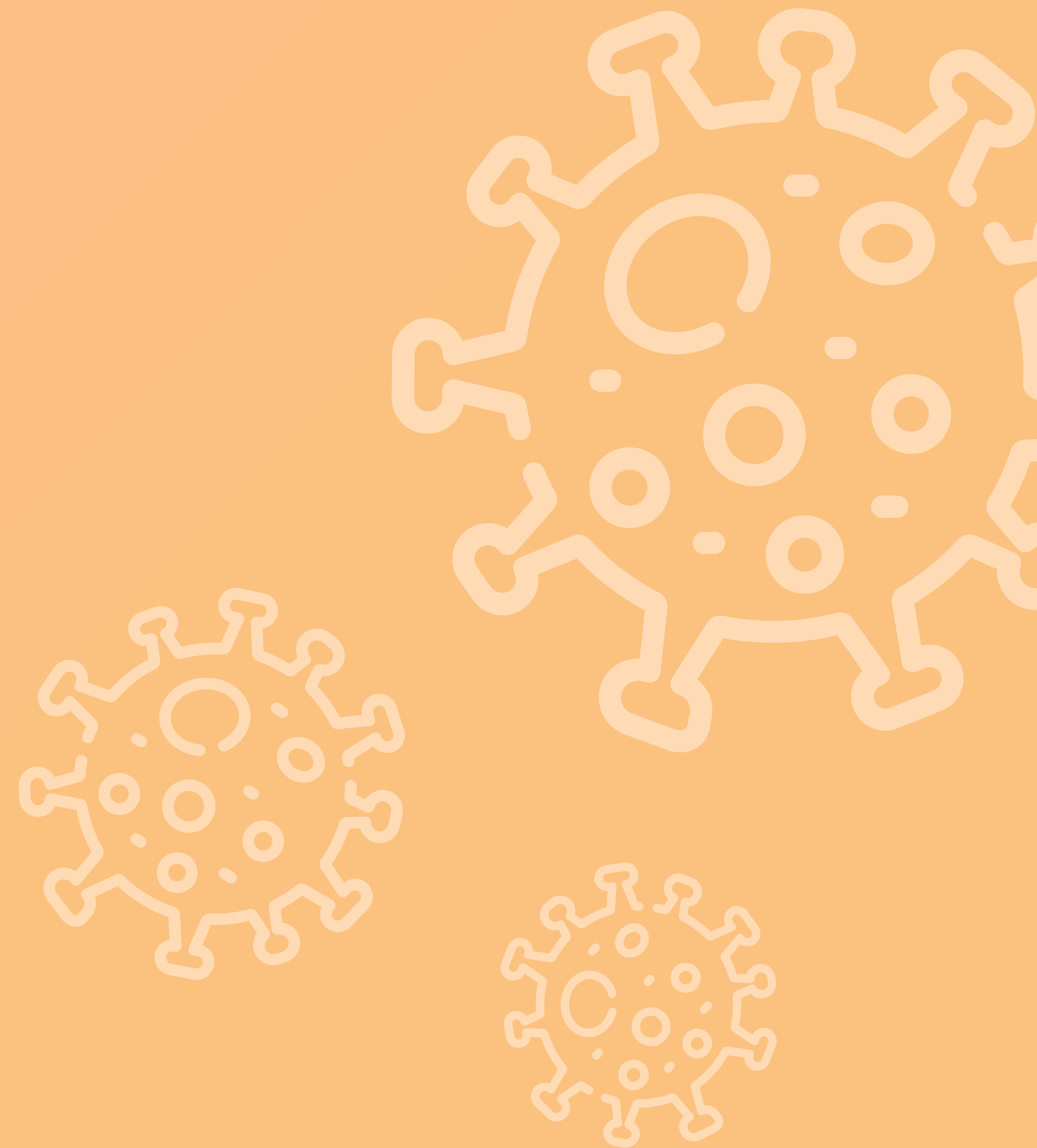


Team Go Corona Go

Prafulla | Rishabh | Zaid



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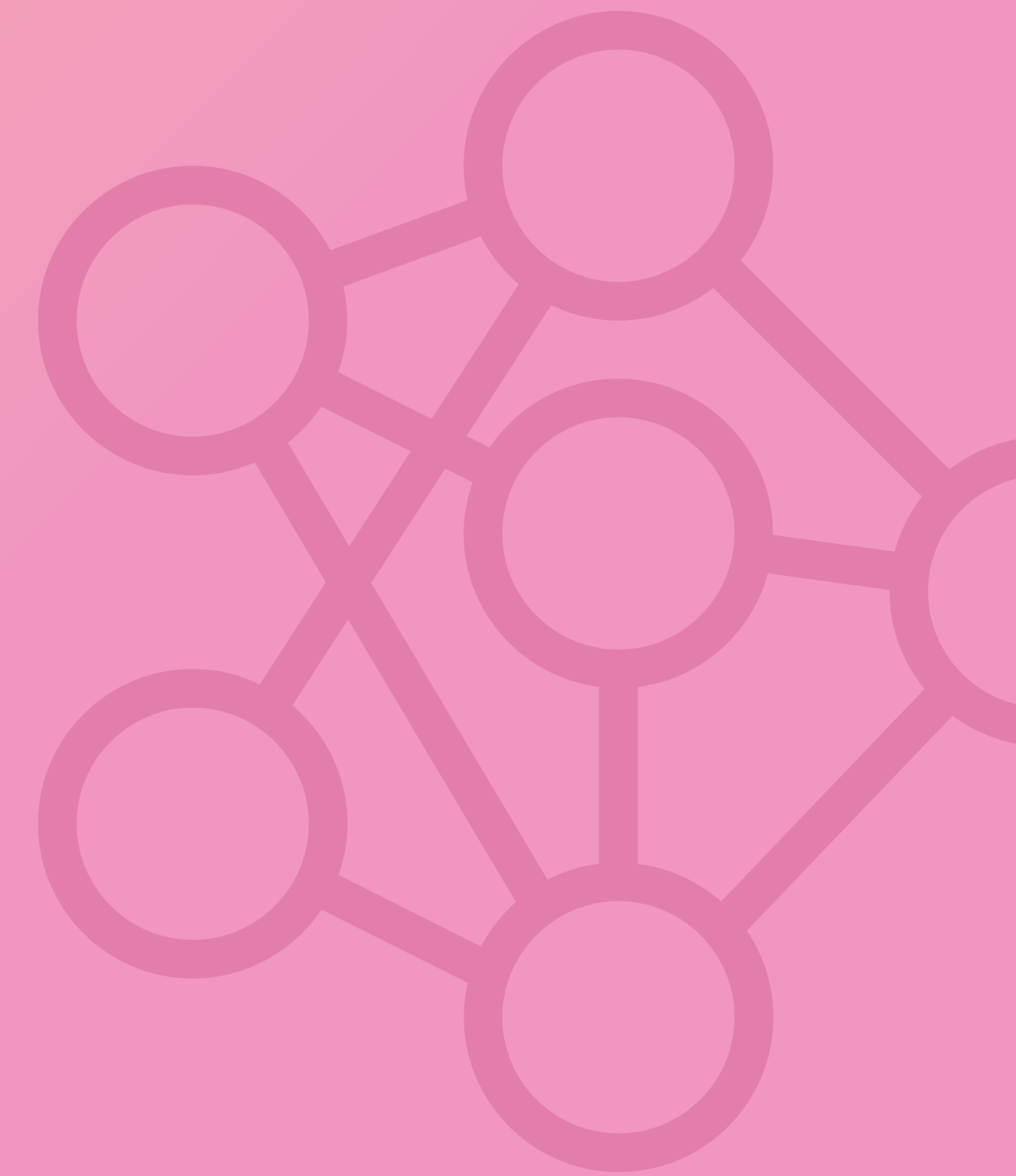
Quick Recap



- User group selection
- Multi-layered Research
- Preliminary Affinity
- Identifying problem areas



Affinity Mapping



Getting a Labour Card too difficult

U6-08 | IN | Had applied for labor card at his friend in town, he hasn't replied yet. abt 3-4 months ago

U10-17 | | If you bribe them, you get labour card

U10-16 | | Labor card: nobody approaches me or helps me get labour card

U5-21 | IN | Other 2 workers, had applied for labor cards as well, but hasn't received any updates

No formal work agreements

U5-08 | IN | No verbal or written contract, he just trusts contractor

U10-11 | | No written agreement, trusts employer

U11-08 | IN | First negotiate the pay with the person, then go to work for him.

