

## Comparative Analysis of Usability Evaluation between Upwork and Fiverr Websites

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### Abstract

Millions of people, are becoming freelancer, today, but choosing the right place to connect with clients remains a challenge. Upwork and Fiverr are two prominent platforms, used for freelancing purposes. These websites are useful for people who want to work from home or with businesses that need essential help for projects. In this research, the usability of freelancing platforms is evaluated, with the help of System Usability Scale (SUS). The SUS is a widely popular and recognized tool, that helps to gather quantitative data from user to check its satisfaction for usability. To assess this satisfaction, we have conducted an online survey which is derived from the SUS questions. Data was collected from 103 students or freelancers, 44 people are male, whereas 59 people are female. The results show that 52 people give review about Fiverr and the average SUS score of it, is 61.01%, having marginal acceptability ranges, holding Grade C, passive on Net Promoter Scale (NPS) and have OK category on adjective ratings, while 51 people give review about Upwork and average SUS score of them is 49.80%, having low acceptability ranges, holding F grade, detractor on NPS and Poor category on adjective ratings. Our research shows that users believe Fiverr website is OK to use while Upwork is not. Furthermore, these websites need improvements in terms of complexity and consistency.

**Keywords:** Freelancer, Upwork, Fiverr, System Usability Scale (SUS), Usability, Quantitative, Acceptability Ranges, Net Promoter Scale (NPS), Complexity, Consistency

### Introduction

Millions of the people are considering becoming a freelancer [1], but choosing the right place to connect with clients remains a challenge. Among all available platforms, the most prominent platforms are Fiverr and Upwork, that holds a large number of the client and freelancers, having diverse expertise, and reputation in world of freelancing. Fiverr and Upwork are platforms through which people can find work as well as hire someone to do work for them. They provide certain useful works in several fields, especially for people who want to do work remotely or someone that need work using outsourcing with temporary projects.

### Fiverr

It [2] is an online website where a freelancer can offer its services. Through this, people can find work in the variety of fields such as writing, graphic designing and transcription etc. On this website freelancers can offer all services they provide by listing them on their profile and interested people who need such services can hire them. It is called Fiverr because the service here is starts at \$5 but can often go higher and higher depending on the need of service. Fiverr is an online website for freelance that connects consumers, with the service providers or freelancers. Customers can purchase services known as gigs and choose from several categories such as graphic design, digital marketing, marketing and more.

There is a variety of subcategories and specialties inside several categories, which gives customers a various option. Fiverr got its name from its reputation for offering services at low prices when it was created in 2010. Many of them started at just \$5. While some services remain priced at that level, the majority of vendors have increased their fees and provide clients with customizable

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pricing packages. Fiverr.com provides its users freelance services that are listed by lean entrepreneurs. A gig is basically a service that Fiverr provides.

Fiverr is actually presented with an alluring offer, to buy or sell services for simply \$5 per gig, with an understanding that seller is a person that has a skill that someone else wants. These vendors and freelancers can negotiate on Fiverr, a global marketplace. Freelancers can connect from anywhere in the world with Fiverr.com. It makes it simple for employees to earn money or locate a needed service from home.

Fiverr.com [3] users offer services such as graphics and design, digital marketing, writing and translation, video and animation, music and audio, programming and tech, business, and fun and style. These categories improve the lives of freelancers and clients worldwide while lowering the unemployment rate. As a market leader in the freelance sector, Fiverr has played a significant role in the global transformation of this emerging freelance business. This case study will demonstrate the gig economy through a Fiverr marketing analysis.

### **Upwork**

Upwork [4] is slightly different from Fiverr. It's a diverse marketplace where freelancers can find a variety of work, including short-term, hourly, and long-term projects. Freelancers on Upwork bid on jobs submitted by clients rather than fixing a price. Clients can choose the freelancers they want to work with. Upwork helps with communication, time tracking, payments, and more. Like Fiverr, Upwork will pay fees from the freelancer's earnings.

