

Notification Bell

User Research Findings

Community Post, Walkthrough Interviews, Card Sort

Community Forum

Community Forum Freelancer Responses

Dislike redundancies and duplications of email messages

Prefer not to receive notifications for bad news like declines or rejections

Do not need notifications for self-initiated actions

Prefer messages from Upwork to show up under the bell, but only if it's something new.

Messages from client don't need notification under the bell because already have message count

If do not need to reply immediately, good to know what I still have to catch up on within the site.

Fun if a bell actually rang every time awarded a job. Ding, ding!

<https://community.upwork.com/t5/Freelancers/Notification-bell-feedback/m-p/214260#M127232>

Community Forum Client Responses

Use after billing to quickly get to my transactions to download for personal reporting spreadsheet.

Volume is overwhelming when all applicants apply to a job posting

Maybe omitting the bell notifications for user-initiated actions would be more efficient

Nice to get notified while on the site without having to switch over to e-mail client

Nice if instead of the dot we see number of new/unchecked notifications/events.

<https://community.upwork.com/t5/Clients/Notification-bell-feedback/m-p/214307#M11395>

Wakthrough Interviews

Interview Guide

Interview Participants

Freelancers

Experienced, “Top Rated”
Based in US and overseas
5 freelancers and 2 agencies

Clients

Experienced
Based in US
5 clients

Good Feedback Matters



Prioritization



Distinguish action items



vs.

Not Addressed

Distinguish work mode



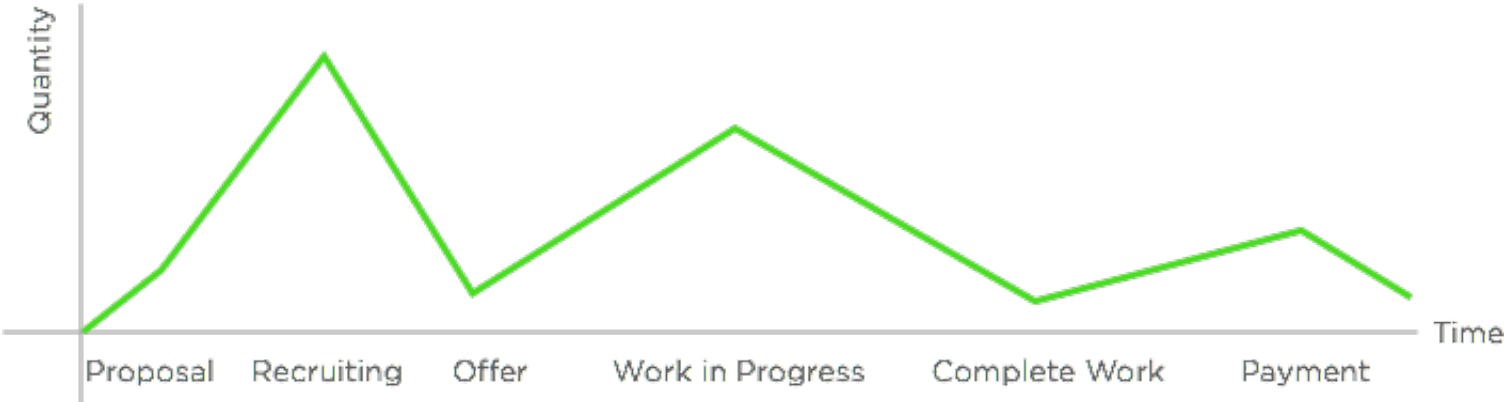
vs.



Timing of Notifications



Notification/Email Volume



Common Needs

Explicit

- Need sorting of notification by FYI vs. Action Item
- Need to see whether notification is read or not
- Need to archive or save notifications rather than delete

Latent

- Ability to adjust volume of notifications, alerts, and workflow based on mode (hiring or contract mode)
- Adjust timing of notifications and alerts based on work hours
- Mute or silence certain notifications that are deemed irrelevant
- Pause or cancel contract when either party is no longer responsive (no activity) without leaving feedback
- Track deadlines outside of messages for hourly contracts

Freelancer Walkthroughs

FL User Workflows

Clients always come first

Typically stay notified and up to date through emails and navigate through the site through clicking on emails

Finding work and doing contract work are two separate workflows and require different mental states

Time and day of the week matters. Weekends are usually prompted by emails while weekdays are prompted by notifications in app or emails

Experienced FL Workflow Priorities

Job Search mode

1. Job invite response (when looking for work) / hiring dance
2. Job search and reviewing recommended jobs

In Contract mode

1. Client messaging
2. Time logging (hourly) / checking milestones (fixed)
3. Get paid and give feedback at end of contract