U9-29 | IN | The workers bargain for their daily wages and convince the contractor according to their skills.

U2-07 | US | He was working there on an informal verbal contract.

Worker paid according to skills/ experience

U13-06 | IN | Get's 600-700 rupees for masonry work, gets only 400 rupees for labour work

U2-05 | DM | 7000-8000 when he got into the profession and now hes earning 13000.

U9-28 | IN | The contractors sets the rates by grading the work of the people, they pay according to the experience.

U9-29 | IN | The workers bargain and convince the contractor according to their skills.

Workers wages adjusted according to work done

U12-05 | IN | If there's extra work, then I charge accordingly. (like if there is a slope to carry bricks across, I'll charge extra 100 rupees.

U9-19 | IN | Labourers are paid a daily wage, and for overtime they are paid an hourly wage.

U5-03 | US | He came to know about the contractor (employee) from 3-4 others from his village

U9-29 | IN | The workers bargain and convince the contractor according to their skills.

Gets to know about jobs through friends / colleagues

U8-33 | IN | Usually someone comes along with his friend or with their other working and getting recognition, he comes and goes back to his hometown and gets a lot more people and he starts by giving them jobs

U2-06 | IN | Got this job because of his friend who knew about his skills and invited him.

U5-03 | US | He came to know about the contractor (employee) from 3-4 others from his village

U6-11 | US | Got to know about this contractor via friends

U8-26 | IN | If someone he knows asks him for work, he goes or else he just goes to work for labor under one carpenter he knows and trusts

Workers prefer Cash mode of payment

U12-10 | IN | If I take a labour with me, then I prefer cash as he wont agree for online payment and stuff.

U9-15 | IN | The contractor pays in cash to the workers, undocumented pay

U6-07 | US | recieves wages in cash,y

U13-07 | IN | Gets only payment in cash. Doesn't have a bank account

Only contractors deal with workers, end up exploiting them

U13-19 | IN | Contractors make excuses to keep the workers coming back.

U9-31 | IN | Overlooking companies not involved in smaller aspect. Contractors have freedom to deal with their own workforce.

U6-10 | US | No regular payment of wages, sometimes it is postponed

U9-12 | US | They manage their labour and rates individually, we usually don't have any say.

U8-07 | IN | civil engineer arrange some material from the company when we have to standardise or we are afraid of corruption.

U13-17 | IN | Contractors usually con them out of money.

U10-22 | | "Contractors wont help and all, they only want profit"

Uses Ration Card regularly

U8-18 | IN | Has ration card, and uses it, but also buys ration from his own money

U10-07 | US | Has Ration card and Adhaar card, uses ration card regularly

U5-12 | IN | has, adhaar card, ration card.

U9-11 | US | Owns a Aadhaar card and Ration card. Uses ration card to get subsidised pricing on essentials

U15-13 | IN | Has Aadhar card, and Ration card. Uses Ration card frequently

Works under contractor sometimes for regular income

U8-32 | US | Mason or other workers have contract work, mostly work labor, sometimes I work alone as a sub-contractor but after that bcs I can't find many there, I just go back to my contractor

U14-19 | IN | Prefers freelance but also prefers a level of job security, where pay is somewhat guaranteed for some time at least

U3-09 | IN | Never tried to get a wage job, not confident about that, felt it was illogical.

U9-07 | IN | civil engineer arrange some material from the company when we have to standardise or we are afraid of corruption.

Switching Professions to get a job with more secure pay

U13-22 | IN | Came here from Chhattisgarh 20 YEARS AGO because irregularity of work there, work is much more abundant here.

U11-02 | US | Has come to Lucknow 5 days ago. No work back at home, all agricultural duties are done, wheat plantation work is done

U8-19 | | Used to be farmer, but due to water problems and no yield he started looking for new job to get him money to food family and provide for children's education

Workers prefer smaller community groups / relatives for loans rather than banks

U10-08 | US | Loans money from Private financial groups, Dharmachhala sangha, Sri Sakshi sangha

U5-17 | IN | Participates in local chits (that how he gets loans)

U6-19 | | In case of health emergency, usually lends money. From his 'housewives' financial support (chit fund) group

U10-10 | US | No loans taken from bank

U6-05 | US | No savings, spends his money to pay chits and to look after his family

U6-06 | | Usually has Rs 1000 in account. (grameena bank)

U8-21 | IN | He took 10k from his sister, sold his motor bike for 4.5k for ration, started spending less (during lockdown)

Freelance job is not reliable pay.