The company was formed after the merger of Elance Inc. in 2013 and oDesk Corp. in 2015 [5], the company rebranded, and it quickly became the go-to place for clients and freelancers. In Upwork freelancers can do various kinds of projects or works that are totally remotely. So whether a freelancer has need of a small task or someone plan to collaborate with a long-term project, Upwork is a platform that help freelancer, to connect with the right choice.

Upwork provide freelancers to do various kinds of job that can be done remotely. Moreover, a freelancer needs for a small project or someone who wants to collaborate within a long-term project. Upwork website is an online platform that can help freelancers to connect with the right work and people. There are several categories of work on this platform, such as graphic designing, web design and content writing etc. On Upwork, freelancer can work on a small-scale, large-scale projects, short-term projects as well as long-term projects

### **Differentiation between Fiverr and Upwork**

The major difference between these two is that, Fiverr is primarily used for small projects and is better for it while Upwork is initially used for large and complex projects. Fiverr is basically popular for its straightforward, having a simple interface as well as has an affordable pricing that makes it a good choice for all freelancers and small-scale projects or businesses. On the other hand, Upwork has more features and have a large pool of freelancers on it. Upwork also has good security as well as good payment protection, that makes it more safer for large projects. Since, it has grown, freelancers can set their own prices on it. This freelancing platform addresses employers as buyers and freelancers as sellers.

Fiverr is a platform aimed at freelancers that allows sellers to create bundled services, or “gigs,” and offer them for sale. There is also a buyer inquiry for employers to post jobs for which sellers can apply. This website i.e. Fiverr is only available in English Language. However, they offer online seminars and training in many languages, many of them are free, and all you have to do is sign up before joining. As a customer, we can use other languages in the job posting. This encourages the freelancers to work with international clients. It is very important to create very impressive and attractive offers because it will increase the chances of getting hired. By default, gigs are a one-time purchase, but buyers can use premium time to extend the contract or repurchase the work multiple times.

Freelancers from around the globe can be found on Upwork. Nevertheless, only English is available on the website. Having said that, they do offer online classes and activities in a variety of languages; registration is required prior to participation, and many of them are free. You can use other languages in your job postings as a client as well. This is beneficial to clients abroad since it encourages local freelancers to apply. Alternatively, you might indicate in your job posting that you are seeking freelancers who are native speakers or bilingual. Making eye-catching packages is therefore essential, as it raises your chances of being recruited. The gigs are one-time purchases by

default, but purchasers have the option to repurchase a gig or use gig milestones to extend the contract.

Fiverr divides sellers into four levels. Senior employees will get more benefits, such as faster withdrawals and better customer support. It is basically dependent on work offer. Upwork can offer larger gigs and jobs that may rely on long-term remote work in skills like programming or writing. Building a reputation here can help employers find freelancers and build relationships with them. On the other hand, if you are providing one-off artwork, one-off models, or some audio production, Fiverr would be a better platform for these skills. Upwork has its own app for tracking hourly contract freelancers. Although freelancers are encouraged to use the Upwork time tracker, most freelancers do not like to use their app.

Basically, Upwork and Fiver provides a major solution for freelancers, in order, to do freelancing by connecting and collaborating with various peoples on varieties of projects. Upwork has several tools for managing project on various collaborative work. On the other hand, Fiverr has specialty in user-friendly task completion. The major reason behind freelancing growth is the online platforms that helps to do business where freelancers can offer their skills and customers can find the services they need.

This usability report evaluates the user experience of Fiverr and Upwork, two prominent online platforms connecting freelancers with clients for various projects. The assessment focuses on usability aspects such as website navigation, task completion, efficiency, and user satisfaction. Central to the growth of the freelance economy are online platforms that serve as marketplaces where freelancers can showcase their skills and expertise.

Pricing is significant characteristic while comparing between Fiverr vs Upwork [6]. This is because, it directly impacts the decision of both clients and freelancers. Each platform has its own pricing as well as payment options which majorly effects the overall user experience and choices. Upwork provides flexibility in mostly long-term projects. As compared to it, Fiverr's simply offers flat rate pricing model.