Freelancer Needs

Explicit

More differentiated notifications of non-standard / strange events as compared to email

Reminders of certain periodic actions like withdraw money or time logging

Prioritizing messaging response (who to respond to first) such as preview of messages

Latent

Personalized/customizable job search

Encourage applying to more jobs (i.e. through connects)

More efficiently log manual time (frequent activity)

Client Walkthroughs

CL User Workflows

Macromanagers who rely on email as trigger for updates as to what is happening on their account and what action items to take (messages, etc); check in weekly or bi-weekly on contracts to review timelog

High-Volume Micromanagers check in frequently (every morning or throughout the day) to check status / activity

If hiring, they check much more often (sometimes without prompting) to respond to messages

If in contract, only check in to respond to messages and periodically check timelong/payment summary

Time and day of the week matters for when to check in

Experienced CL Workflow Priorities

Job hiring mode (new bids or proposals to open contracts)

1. Respond to active bid proposals
2. Search for freelancers to invite (sometimes)

In contract mode

1. Respond to messages from hired freelancer
2. Check time logged in active contracts
3. Pay freelancer and give feedback

(Periodically) Payment report check

Client Needs

Explicit

Varied monitoring of freelancers (more for newly hired freelancers and less of freelancers with prior work history)

Know when freelancer is online or starting to work to initiate communications

Better messaging management (grouping of like items and differentiation between disparate chats)

Latent

Sort through and reply to high volumes of job applicants (20+)

Personalized/customizable freelancer search

High-level overview of payments and tracking of individual transactions

Card Sort Survey

Hybrid Card Sort

	Action Item	Don't care	For Your Informat...	Urgent Action Item
A payment of \$50 was applied to y...	6	1	15	2
Congratulations on starting work! V...	6	7	8	5
Ready to get paid? Set up your <pr...	15	3	5	3
Reminder: respond to your client's ...	5	2	3	15
The Client allowed you to change ...	13	2	4	5
The Client changed the terms of yo...	8	1	9	6
The Client changed the weekly lim...	5	3	12	5
The Client changed their feedback...	9		10	5
The Client hired you for the Web D...	9	2	5	9
The Client sent you a bonus <paym...	5	1	17	1
The Client sent you a refund reque...	9		1	15
The Client verified its payment info...	5	3	12	4
The work week has ended, and yo...	2	9	14	1
You changed your <security questi...	5	4	10	4
You changed your email <email ad...	3	3	10	6
You changed your password <pas...	8	1	10	4
You declined your interview invitati...	2	12	9	1
You have accepted an interview in...	3	6	14	3
You have received an invitation to l...	7	2	2	15
You sent a <refund> of \$20 to The ...	5	6	13	2
Your <contract> with The Client has...	5	2	5	13
Your <contract> with The Client wa...	7		15	2
Your <contract> with The Client wa...	5	2	8	11
Your bank account name does not ...	6		1	18
Your proposal to the <job> was dec...	1	8	16	2
Your proposal to the job, Web Dev...	3	5	9	9
Your recent <payment> of \$83.77 c...	5		2	19
Your Referral has joined Upwork. T...	1	8	14	2
Your Web Developer <contract> en...	4	5	12	5
Your Web Developer contract has s...	6	5	10	4

Urgent = something that affects reputation
(response required)

Action item = payment, refund, review work

FYI = user-initiated actions

Don't care = declined

Open Card Sort

	(My) Contract(s) In..	Account Details/L..	Getting Paid	Job	Payments	Proposal Period/L..	Referrals	Refund	Work	Work Diary
A payment of \$50 was applied to y...		1	2		1					
Congratulations on starting work! V..	3								1	1
Ready to get paid? Set up your <pr...		2	2							
Reminder: respond to your client's ...								2	1	
The Client allowed you to change ...	2								1	
The Client changed the terms of yo..	3								2	
The Client changed the weekly lim...	3								2	
The Client changed their feedback...	2								1	
The Client hired you for the Web D...	2			2		1			2	
The Client sent you a bonus <paym...					1				2	
The Client sent you a refund reque...									1	
The Client verified its payment info...	2									
The work week has ended, and yo...	1									2
You changed your <security questi...		5	1							
You changed your email <email ad...		5	1							
You changed your password <pas...		5	1							
You declined your interview invitati...	2									
You have accepted an interview in...	2									
You have received an invitation to l...	1									
You sent a <refund> of \$20 to The ...										
Your <contract> with The Client has...	4									
Your <contract> with The Client wa...	4									
Your <contract> with The Client wa...	4									
Your bank account name does not ...		3	1							
Your proposal to the <job> was dec...	1									
Your proposal to the job, Web Dev...		1								
Your recent <payment> of \$83.77 c...		1	2							
Your Referral has joined Upwork. T...		2					2			
Your Web Developer <contract> en...	4								2	
Your Web Developer contract has s...	6								2	