U8-31 | IN | Can't calculate his monthly earnings, because he works for weeks and spends another trying to get job, no contract work.

U13-23 | IN | If there are 100 people here at the market, then 75 of them don't get work here, people travel from far. like Lucknow, Suratani, Banerchi, Gajpur

U13-10 | IN | Don't get to save money, worked for 4 days, rested for 3 days, no extra income to save.

Contractors do not aid workers during emergencies

U10-23 | | No extra money given by contractors during emergencies, very rarely pays in advance. (for emergencies)

U10-20 | | During medical emergency Goes to govt mostly, but during emergencies goes to nearest, private or govt.

U4-08 | IN | Made statement of independency (contracted bid from contractor in terms of medical aid or other extra perks) in favor of contractor. Looked at him smiling multiple times

U4-04 | IN | All medical expenses and other expenses taken care by themselves. No aid from employer or government

Workers don't make profit, barely earn enough to survive

U8-24 | IN | He doesn't earn more or less just enough for 3 times food a day, no savings for future.

U10-05 | IN | No savings in bank account, Earning and spendings are always balanced

U10-06 | US | All the money he earns he spends it on family welfare

U5-14 | US | He doesn't save much, he spends as he earns, has nothing to save

contractors open to taken new labourers and paying daily wages

U6-13 | IN | No special skills required, men come in daily if they have no savings and take daily wages

U6-12 | | The people working under contractor usually get more men, its just normal labor, no special skills required.

U13-05 | IN | Contractors also come here to pickup people, they have fixed labour, but whenever there are not enough people, they pickup people from here.

U5-10 | US | some people have been working under this contractor for 5-6 years one guy just joined today.

U13-20 | IN | People just come here, tell us about work, pick us up and go

Less work available because of lockdown

U6-14 | US | No work and money during lockdown, for about 3 months, had nothing to do, had got loan from local mtn to survive in lockdown

U8-20 | IN | Corona affected a lot, in lockdown no work.

U10-14 | | Corona affected work, less work

Workers spend most money on family welfare

U6-07 | US | spends most of money on family

U4-11 | IN | Tension of money and wellbeing at home when you're away. When money is not good or expenses become high, problems arise.

U4-10 | US | People living away from home, have tension regarding family welfare and problems but no covid specific issues.

Cash is preferred, but willing to take online if no other option

U12-07 | IN | Cash is not the only medium of transaction. If they have a bank account, I'll take online pay

U14-09 | IN | Know how to use digital way that money work, as he might have more job orders. Doesn't take online payment, only cash, but if he gets online payment as a last resort, he takes it readily

Heard / experienced of labour card benefits but only once

U8-15 | IN | only use of labor card till now was, he got Rs 5000 from govt long time ago, bcs his bank, he had to show his labor card to get benefit.

U10-18 | | He knows you get financial benefits around Rs 2000 from labour card

Informal Verbal agreements for work

contractors open to taking new labourers and paying daily wages

US-13 | IN | No special skills required, men come in daily if they have no work and take daily wages

US-08 | IN | No formal work agreements

US-08 | IN | No verbal or written contract, he just trusts contractor

US-06 | IN | Daily 500-700 rupees for masonry work goes only 400 rupees for labour work

US-05 | IN | Daily 1000-1500 rupees for masonry work goes only 400 rupees for labour work

US-02 | IN | The people working under contractor usually get more men, just normal labor, no special skills required.

US-11 | IN | No written agreement, trusts employer

US-05 | IN | 7000-8000 when he got into the profession and now has earning 12000.

US-10 | IN | Labourers are paid a daily wage, and for overtime they are paid an hourly wage.

US-10 | IN | Contractor are open to give loans. The best deal about these men is when they have no work, they just go to work for him.

US-08 | IN | First negotiate the pay with the person, then go to work for him.

US-20 | IN | The contractors are the ones who give the work of the people they get according to the experience.

US-10 | US | Some people have been working under this contractor for 3-6 years and they just joined today

US-20 | IN | The workers bargain for their daily wages, and according to their skills.