**Major Comparison**

Following table 1 shows the major comparison of Upwork and Fiverr:

**TABLE I. COMPARISON BETWEEN UPWORK AND FIVERR**

MEASURES	FIVER	UPWORK
Interface	Simple interface with predefined gig, easy to find and purchase services.	More complex interface with detailed profile and project management tools.
Hiring	Quick hiring process immediate purchase of services.	Requires more time to post jobs, revived proposals and hiring.
Task nature	High for quick specific tasks due to simplicity and speed.	High for complex project due to through detailed collaboration.
Services	Fiverr primarily focuses on specific services such as price setting etc.	Upwork offers a vast range of jobs, that includes small tasks, hourly paid work, and long-term projects.
Product-based	Fiverr is more straight- forward.	Upwork offers greater versatility in terms of project types and pricing.
Customer interaction	Fiverr draws clients looking for rapid and affordable services.	Upwork is more popular with clients searching for professional freelancers for a variety of projects.

Moreover, Fiverr and Upwork both provide a solution and way to work online on various kinds of projects as well as they give opportunity to work with international clients. Both offers almost same services but have a different style of offering them. Fiver has specialty on short-term projects, and user-friendly completion of tasks. While Upwork has efficient security and management as well as protection on payments.

**Significance of Research**

For choosing this project, there are many reasons behind these platforms and research. Upwork and Fiverr are a great way to find high quality freelancers and freelance opportunities all over the world. Both offers almost same services but have a different style of offering them. Fiver has specialty on short-term projects, and user-friendly completion of tasks.

Upwork and Fiver provides a major solution for freelancers, in order, to do freelancing by connecting and collaborating with various peoples on varieties of projects. Our research shows that users believe Fiverr website is OK to use while Upwork is not. Furthermore, these websites need

improvements in terms of complexity and consistency.

### **Aim of Study**

The goal of our study is to understand that how to compare similar products using the SUS tool. we want to compare our products usability with other similar products. In this research, the usability of freelancing platforms is evaluated, with the help of System Usability Scale (SUS). The SUS is a widely popular and recognized tool, that helps to gather quantitative data from user to check its satisfaction for usability.

Our study aims to create a standard usability score for our product which we can use in the future to see if any changes we make actually improve usability. We will gather detailed feedback from user about their experience which will help us to make specific improvements. By regularly checking and updating our project usability. We can ensure that it remain easy and pleasant for users to use.

### **Literature View**

This research [7] held in 2019 revealed the intriguing trends in the freelancing that workers do on Fiverr. This study demonstrated how these trends vary among worker subgroups with varying attributes and how they change over time. Furthermore, it is discovered that in the gig economy, having a highly related skill set correlates with better overall performance. Additionally, it was found when workers broaden their skill sets, learning a new skill that is closely related to their current skill set took less time and is linked to improved performance on the new skill. The effects of these findings for gig economy workers and platforms in general are covered in this research.

The working [8] of A. Hannák, C. Wagner and D. Garcia in 2017, shows Fiverr vs Upwork freelance work, that have expanded rapidly in recent years. Theoretically, these websites allowed employees to make money without the commitments and possible social prejudices that come with regular labor structures. The data is obtained from 13,500 worker profiles from these two platforms, along with data on the gender, race, and customer reviews, ratings, and positions in search rankings of the workers. In this work, it has been also investigated that there are potential effects of gender and racial bias on these two well-known online freelance markets.

The study [9] in 2021, analyzed the major platforms such as Upwork and Fiverr etc. for freelancers, which are utilized by a significant number of people as either their primary or additional source of income. Still, there are issues with most freelance platforms that need to be resolved. Therefore, this research article evaluated the usefulness of freelance platforms using just user feedback. The present investigation involved a review testing experiment involving users and a system usability scale (SUS). The study identified the essential design components of a freelance platforms well as the primary issues encountered by the users. Results shows that the crowd sourcing platforms have become quite popular due to the increasing demand of human computation-based tasks.