Common Categories:

Account Details

Proposal Period

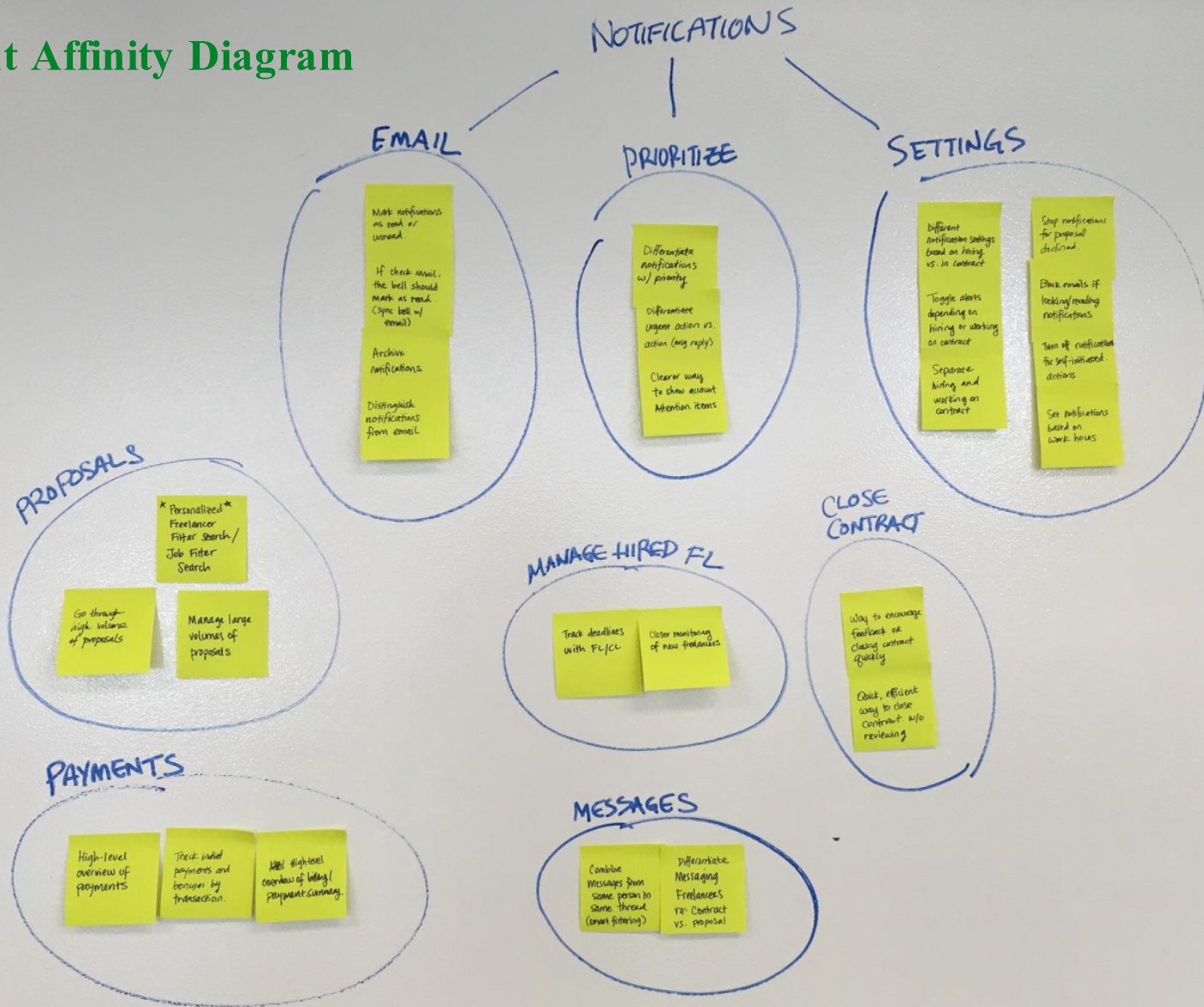
My Contracts

Work

Payments

Affinity Diagramming

Client Affinity Diagram



Freelancer Affinity Diagram

