



Hunaid

MBA



Mechi

LLM



Max

Design



Willy

ORIE



Omesh

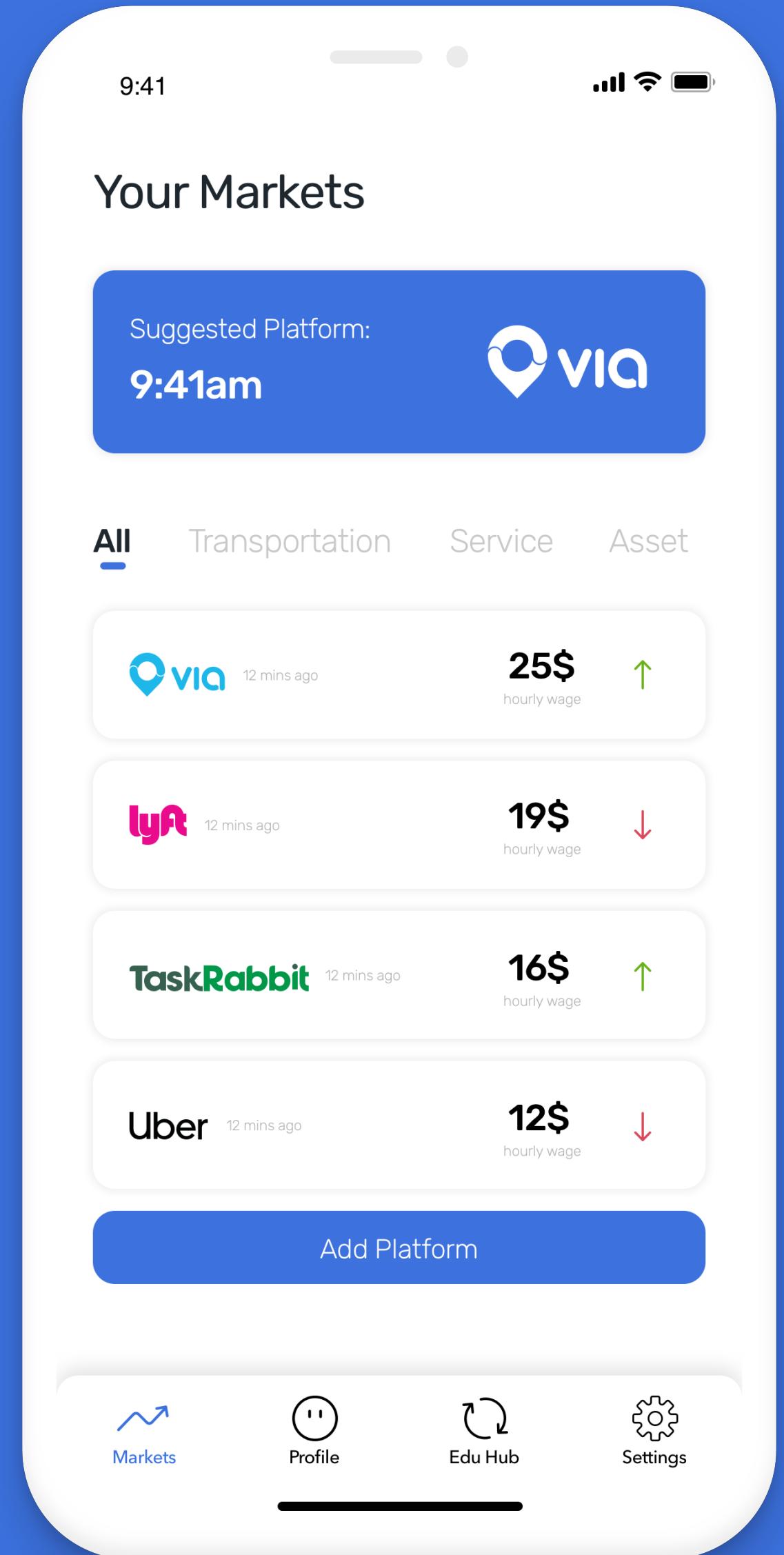
CM

#thirtynine

How might we improve the lives of gig workers
so that they are financially healthy and more
resilient to financial shocks?