In 2016 a research [10], analyzed the characteristics of Fiverr with respect to marketplace on large-scale. Fiverr is an online marketplace that is rapidly expanding and driven by supply. Users can acquire microtasks, or gigs, for as little as \$5 from sellers. This study, examined the Fiverr platform as a distinct market and describe the buyers, sellers, and interactions that take place between them. It was found that vendors attempted to court customers into purchasing their gigs and are more flexible in their interactions. Seller-to-seller networks consist of numerous small, connected groups. Network who support each other. It was also studied that Fiverr as a seller-driven marketplace in terms of sales, churn rates, competitiveness among various sub-categories etc. and observed that there are certain similarities within the common marketplaces as well as there are also many differences.

This paper [11] in 2015, showed the management in freelancing platforms. Various theories have been used in this research, on the such platforms for more than five years, providing the theoretical basis for work on online identities, self-presentation, and impression management. The study has proven particularly fruitful in the context of such platforms like Upwork, showing how users invest substantial effort into profile work to maintain a favorable online appearance.

The working [12] of P.Popiel in 2017, done the freelancing analysis on Upwork. This stud explored several discussions, on the nature of the creative work and examined a case study of the freelancers in the creative industries on the website of Upwork. The first part of the analysis places the rise of freelancing in the context of capitalism's transition to a flexible accumulation mode. It is then contrasted with the neoliberal stories of the creative economy with respect of freelancing on

Upwork.

In this Research [13] in 2016, it has been shown that freelancing platforms are becoming an increasingly popular employment option due to a variety of variables, including changing work attitudes. According to the forecast, it was found from the McKinsey worldwide institute that, freelancers will become more common in the worldwide workforce and may account for over 50% of the US employment by 2027.

According to the research by Edelman Intelligence [14] in 2018, it was analyzed that the freelancing platforms play a major part in the rise of the gig economy by providing businesses with on-demand access to specialized expertise and a diversified talent pool for employment prospects. It was found that freelance labor has become more accessible because of such websites like Fiverr and Upwork, which offered a huge marketplace for the people, in order, to provide their services and working opportunities to others all over the world.

This working [15] in 2019 and 2020, showed the freelancers unprecedented access to a global market, they also posed challenges such as pricing pressure, competition, and lack of job security. In this study, authors have highlighted the importance of building a strong personal brand, cultivating niche expertise, and leveraging networking opportunities to thrive in the freelance economy. Additionally, this research by Henninger and emphasized the need for freelancers to develop soft skills such as communication, time management, and adaptability to succeed in remote work environments.

This paper [16] in 2013, showed employing freelancers on online platforms such as Fiverr or Upwork. This research indicated that clients give priority to various variables like reputation, portfolio quality, and communication skills. It was found that it underscores the need of establishing trust and showcasing experience. Furthermore, it was seen that online platforms offer clients a handy means of accessing a varied pool of talent and scaling their workforce in response to demand. But issues like managing remote teams, assessing the caliber of freelancers, and guaranteeing project success continue to be common.

In this paper [17], in 2023, researchers and practitioners both searched into new trends and their possible effects on individuals, businesses, and society at large as the freelance economy keeps changing. Subjects like the experience of gig workers, platform governance, legal issues, and automation's effect on freelancing are becoming more and more prominent in academic and business discourse. Stakeholders may effectively handle opportunities and difficulties in the digital era by keeping up with these advancements and understand the workings of the freelance economy.

According to this research [18] it was explored that the most popular tool for gauging how useful people think certain systems and services are, is the system usability score (SUS). This study is established in 2023, and it showed connections between various forms of data from a usability research. It was also shown that SUS is crucial because it can give developers and practitioners a way better understanding of the system and assessment processes. In this study, it was investigated whether SUS ratings could be predicted based on the quantity of UPs reported during usability inspection.

The following information was gathered through the creation of a survey in 2015 [19]: demographics, prior exposure to AR UIs, UPs discovered during the inspection, and SUS responses. The SUS built by Brooke was modified based on the research of Finstad and Bangor, and we created an adapted version of the SUS for our study by substituting the term "AR application" for "system."

