

# Demand/Value Hypothesis

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## 1. Positioning Statement

For physical workers like plumbers and electricians, who are looking for freelancing jobs to make extra money, Blue-Collar Freelance is an application which finds them freelancing jobs around their area, it helps connect them to the people who are in need of their services and help them earn extra cash quickly and efficiently Unlike other channels where the middle man sets the price of the services and takes a big commission, here the consumer and the worker get to set a price that benefit and satisfy both parties at the same time.

## 2. Demand/Value Hypothesis

Problem Scenarios/Jobs-to-be-done	Current Alternatives	Demand/Value Hypothesis
Find freelancing laborer jobs around the vicinity, and enable workers to connect with customers who are in need of their services.	<p>Mark the plumber has established an agreement with a company who finds people freelancing jobs, they set the prices (sometimes too high) and they take a commission when the job is done.</p> <p>Mark feels like he's underpaid and the customers are overcharged.</p>	We will offer a platform where the customers can let the app know that they are in need of some service, and people like Mark can bid the price that they are willing to work at, then if the customer accepts we will match the customer and the worker. Giving both parties to come to a desirable agreement.

### 3. Experiments

#	What Type?	How would it work?	What Observation?
1	Concierge	We will find one or two physical laborers, give them access to a social media page where we will act like customers and create a real job request that involves their expertise (something simple like a check-up) and see how the workers react to the post.	<p>Firstly, we will check whether they even interact with the post or not (ie: leave a comment on pricing or other agreements). Our whole purpose is to check if the workers are interested to work on the jobs.</p> <p>We will then try to determine if the process indeed helps the workers in any way, and if this process is something they would prefer.</p>
2	Wizard of Oz	We will create a bare minimum prototype, which will be controlled manually if necessary, and we will provide this prototype to a limited number of users.	We will try to determine if our business model works and people are indeed using it. And can we turn it into an actual app, and what are its flaws that we noticed?
3	Smoke Test	Here we will do a typical Smoke Test, where we create social media ads, Google adwords. The ads will take users to a landing page where they can sign up and get discount codes for being an early user.	We'd look at clicked rate and sign-up's rate. Our goal is to get a Clicked rate of more than 5% and a sign-up rate of more than 20%, then we can confirm that our demand/value hypothesis has credibility.