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#thirtynine

Max Design

Willy ORIE

Omesh CM

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

Bill & Melinda Gates Foundation

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

**9:41**

**.**

**O**

Your Markets

Suggested Platform: 9:41am

via

All

Transportation

Service

Asset

via 2 mins ago

25$

1

12 mins ago

hourly wage

LyA

**1961**

12 mins ago

2 mins ago

hourly wage

TaskRabbit 12 mins ago

12 mins ago

16$

1

hourly wage

Uber 12 mins ago

**12$**

**1**

hourly wage

Add Platform

Markets

Profile

Edu Hub

Settings

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.

Risk

Cost to Risk Cost

**Key Risk**

**Doubt Factor**

**Importance**

Factor

Mitigation Plan

**Mitigate**

Will Gig Workers use it?

Is there a real need for our solution

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

Facilitate and promote access

5

0.6

Reliability of realtime price upates

for gig jobs

How to aggregate data from gig workers*?*

4

2

2

Will GW trust the platform?

Data security and privacy concerns in allowing

data collection permissions

5

2

2.5

Competition | Alternatives available (cab drivers using

multiple apps)

Will people just use third party budgeting apps,

self tracking methods?

1

2

Scrap data from emails drivers receive post completion of a ride and with time develop

1 algorithms which can better predict price movements in near future based on drivers online Provide a monetary incentive in the start and once we have enough users, let network efforts get other

users 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 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 Customer awareness created by education and short-term mitigation tactics using monetary

benefits

0.67

2

1.5

1.5

Even if we meet all objectives of real-time data Eventual results are not as useful

updates and initial user base, if gig workers for the users

don't see their income rise, they won't stick.

Will the app have a direct effect on worker's Will Gig Workers continue to use it

use efficiency? Will people find continued usefulness and not drop out?

in the platform?

Experiment 1 Prototyping

Experiment 2 Email Parser

Experiment 3 Tag/Text Along

Experiment 1 Prototyping

Experiment 2 Email Parser

Experiment 3 Tag/Text Along

Sprint 2 Sprint 3

4 weeks

2 weeks

3 weeks

1.5 weeks

Hunaid MBA

Mechi LLM

Thank you!

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**Key Risk**

**Doubt Factor**

**Type**

**Duration**

**Experimentation Survey** - Digital or Paper Prototype

Will Gig Workers use it?

**Is there a real need for our solution**

Prototype

**1.5 weeks**

**Experiments: 1. Guerilla Marketing - Flyer in the City with Link of survey - Uber meetup groups**

**2. Online Forums - Reddit, Whatsapp groups**

Enough/Viable Data

1. Technical Feal's - Will they share their personal information? - Specific Email Forwarding to our **database**

- Uber/Lyft API - Email scraping is already being done by Google, Uber

**Do we have enough/valuable information?**

**We can't access the gig plarforms data**

**Experiment: Set up a login/email to prove that we can email scrape**

**Prototype + Pilot**

**3 weeks**

2. Data Validation as part of User Research

- Ask Zach and in the next Uber ride

Real-Time Prices 1.5 Minute is our definition of real time. Every 5 minutes update of price graphi

- Initial Range - Post-processing

**Reliability of realtime price upates for gig jobs**

**How to aggregate data from gig workers?**

Pilot

**2 weeks**

**Experiment - Generate dummy data, and dynamically show the data in a prototype**

**(if we don't have initial data, we can showcase the range instead of real time)**

1. User Acquisition Cost - offer benefits like coupo**ns to ensure retention**

2. Identity and Education act as the baseline value propositions 3. Customer Education - higher mean guarantees individual earning, **OVER TIME!!!**

Will Gig Wor**kers continue to use it and not drop out?**

I

Will the **app have a direct effect on worker's effice**ncy? Will peo**ple find continued**

**usefulness in the platform?**

**Equivalent Experiment Strategy**

**1 week**

Experiment: Develop line questionnaire with poor outcomes and gauge **user response.**

**Competition Alternatives available (cab drivers using**

multiple apps)

**Will people just use third party budgeting**

**apps, self tracking methods?**

- Ride alo**ng give feedback on a constant basis** - Text Driver by checking Lyft, U**ber with recommendations**

**Equivalent Experiment Strategy**

**2 weeks**

**Gig workers don't see their income rise**

**- Ride along give feedback on a constant basis** - Text Driver by checking Lyft, Uber with **recommendations**

**Eventual results are not as useful**

**Equivalent Experiment Strategy**

**2 weeks**

Will the **app has a direct effect users**

**efficiency?**

- Ride along, gi**ve feedback on a constant basis** - Text Driver by checking Lyft, U**ber with recommendations**

Equivalent **Experiment Strategy**

Will gig w**orkers continue to use it or drop out?**

**2 weeks**

The Experiment

Objective of the **experiment**

Digital/Paper Prototype: Construct a Ul 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 platfgorms 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.**

Tr**eatments**

**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. An**other treatm**ent is gathering user feedback through interactions with our prototype and comparing theoretical money gain.

**Sample** Key metrics Threshold of success

Perceived $ gain from using application, downtim**e saved** + 10% to perceived $ gain, -10% to perceived downtime

The Experiment

TE

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 e**mails that have Lyft*/*Ube*r/*etc in the heading. Once we figure out the app**ropraite nomenclat**ure 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 platfor**m data can** be scraped and appropriately aggregated. This aggregation will check to see if this is a g**ood 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 tr**eatment can be to have users** actively input the relevnat information.

Sample **Key metrics** Threshold of success

accuracy of data scraped, volume rate of data scraped 90% accuracy of scraped data, 20 emails identifie**d and scraped per user**

**Objective of the experiment Experiment type**

**Experiment description**

**The Experiment**

Check the utility: ride-along Equivalent experiment 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 vauable information (prices, time, location) After spending the day checking and sharing the information of all the platforms in real time, the objetive is to compare the results earned by the driver in hat day vs. a common **day**

**Treatment**

**Sample Key metrics Threshold of success**

Number of trips, Down time (minutes)

10% more number of trips, 10% less down time (minutes)

**Objective of the experiment Experiment type**

**Experiment description**

**The Experiment**

Check the utility: text driver Equivalen**t experiment** 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 vauable information (prices, time, location) After spending the day textingand sharing the information of all the platforms in real time, the objetive is to compare the results earned by the driver in hat day vs. a common day

**Treatment**

**Sample Key metrics**

**Threshold of success**

Number of trips, Down time (minutes)

10% more number of trips, 10% less down time (minutes)

Objective of the experiment

**The Experiment**

Test the tech infrastructure - dynamic updates in the backend reflects in accurate price changes in the prototype

Pilot

Experiment Type (prototype, pilot, small-world pilot, equivalent experiment)

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 Is the experiment low cost and low effort? over a period of a week)

Low cost but developing the technical proficiency requires **medium to high effort**

**LLL**

PAPER

PROTOTYPE

Profile

39 Select Platforms

i Zach

Education How to improve your financial management?

ou are registered

Your Markets Suggested Platform

Uber 9:41am All Transport Service

Uber 155$ Lyft 1498 Juno 1516 Postmates 1468

New York 7% Growth from last week @

Onboarding

Uber Lyft

Juno Postmates via Powered by Bill & Melinda

Foundation

Settings i Edit Profile $ Payments a Data Princy

i Help

Tell a Friend

*1605$*

Income

Insurflen Savings Pot

***1*500*$***

Potential

Growth

Community

Gates