An inexpensive, yet useful device for evaluating a product's usability is the System Usability Scale (SUS) [20], which may be used to evaluate TV apps, mobile phones, websites, interactive voice response systems, and more. An easily comprehensible score ranging from 0 (negative) to 100 (positive) is provided. Although a 100-point rating system is relatively easy to use and permits subjective assessments, it is unknown how the numerical score relates to an objective assessment of usability. A seven-point adjective-anchored Likert scale was introduced to almost 1,000 SUS surveys as the twelfth item in order to aid in the answer to that query. The Likert scale scores and the SUS scores have a very strong correlation ( $r=0.822$ ), according to the results. Adjective rating scale's addition to the SUS may facilitate the interpretation of individual SUS scores by practitioners and help in communicating the findings to non-human factors specialists.

The study [21] adapts the System Usability Scale for gamified e-learning courses across different cultures and evaluates its measurement properties to ensure reliability and validity . It has

been used to assess the perceived usability of a wide range of items, including websites, software, and hardware. It is independent of technology. The outcomes showed that the SUS-SI's characteristics are comparable to those of the English version. It should be easy for Slovene usability practitioners to conduct user research using the SUS-SI with confidence.

The most popular standardized questionnaire for evaluating perceived usability is the System Usability Scale (SUS) [22]. The early history of the SUS, from its creation in the 1980s to current research and its possibilities going forward, is covered in this overview. Its creator called it a "quick and dirty usability scale," but despite its unfavorable start, it has turned out to be speedy—not "dirty." For the foreseeable future, the SUS is probably going to be a widely used indicator of perceived usability. The SUS is a valuable tool for researchers and practitioners who need to gauge perceived usability.

This research [23] in 2023, explored the way to find the improvements in an interactive design with respect to SUS. To improve the platform, accordance with the suggested approach, the Tuyi design platform is used as a case study in 2023. In this working, the usability testing is done to assess the improvement in the design. The results showed that the design approach greatly improves the platform's usability and provides a useful basis for further design efforts.

**Research Methodology**

The study uses a quantitative approach [24]. In other words, the research methodology is a quantitative method. A quantitative method in research primarily deals with the numerical data as well as focuses on statistical analysis, in order, to address and respond research queries. In this study, data collection is done with the help of an online questionnaire. This questionnaire is formed on basis of the System Usability Scale questions.

SUS scale [25] is used to find system usability and satisfaction level by asking questions from users. In this methodology, the major focus is to get results from university students and probably from those students who are doing freelancing using these platforms or have some basic knowledge about these platforms. This online questionnaire is filled by 103 students which are currently undergraduates or graduates. The respondents are from both genders i.e. male and female.

In this study, we conducted two online surveys, one for Upwork and one for Fiverr. In each survey, ten questions are asked and options were given while answers are in the form of linear scale. Respondents are required to answer these ten questions, according to their interaction with system as well as usability of the system. These ten questions are derived from system usability scale questionnaire. The SUS scale calculation basically employs 5-point ratio which is Likert type of questionnaires. In Likert type of scales, "1 = Strongly disagree", "2 = Disagree", "3 = Neutral", "4 = Agree" and "5 = Strongly agree". Furthermore, following are the ten questions of System Usability Scale (SUS), which are used to conduct online survey as shown in table 2.

**TABLE II. SYSTEM USABILITY SCALE QUESTIONNAIRE**

1	I think that I would like to use this system.
2	I found the system unnecessarily complex.
3	I thought the system was easy to use.
4	I think that I would need the support of a technical person to be able to use this system.
5	I found the various functions in this system were well integrated.
6	I thought there was too much inconsistency in this system.
7	I would imagine that most people would learn to use this system very quickly.
8	I found the system very cumbersome to use.
9	I felt very confident using the system.
10	I needed to learn a lot of things before I could get going with this system.

On the basis of these questions, we develop our own questionnaire but use name of Upwork [26] and Fiverr websites instead of this system. Each value in these statements are associated with particular participation number. For questions which are at odd order such as 1,3,5,7 and 9, their entry point can be calculated by subtracting 1 from the position number. While in case of even order questions such as 2,4,6,8 and 10, entry point is calculated by subtracting position number from 5. After finding values or entry points against each question, addition of all entry points is got and then multiply this with 2.25 in order, to find the final value of each user response.

