

Elevator Pitch: AgriGig is the future of the labor market, bridging the gap between the traditional labor market and the modern gig economy.

Assumptions:

- Businesses will be willing to accept short term help
- Businesses are experiencing a labor shortage
- People want to participate in the gig economy - there are enough people to help end the labor shortage or at least help lower the shortage
- Businesses will be willing to upload training information and/or will be willing to accept a general accreditation process for the employees
- This is a product for certain industries - specially retail and food/hospitality - low skill work
- The main demographic would be young adults

Problem statements:

- Identify candidate businesses - who would be willing to participate
- Identify if employees would sign up
- Identify payment options as well as hourly rates and other incentives
  - Surge rates
  - Bonuses
  - Rates by job type
- Describe the accreditation process for each business
  - Company-specific training
  - Food Safety training certifications
  - Generic training
- Identify the geographic area where
- Identify a way to track employee attendance
- Identify a way to manage performance
  - Rating system for employers
  - Rating system for employees

Survey Questions - <https://forms.gle/TDLbBiwnQM7VE5z86>

1. Would you work in the gig economy?
2. Which jobs would you work periodically:
  - a. Cashier
  - b. Server
  - c. Dishwasher
  - d. Maintenance
  - e. Stocking Shelves
  - f. All of the Above
  - g. None of the Above
3. What do you think would be fair compensation for working any or all of the positions above?
4. Where would you be willing to work?

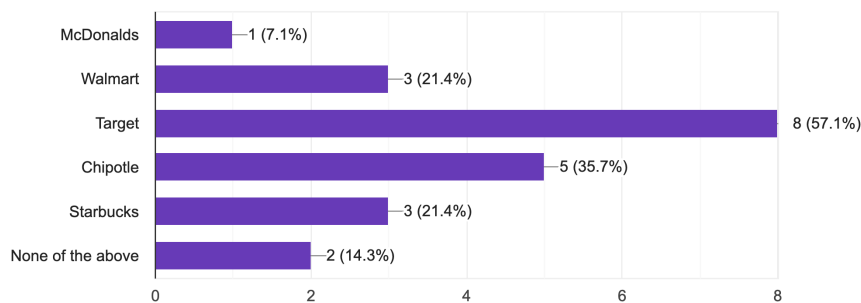
5. When would you use this app?
  - a. During college, for example

## Analysis

- Take Aways
  - 60% of people who participated said they would use the app
  - Most people would like to work for retail - specifically Target - interesting to see which companies are considered better than others according to participants

Which of these companies would you work for on a temporary basis?

14 responses



- We received relevant data indicating those who participate in the “gig economy” do so during college or between jobs.
- Surprising results
  - That an overwhelming amount of participants would work for Target over competitors such as Starbucks or Chipotle considering the benefits both of the mentioned companies offer.
  - Surprised that some people are unaware of the gig economy
  - Surprised that stocking shelves was the number one job
- Problem statement
  - I think we addressed whether people would use this app.
  - What we learned:
    - I liked doing this exercise to get a feel for how the ideation/planning phase of software development works