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

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 efforts 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