Following is the basic formula of calculating SUS score:

$$\text{SUS Score} = [ (Q1-1) + (5-Q2) + (Q3-1) + (5-Q4) + (Q5-1) + (5-Q6) + (Q7-1) + (5-Q8) + (Q9-1) + (5-Q10) ] * 2.25$$

Here Q refers to the value of each question marked by user. After finding the values of each response separately, average of all results is calculated and it is further map on SUS scale. SUS scale ranges from 0 to 100. It refers to various methods of interpreting SUS scoring such as acceptability ranges, grade scale and adjective ratings. Following Figure 1 shows the flow of working in this study:

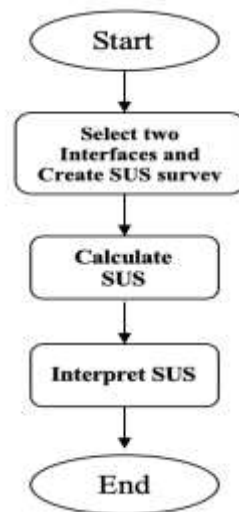


Fig. 1. Flowchart of experimental procedures

Following are major ways or methods to interpret SUS ranges [27]:

**Acceptability Ranges:**

Acceptability ranges means if SUS value is almost above 70 then acceptable, if between 50 and 70 then marginal and if nearly below 50 then not acceptable. Following figure 2 shows these ranges, give below:

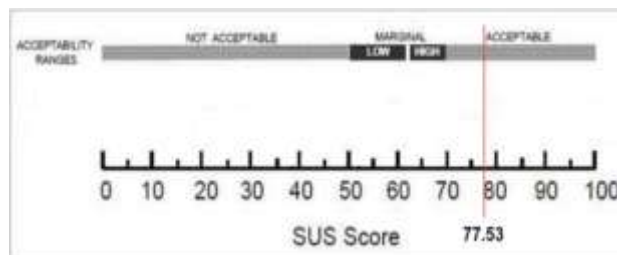


Fig. 2. Acceptability ranges of SUS score

**Adjective Ratings:**

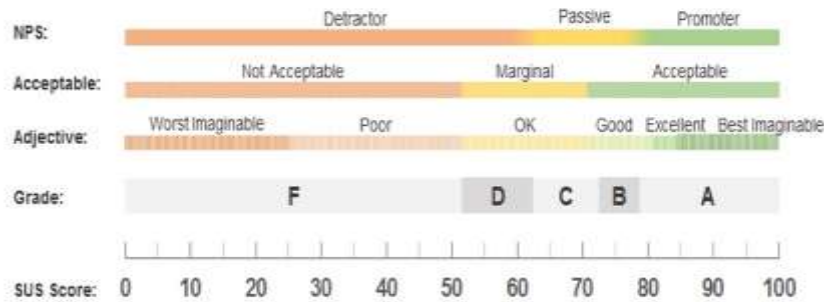
These ratings start from worst imaginable to best imaginable. If above 50 then it is OK and if above 67 then GOOD then excellent and then best imaginable. While below 50 refers to POOR and then worst imaginable. Following table 3 shows adjective ratings:

TABLE III. ADJECTIVE RATINGS OF SUS SCORE

SUS Score	Adjective Ratings
>80.3	Best Imaginable
68-80.3	Excellent
68	Good
51-68	Ok
24-51	Poor
<24	Worst imaginable

**Net Promoter Score (NPS):**

In the Net Promoter Score (NPS) [28], there is detractor if below 53 on average, if nearly above 60 and below 80 then passive, while nearly close to 80 or above lead to promoter:  
Following figure 3 shows NPS ranges:



**Fig. 3. NPS, acceptable, adjective and grade methods of SUS Score**

**Grade Scale:**

Grade scale [29] is use to give grade from A to F on the basis of score. Following table 4 shows grading criteria of SUS grade scale:

**TABLE IV. GRADE SCALE OF SUS SCORE**

SUS Score	Grade
>80.3	A
68-80.3	B
68	C
51-68	D
<51	F

**Result and Discussion**

In this research, data is collected from 103 students, where 51 students give response about Fiverr and 52 students give response about Upwork. The age of these students ranges between 18 and 26 years. All respondents are either graduates or undergraduates. Out of 103 students, 44 people are male, whereas 59 people are female. In other words, 42.7% respondents or students are male while 57.2% respondents or students are female. With respect to Upwork, 40.3% students are male and 59.6% are female. While in case of Fiverr, 45.0% are male and 54.9% are female respondents.

