***Conclusions and Lessons :***

* Our Product Challenge revolves around the standards of gig economy and the financial shocks gig workers often come across. After the detailed research we conducted, which also involved talking to a gig worker - Uber Driver - we came to our primary conclusion that the income of a gig worker is not substantial enough to sustain day to day life.
* Our Rich Picture clearly describes the major touchpoints of a gig worker and the thought process behind every entity which is leaving a significant impact on the gig worker. These touchpoints are
* Customers/Clients
* Competitors
* Platforms/Employers/Startups
* Suppliers/Services
* Government and Policy Makers
* Community
* We interviewed Zach an Uber Driver according to our User Research Guide. After the interview, we identified that the job of a gig worker required tremendous amount of time dedicated from the worker’s end for a paltry income, which resulted in a constant switch of jobs. Although, there are certain days which are extremely fruitful for the worker, it’s almost impossible to maintain consistency.

* Gig workers are extremely wary of the competition and threats posed from their own community for jobs which adversely impacts the financial dynamics of the gig workers as they won’t be able to bargain with their employers due to the abundance of work-force in the community.
* Gig workers are highly prone to financial due to the financial distress and low employee benefits which led to an active participation in their community which thrives constantly to increase the standards of their living.
* Gig workers are heavily dependent on the Financial Institutions and Insurance Providers in case of emergency or financial shock. The Government and Policy Makers regulate the tax processes and insurance systems to improve the gig economy.
* Social support groups and a lot of NGOs play a considerable role in helping the gig workers by ensuring their safety and assist them by protecting their rights.
* We realised that the life of gig workers involves a lot of secondary sources of income to supplement their primary inflow. So, the choice of jobs they opt for gives them the flexibility to work elsewhere to generate a secondary income.

* From the research we conducted, we clearly noticed our inability to draw an illustrative financial picture of the gig workers due to the inconsistency of the incomes generated by them, which led us to come to a further conclusion that our challenge would revolve around categorising the gig workers into separate cohorts according to their average income annually.