1. Findings

* Long working hours because of downtime
* Inefficient work
* Low to no savings
* People appreciate the flexibility, goes both ways, short hours long hours
* Low barrier entry
* Using multiple platforms at the same time
* Platforms specific metrics are an issue such as rating, acceptance rate
* Low revenues considering the time spend
* No benefits like paid vacation, insurance

1. Problems / Opportunity

* Inefficiency
* Transparency about more opportunities with the Gig Economy

1. Solutions

* Inefficiency (reducing downtime)
  + Combining platforms to reduce downtime (Uber/Postmates)
    - Finds concurrent gigs to make driving/delivering more efficient
  + Combining apps sequentially (Mystro)
    - Ghost on the phone that does all of the busy work for you, toggles apps on and off
  + Mechanical Turk during downtime
    - Implement Mechanical Turk esque plug-in within the Gig Marketplace to allow drivers to do work in downtime
  + Educational tool
    - App that aggregates all gig platforms to visualize user earnings, budgeting tool
  + Financial Planner
    - Dashboard about the industry, analysis
* Onboarding (reducing startup time)
  + Facilitate one-click sign up for new accounts in different gig economy sectors
    - Makes it easier for users to sign up, will need to figure out how easy it is to sign up for other platforms

1. Assumptions

* Lack of awareness between sectors; drivers do not know of opportunities and earning potential in food delivery, for example

Dashboard description

There will be four major features where the first one is the dashboard, the second is the personal budgeting dashboard, and the third is a forum for people to discuss, fourth is the settings tab.

Within the dashboard, we have a stock market UI. We have an overview or list of all the platforms that a user is signed up for. We can go into more detail once you click on on it, to see more information about the platform. We have a suggestion for which platform is the best platform that is the best for them based on their personal user history right when they log in. Has an overlay, so that you can compare different apps. Can also plot different variables like miles driven, length of trip, etc. Could have a feature that directs you to the Lyft app once you want to switch to that application.

User Dashboard description

A visualization of the person’s earnings that they have based on past day, week, or month. This can be a toggle feature for them to gauge what their historical view is. Different qualities like revenue, number of rides, downtime, these can be whatever the person wants to show.

On/Off description

This controls all of your gig apps, turn on and off.