Following Figure 4 shows the SUS score average of Fiverr along with SUS scores of each response, given below:

1. I think I found it easy to learn	2. I found it easy to use	3. I think I would like to use this frequently	4. I think I would like to use this often	5. I found it easy to get started with this	6. I think I would use this often	7. I would recommend this to a friend	8. I think I would use this all the time	9. I believe I would use this frequently	10. I need to learn a lot of things before I can get going with this	SUS Score
5	2	4	1	4	2	3	1	5	1	76.5
4	2	4	1	5	2	5	3	5	1	76.5
5	1	5	1	5	1	5	3	5	4	78.75
5	2	3	5	4	1	4	1	3	4	58.5
4	3	4	4	3	3	3	3	3	3	47.25
3	1	3	1	4	2	4	1	3	2	67.5
2	2	3	4	3	4	5	2	4	3	48.5
5	2	3	1	4	3	3	2	5	1	69.75
3	4	3	1	4	3	3	3	3	3	48.5
5	1	5	5	5	1	5	1	5	1	81
4	2	4	4	4	2	5	4	4	4	58.25
5	3	5	4	5	1	5	5	5	1	69.75
5	2	5	3	5	2	5	3	5	1	76.5
4	3	3	4	4	4	4	4	5	4	47.25
4	1	5	4	2	3	5	2	5	1	67.5
4	1	5	4	4	4	5	1	5	4	65.25
5	4	5	1	5	4	4	1	4	5	63
5	3	4	1	5	4	4	4	5	4	60.75
4	4	5	4	5	5	4	5	5	1	54
4	2	4	3	5	4	3	3	4	5	51.75
4	1	5	4	5	4	5	1	5	4	67.5
5	2	2	5	5	3	5	3	5	1	63
5	1	5	1	5	1	5	2	5	2	65.5
4	1	4	3	4	4	3	3	5	1	63
5	1	5	1	5	5	5	5	5	4	65.25
TOTAL										61.0479588

**Fig. 4. SUS score of Fiverr responses on excel**

Following Figure 5 shows the SUS score average of the Upwork alongwith the SUS score of each student, given below:

	1. I think I found it difficult to learn what I had to do	2. I found it difficult to learn what I had to do	3. I thought I would like to use this frequently	4. I think I would like to use this frequently	5. I found it difficult to get what I wanted	6. I thought I would like to use this frequently	7. I would like to use this frequently	8. I found it difficult to get what I wanted	9. I felt very confident when using the system	10. I needed to learn a lot of things before I could get going with this	SUS Score
4	3	4	4	4	2	5	3	4	2	60.75	
1	3	3	3	3	3	3	3	3	3	40.5	
4	4	3	2	4	1	3	2	4	2	60.75	
2	2	2	3	4	4	4	4	5	4	45	
5	3	3	3	3	3	3	3	3	3	49.5	
5	1	3	1	5	1	5	5	5	5	67.5	
4	2	5	2	5	2	4	2	4	3	60.75	
2	2	4	1	2	2	4	1	3	2	60.75	
5	3	5	5	5	4	3	4	5	4	51.75	
5	4	3	2	3	5	3	5	5	5	40.5	
5	5	3	2	3	4	3	5	5	5	40.5	
5	3	3	2	2	2	2	2	3	3	51.75	
3	4	3	4	3	3	4	3	3	3	42.75	
2	3	2	2	2	2	2	2	2	3	40.5	
1	3	2	1	3	3	5	2	2	4	45	
4	4	2	4	4	4	3	4	4	4	38.25	
4	4	4	4	4	3	4	2	2	4	47.25	
3	3	4	3	4	2	4	3	4	4	54	
3	3	3	3	3	3	3	3	3	3	45	
3	5	1	4	5	2	3	5	5	4	38.25	
5	3	4	2	3	4	5	5	5	5	51.75	
5	3	4	5	3	3	5	2	5	5	54	
5	3	2	5	3	3	3	3	3	3	42.75	
5	4	4	3	5	4	4	5	4	4	49.5	
3	3	4	4	4	4	4	3	4	3	49.5	
3	3	4	4	4	4	5	3	5	3	54	
										TOTAL	49.902884