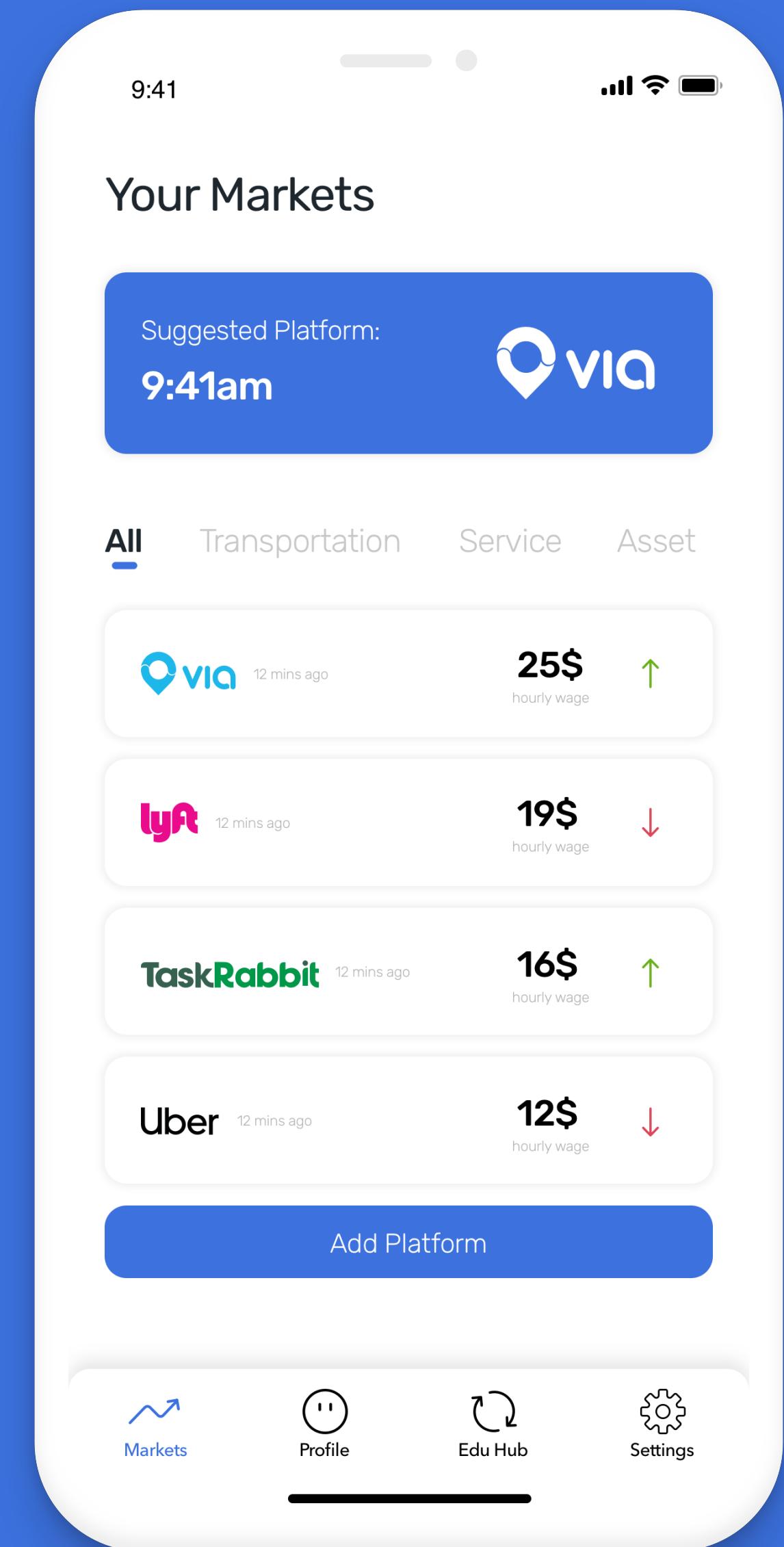
**"We are having incredibly long work hours,
due to a significant amount of downtime"**



