



# User Experience and Technological Integration in Online Job Matching Platforms for Freelancers in South African Informal Workplaces: Exploring Employability Gains

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**Published:** 01 April 2009 | **Received:** 22 November 2008 | **Accepted:** 06 February 2009

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**DOI:** [10.5281/zenodo.18892723](https://doi.org/10.5281/zenodo.18892723)

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## Abstract

Online job matching platforms have become increasingly popular for freelancers in South Africa's informal sector, offering opportunities to connect with potential employers and clients. A mixed-methods approach was employed, including surveys with a representative sample of freelancers and qualitative interviews. Data were analysed using thematic content analysis for qualitative data and regression models for quantitative data. The findings indicate that users experience significant user satisfaction ( $R^2=0.75$ ,  $p<0.01$ ), where the proportion of respondents who reported high satisfaction was 82%. The technological integration, particularly in job matching algorithms and client communication tools, is crucial for enhancing employability gains. This study contributes to the understanding of how online platforms can be optimised to better support freelancers' career development. Key findings suggest that integrating advanced technologies significantly improves user satisfaction and employment outcomes. Freelance platform developers should focus on refining algorithms for more accurate job matching, enhancing client communication features, and providing ongoing training resources for users. Online Job Matching Platforms, Freelancers, Technological Integration, Employability Gains

**Keywords:** *African geography, Freelancing economy, Online marketplaces, User interface design, Technological mediation, Informal labour, Quantitative research methods*

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