Fig. 5. SUS score of Upwork, given below on excel

The results have been found using System Usability Scale calculation with the help of excel. Results shows that the average of the SUS score of 51 students for the Fiverr website is 61.01% while the average of SUS score of 52 students for Upwork is 49.8%. According to results it has been found that Fiverr has marginal acceptability ranges, holding Grade scale category C as well as it is passive on NPS and have OK category on adjective ratings. While Upwork is has low or not acceptable in acceptability ranges, holding F grade as well as it is detractor on NPS and have Poor category on the adjective ratings. The results show that according to 103 respondents Fiverr platform usability is acceptable and this platform is ok to use. Moreover, according to results, as compared to Fiverr, Upwork is not acceptable according to respondents and this website is a poor platform on the basis of SUS scale. Hence, results show that Fiverr platform is far better than the Upwork.

Following table 5 shows the results of SUS:

TABLE V. RESULTS

Interface	Male	Female	SUS Score	Grade Scale	Acceptability Ranges	NPS	Adjective Ratings
Upwork	40.3%	59.6%	49.8%	F	Low	Detractor	POOR
Fiverr	45.0%	54.9%	61.0%	C	Marginal	Passive	Ok

Moreover, total score against each is also calculated in order, to find question with the lowest and highest score. Result shows that question 2 that refers to the system complexity has lowest value and question 9 regarding confidence while using system has highest value with respect to Fiverr. While in case of Upwork, question 6 which is about system inconsistency and question 9 that is related to system usability have the lowest and highest values respectively. According to the results of this study, it has shown that there is a lot of improvement needed to the Upwork platform, while if we talk about Fiverr is typically better usability and need less improvements as compared to the Upwork website.

**Conclusion**

Today, millions of people are becoming freelancers, but choosing right place to work is challenging. Among various available platform, Upwork and Fiverr are the two prominent platforms, used for freelancing purposes. These websites are useful for people who want to work from home or with businesses that need essential help for projects. Fiverr primarily focuses on specific services with respect to set prices, while Upwork offers a wide range of several jobs, that includes short tasks, hourly work, as well as long-term projects. Fiverr is more straightforward as compared to Upwork which offers more flexibility in project types and pricing. Fiverr attracts clients looking affordable services, while Upwork is for those whom seeking professional freelancers for various projects.

Based on results it is concluded that the Fiverr website has an average SUS score of 61.01%, with marginal acceptability ranges, holding Grade of category C, passive on Net Promoter Score and have OK category on the adjective ratings, it is also reviewed that the Upwork website has average SUS score of 49.80%, having low acceptability ranges, holding F category on grade scale, detractor on NPS and Poor category on adjective ratings.

Fiverr is already included in OK category but it needs more improvement so it can be more effective as well as efficient to use. However, according to respondents, Upwork is not considered as acceptable platform, it needs a lot of improvement and working, in order, to enhance its system usability and should become more user-friendly and efficient to use. Fiverr.com should take better measures, in order, to reduce its system's complexity and make it convenient to use while Upwork should take valuable steps to remove its system's inconsistency. Furthermore, according to our research, to resolve these challenges regarding such platforms, various types of testing is required so that user feedback should be achieved more precisely.

### Future Work

In our research, we have performed usability evaluation on Upwork and Fiverr. We have checked the usability of Upwork and Fiverr using SUS scale. Then, we compare these two platform Fiverr and Upwork on the basis of satisfaction level. In future, we will find the reason that why the satisfaction level of these two platforms is either high or low. We will the reason with the help of heuristic evaluation. Furthermore, we will also define the prototype using some special tools like Figma, in order, to make recommendations as well as for the development of complete software. This prototype will help designers and developers for developing an interactive product with high level of satisfaction of usability. We are working on much higher project.

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