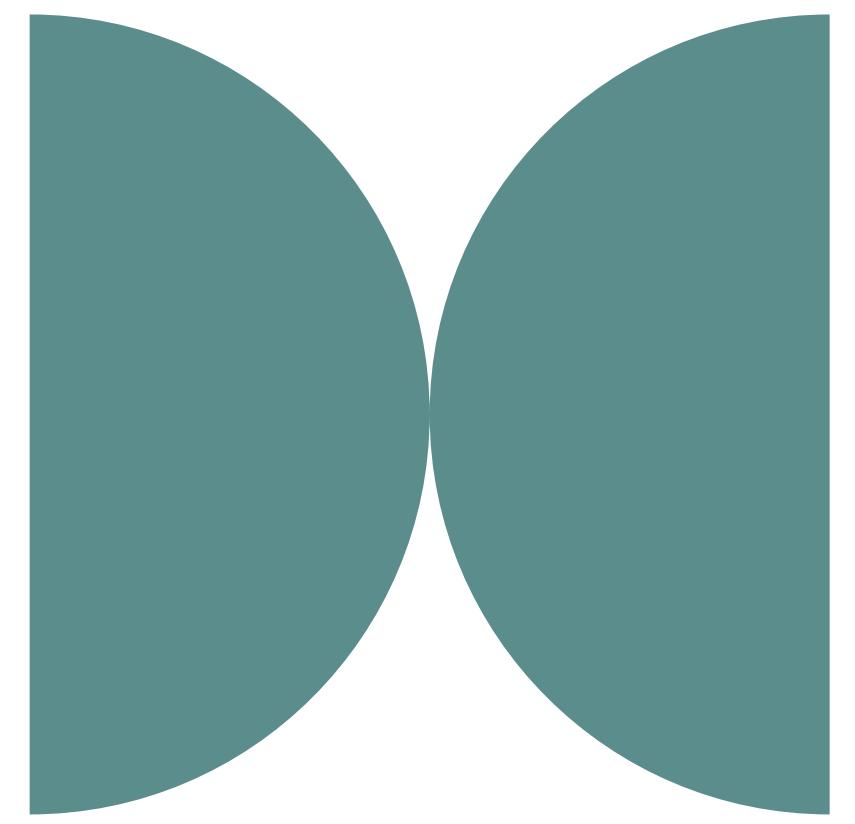


User driven dashboard App for Gig Workers

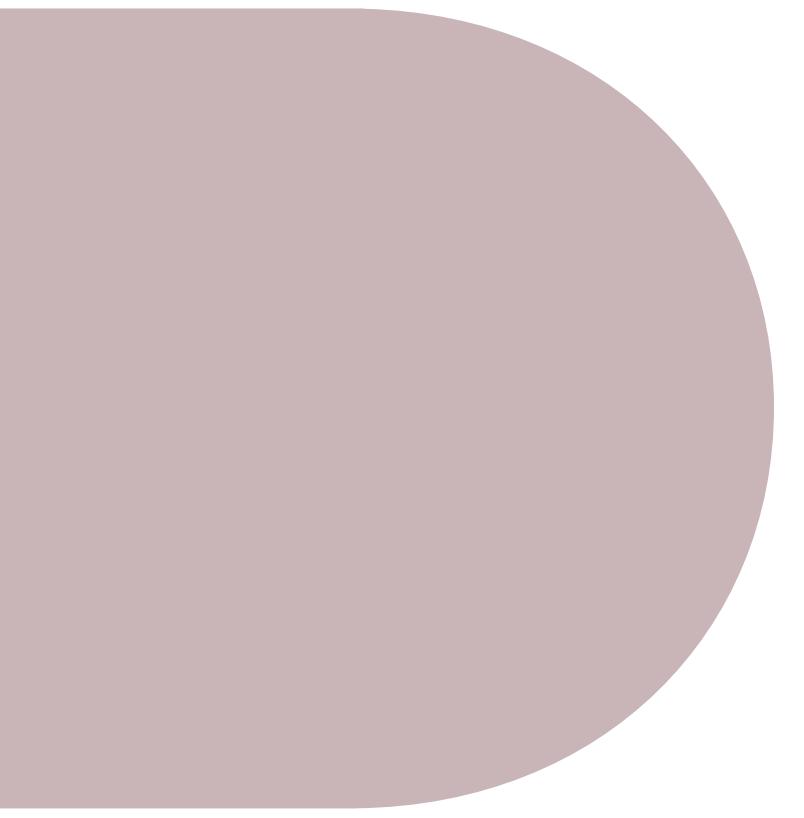
We are providing a dynamic and transparent mobile platform that enables gig workers to monitor their markets, make smarter decisions and work more efficiently.



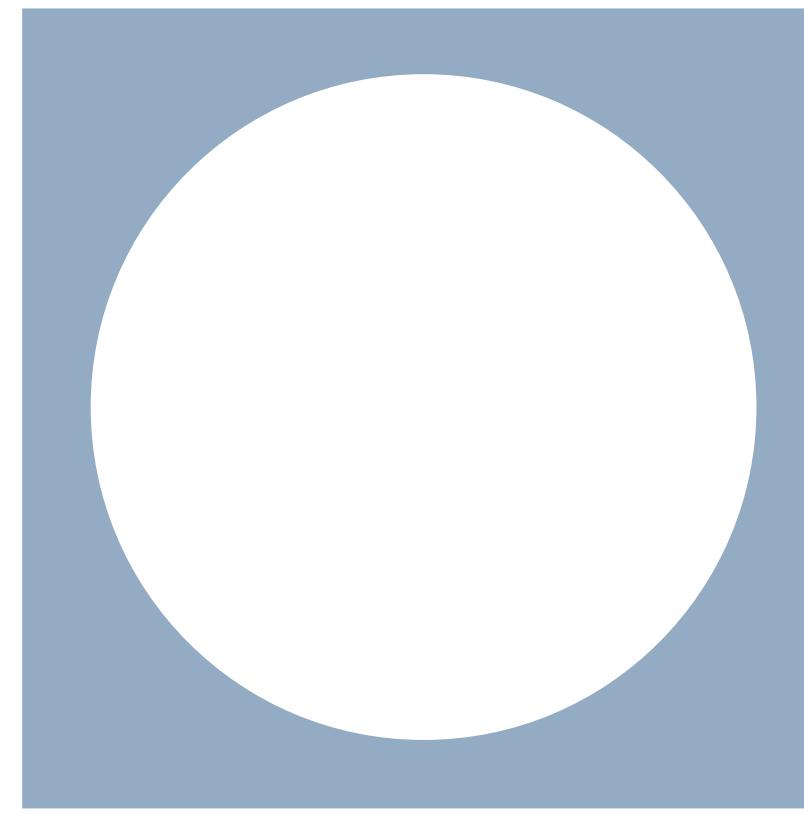
Key Risk	Doubt Factor	Importance	Risk Factor	Mitigation Plan	Cost to Mitigate	Risk/Cost
Will Gig Workers use it?	Is there a real need for our solution	5	5	Test with a prototype and understand if the features are solving the problem. Spread Awareness of the application.	4	1.25
Do we have enough/valuable information?	We can't access the gig platforms data	3	3	Facilitate and promote access	5	0.6
Reliability of realtime price upates for gig jobs	How to aggregate data from gig workers?	4	4	Scrap data from emails drivers receive post completion of a ride and with time develop algorithms which can better predict price movements in near future based on drivers online	2	2
Will GW trust the platform?	Data security and privacy concerns in allowing data collection permissions	5	5	Provide a monetary incentive in the start and once we have enough users, let network effects get other users	2	2.5
Competition Alternatives available (cab drivers using multiple apps)	Will people just use third party budgeting apps, self tracking methods?	1	2	Examine user research and gather user feedback of current competitive solutions that gig workers are currently using, and develop value proposition over each of them	3	0.67
Eventual results are not as useful for the users	Even if we meet all objectives of real-time data updates and initial user base, if gig workers don't see their income rise, they won't stick.	5	3	Add valuable information. E.G. time, location, etc.. that help them to make smarter decisions. Nudge them towards taking certain calls by providing data with appropriate messaging	2	1.5
Will Gig Workers continue to use it and not drop out?	Will the app have a direct effect on worker's efficiency? Will people find continued usefulness in the platform?	4	4	Customer awareness created by education and short-term mitigation tactics using monetary benefits	4	1



