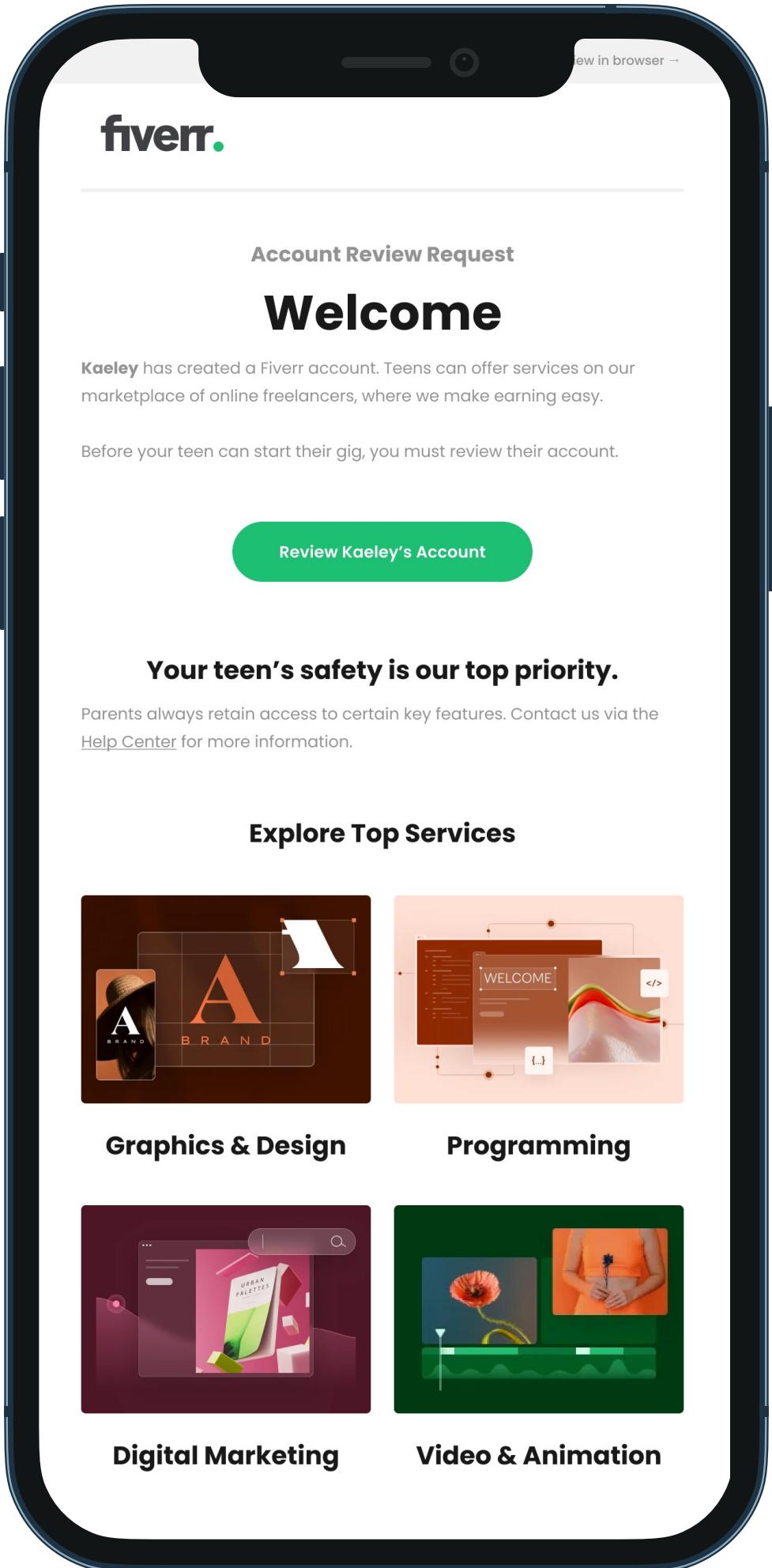
2. Account creation on parent's account might not be a barrier: While parental approval is essential, creating a sub-account under a parent's existing Fiverr account might not be a significant hurdle to teen adoption.

3. Fiverr as a learning platform: Parents see Fiverr as a potential platform for teens to gain valuable business skills under parental guidance.