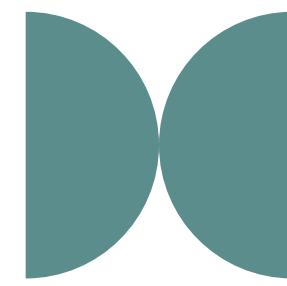
Experiment 1
Prototyping



Experiment 2
Email Parser



Experiment 3
Tag/Text Along



Experiment 1

Prototyping



[lyft]

OCTOBER 13, 2019 AT 3:29 AM

Thanks for riding with Pritpal!

[Photo of Pritpal]

Lyft fare (6.64mi, 25m 41s) \$22.86

Black Car Fund Surcharge \$0.57

Congestion Surcharge \$2.75

New York Sales Tax \$2.03

[[https://s3.amazonaws.com/lyft.zimride.com/images/emails/credit_icons/cc_](https://s3.amazonaws.com/lyft.zimride.com/images/emails/credit_icons/cc_star9944.png)

*9944 \$28.21

[Ride Map]

[[https://s3.amazonaws.com/lyft.zimride.com/images/emails/markers/v2/pic](https://s3.amazonaws.com/lyft.zimride.com/images/emails/markers/v2/pickup_pin.png)

Pickup 3:29 AM

16 Ave A, New York, NY

[[https://s3.amazonaws.com/lyft.zimride.com/images/emails/markers/v2/drc](https://s3.amazonaws.com/lyft.zimride.com/images/emails/markers/v2/dropoff_pin.png)