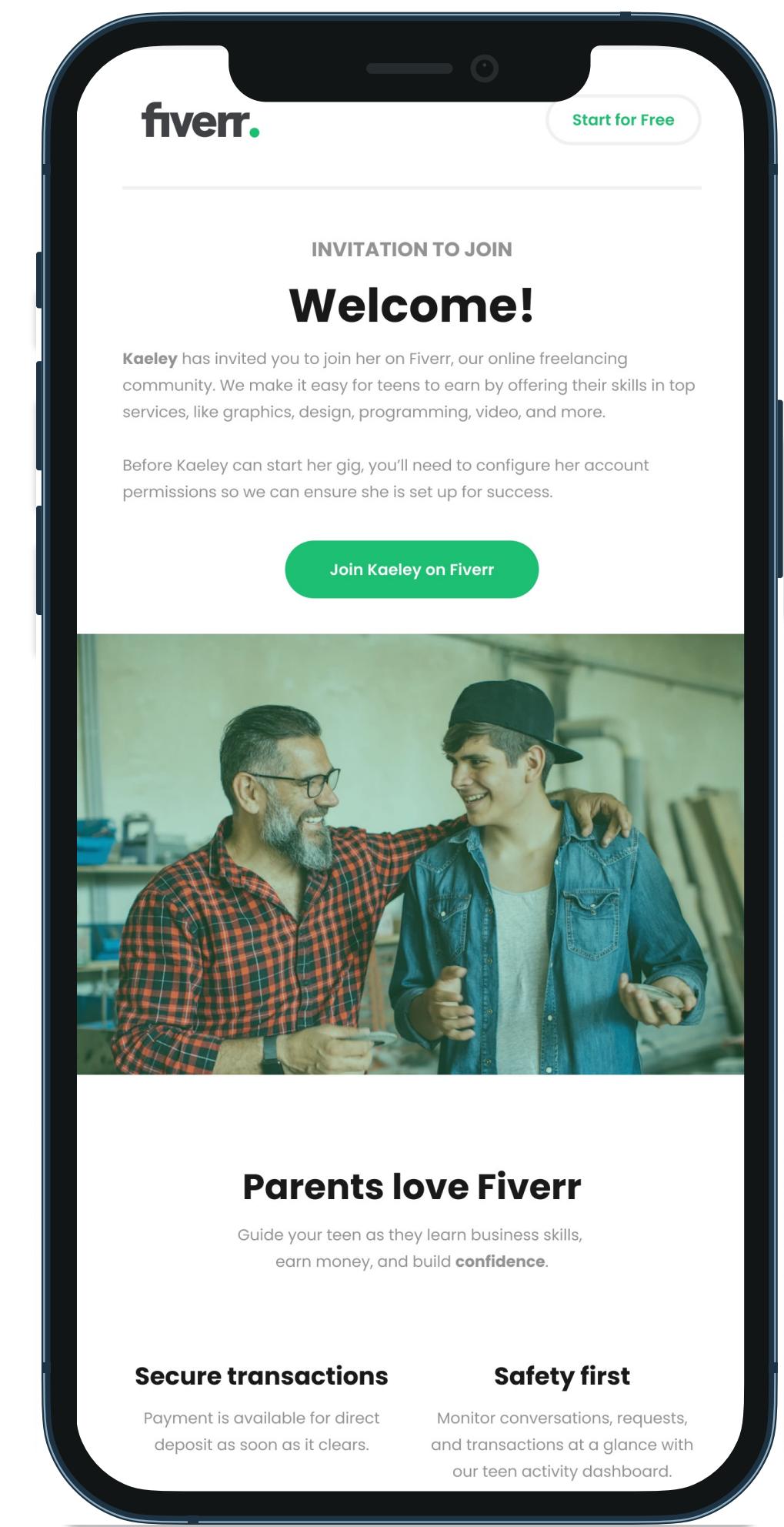
4. Financial and safety education is paramount: All parents stressed the importance of educating teens about online safety and financial responsibility before they begin freelancing independently.

5. Investment needed for successful adoption: To make teen accounts successful, Fiverr would need to invest significantly in resources for financial and business education for teens, showcase successful teen freelancers to build trust, and assure parents and other users that teens can deliver with credibility.

New Concept



Initial Concept



New Concept

NextGen Gig Economy / Outcome

Impact

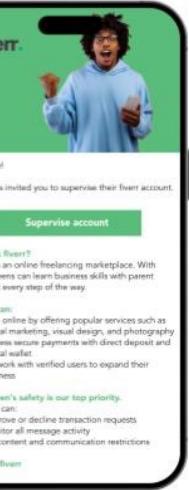
I shared my report with product leadership and design team to inform scoping estimations and inform feature specifications. Because of this research, we uncovered that **the likely outcome was in conflict with other business priorities.** The product team reassessed our readiness to invest significant resources in this initiative, and decided to take a step back and create a more detailed **concept proposal.**

If this direction is re-prioritized, this research generated **17 recommendations** to inform design and marketing requirements, such as:

- Configuration of default teen permissions and settings
- Communication strategy to form positive first impressions
- Differentiation strategy by positioning as a teen learning experience
- Attractive safety features

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: 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 that 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: 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+ (e.g. 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, services, 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.

Thank You

Made By Megan McMahon