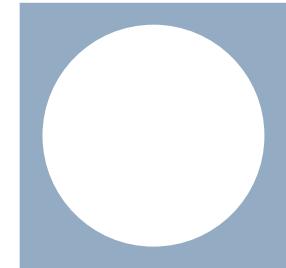
Drop-off 3:55 AM

801 East Rd, New York, NY



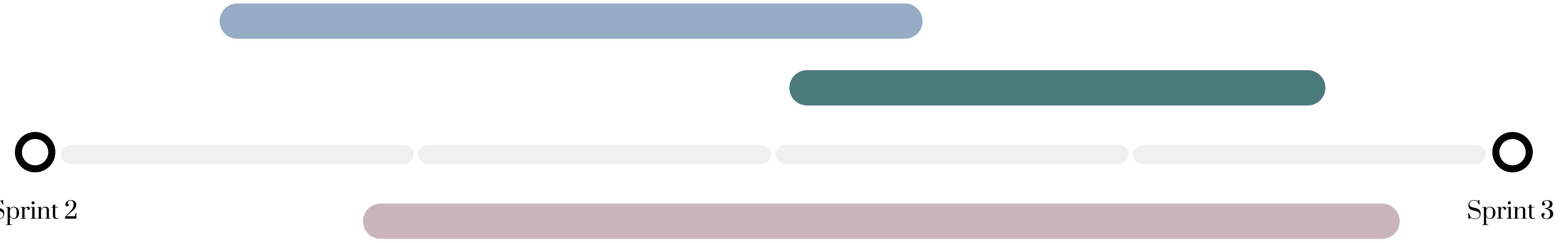
Experiment 2

Email Parser



Experiment 3

Tag/Text Along



4 weeks

2 weeks

3 weeks

1.5 weeks



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Thank you!

Key Risk	Doubt Factor	Experimentation	Type	Duration
Will Gig Workers use it?	Is there a real need for our solution	<p>Survey - Digital or Paper Prototype</p> <p>Experiments:</p> <ul style="list-style-type: none"> 1. Guerilla Marketing - Flyer in the City with Link of survey - . Uber meetup groups 2. Online Forums - Reddit, Whatsapp groups <p>Enough/Viable Data</p>	Prototype	1.5 weeks
Do we have enough/valuable information?	We can't access the gig platforms data	<p>1. Technical Fears - Will they share their personal information?</p> <ul style="list-style-type: none"> - Specific Email Forwarding to our database - Uber/Lyft API - Email scraping is already being done by Google, Uber <p>Experiment : Set up a login/email to prove that we can email scrape</p> <p>2. Data Validation as part of User Research</p> <ul style="list-style-type: none"> - Ask Zach and in the next Uber ride 	Prototype + Pilot	3 weeks
Reliability of realtime price updates for gig jobs	How to aggregate data from gig workers?	<p>Real-Time Prices</p> <p>1. 5 Minute is our definition of real time. Every 5 minutes update of price graph</p> <ul style="list-style-type: none"> - Initial Range - Post-processing <p>Experiment</p> <ul style="list-style-type: none"> - Generate dummy data, and dynamically show the data in a prototype <p>(If we don't have initial data, we can showcase the range instead of real time)</p>	Pilot	2 weeks
Will Gig Workers continue to use it and not drop out?	Will the app have a direct effect on worker's efficiency? Will people find continued usefulness in the platform?	<p>1. User Acquisition Cost - offer benefits like coupons to ensure retention</p> <p>2. Identity and Education act as the baseline value propositions</p> <p>3. Customer Education - higher mean guarantees individual earning, OVER TIME!!!</p> <p>Experiment :</p> <p>Develop line questionnaire with poor outcomes and gauge user response.</p>	Equivalent Experiment Strategy	1 week
Competition Alternatives available (cab drivers using multiple apps)	Will people just use third party budgeting apps, self tracking methods?	<ul style="list-style-type: none"> - Ride along, give feedback on a constant basis - Text Driver by checking Lyft, Uber with recommendations 	Equivalent Experiment Strategy	2 weeks
Eventual results are not as useful	Gig workers don't see their income rise	<ul style="list-style-type: none"> - Ride along, give feedback on a constant basis - Text Driver by checking Lyft, Uber with recommendations 	Equivalent Experiment Strategy	2 weeks
Will gig workers continue to use it or drop out?	Will the app has a direct effect users efficiency?	<ul style="list-style-type: none"> - Ride along, give feedback on a constant basis - Text Driver by checking Lyft, Uber with recommendations 	Equivalent Experiment Strategy	2 weeks

The Experiment	
Objective of the experiment	Digital/Paper Prototype: Construct a UI mockup of each feature and gauge user feedback through their interactions on things such as new desired features, detail improvements, and info flow.
Experiment type (prototype, pilot, small-world pilot, or equivalent experiment)	UI Prototype
Experiment description	Create an interactive mockup of each of the 4 screens in our application. Disperse this mockup through online platforms of gigworkers such as Reddit and gauge user feedback through comments section or provided questions. Provide paper prototype with similar interaction (mock app on phone, doesn't necessarily have to be "paper") at gig worker meetups within the city to get face to face interaction and feedback assessment.
Treatments	One treatment will focus on allowing users to evaluate their earning potential with current tactics that they use such as being active on multiple apps at one time. However, this is slowly coming to a stop as gig companies stop allowing for active switching. Another treatment is gathering user feedback through interactions with our prototype and comparing theoretical money gain.
Sample	4
Key metrics	Perceived \$ gain from using application, downtime saved
Threshold of success	+ 10% to perceived \$ gain, -10% to perceived downtime

The Experiment	
Objective of the experiment	Email Inbox Scraper Proveout: Create a demo of an inbox scraper to prove we can gather the appropriate user data.
Experiment type (prototype, pilot, small-world pilot, or equivalent experiment)	Prototype
Experiment description	We will create an email inbox scraper to prove out that we can use this technology to aggregate ride information. We will build a low scale prototype that includes an auto scraping mechanism that aggregates the contents of emails that have Lyft/Uber/etc in the heading. Once we figure out the appropriate nomenclature of these emails, this can be easily changed. We will see if there is a feasibility limit to number of emails, edge cases and also determine the best data display techniques.
Treatments	Our first treatment is checking to see if an email with gig platform data can be scraped and appropriately aggregated. This aggregation will check to see if this is a good way to generate the data needed to power the platform. Another treatment can be pulling email data manually to see the benefits of gathering the data automatically. Another treatment can be to have users actively input the relevant information.
Sample	4
Key metrics	accuracy of data scraped, volume rate of data scraped
Threshold of success	90% accuracy of scraped data, 20 emails identified and scraped per user

The Experiment	
Objective of the experiment	Check the utility: ride-along
Experiment type	Equivalent experiment
Experiment description	Seat next and travel for a day with a GW while he is driving, checking by ourself the information of all the platform (Uber, Lyft, Juno, etc.), in real time, and sharing with him constantly the valuable information (prices, time, location)
Treatment	After spending the day checking and sharing the information of all the platforms in real time, the objective is to compare the results earned by the driver in that day vs. a common day
Sample	5
Key metrics	Number of trips, Down time (minutes)
Threshold of success	10% more number of trips, 10% less down time (minutes)

The Experiment	
Objective of the experiment	Check the utility: text driver
Experiment type	Equivalent experiment
Experiment description	Text for a day with a GW while he is driving, checking by ourself the information of all the platform (Uber, Lyft, Juno, etc.), in real time, and sharing with him constantly the valuable information (prices, time, location)
Treatment	After spending the day texting and sharing the information of all the platforms in real time, the objective is to compare the results earned by the driver in that day vs. a common day
Sample	5
Key metrics	Number of trips, Down time (minutes)
Threshold of success	10% more number of trips, 10% less down time (minutes)

The Experiment

Objective of the experiment	Test the tech infrastructure – dynamic updates in the backend reflects in accurate price changes in the prototype
Experiment Type (prototype, pilot, small-world pilot, equivalent experiment)	Pilot
Experiment Description	Generate dummy data. Simulate the dummy data to generate insights which could predict movement of associated data in near term. Run it for a week.
Treatments	Prediction quality (fewer data points vs large amount of data)
Sample	10 data points vs 100 data points vs 1000 data points
Key Metrics	Simulation algorithms (latency, processing load, prediction quality)
Threshold of success	Prediction within a 10-20% error range for the first draft (with the data points required)

Quality Check

(keep iterating until all answers are yes)

Is the objective clear? Yes	Is the sample well-defined and iterative? Yes
Do I have atleast two treatments? Yes	Are incentives properly aligned? Yes
Is the experiment rigorous? Yes (conducted over a period of a week)	Is the experiment low cost and low effort? Low cost but developing the technical proficiency requires medium to high effort

PAPER PROTOTYPE