US-20 | IN | The workers bargain and convince the contractor according to their skills.

US-20 | IN | He was working there on an informal verbal contract.

US-20 | IN | He was working there on an informal verbal contract.

US-20 | IN | He was working there on an informal verbal contract.

Skill tracking and teaching for economic and career upliftment

Building a safety net for tracking online payments of wages to prevent misuse of power by contractors

company to oversee all relations b/w contractors and labourers. Company person scans document and gets sign / thumbprint of workers.

Labour Card

Getting a Labour Card too difficult

US-08 | IN | Had applied for labor card at his friend's in town, he hasn't received yet, still 3-4 months ago

US-17 | IN | If you bribe then, you get labour card

US-16 | IN | Labor card, nobody approached me or helps me get labour card

US-21 | IN | Other 2 workers had applied for labor cards as well, but haven't received any updates

US-17 | IN | Heard / experienced of labor card benefits but only once

US-19 | IN | He had applied for labor card at his friend's in town, he hasn't received yet, still 3-4 months ago

US-18 | IN | He heard of labor card benefits but only once

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US-18 | IN | He heard of labor card benefits but only once

Private drive in collaboration with NGOs to reach out to laborers for card registration and social security benefits.

Easy to get labor card forms, no middle man (internet cafes etc)

Link labour card benefits to wage / earnings so government knows who to help

platform for workers to find gov't, private fundings and benefits which are linked to docs they possess (adhaar, labor card etc)

Contractor worker relations

Contractors do not aid workers during emergencies

US-23 | IN | No extra money given by contractors during emergencies, they rarely give an advance for emergencies

US-20 | IN | During medical emergency, they don't give any money, but during emergencies, they give nearest, private or govt.

US-04 | IN | All medical expenses and other expenses taken care by themselves, help aid from employer or government

US-12 | IN | They manage their labor and give individually, we usually don't have any say.

US-17 | IN | Contractors usually con them out of money.

US-22 | IN | Contractors work help and all, they only want profit

Only contractors deal with workers, end up exploiting them

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US-12 | IN | They manage their labor and give individually, we usually don't have any say.

US-17 | IN | Contractors usually con them out of money.

US-22 | IN | Contractors work help and all, they only want profit

Word of mouth exposure

Gets to know about jobs through friends / colleagues

US-02 | IN | I got this job because of my friend who lives about his skills and invited him.

US-09 | IN | He came to know about the contractor employed from 3-4 years from his village

US-11 | US | Got to know about this contractor via friends

US-26 | IN | I got this job because of my friend who lives about his skills and invited him.

US-26 | IN | I got this job because of my friend who lives about his skills and invited him.

Building an UrbanClap-esque service for maintaining a database of skilled labour and job opportunities.

Automated bot system to push jobs for signed up workers through whatsapp

Customers can also just post work through whatsapp

Workers only survive, no profits

Workers prefer smaller community groups / relatives for loans rather than banks

US-08 | US | Loans from private financial groups, Channabhai, Singh, Dr. Satish Singh

US-10 | IN | I take a loan with my friend, I prefer cash as he won't agree for online payment and stuff.

US-17 | IN | Participates in local chits (that how he gets loans)

US-09 | IN | The contractor gives me cash to the workers, undocumented pay

US-07 | US | Receives wages in cash

US-10 | US | No loans taken from bank

US-05 | US | No savings, spends his money to pay chits, and to look after his family

US-06 | IN | Usually has Rs. 1000 in account. (Government bank)

US-21 | IN | He took 10k from the bank, sold his motor bike for 4.5k for repair, started spending his savings (lockdown)

Workers don't make profits, barely earn enough to survive

US-24 | IN | He doesn't earn more or less, just enough for 3 times food a day, no savings for future.

US-14 | US | He needs to take a loan during lockdown, he has to take a loan from his local man to survive in lockdown

US-20 | IN | No savings in bank account, earning and spending are always balanced

US-20 | IN | Corona affected lot, in lockdown no work.

US-06 | US | All the money he earns he spends it on family welfare

US-14 | US | He doesn't save much, he spends as he earns, but nothing to save

banking platform more community focused, less corporate so they feel vendor is understanding / more empathetic

Workers only survive, no profits

Workers don't make profits, barely earn enough to survive

US-24 | IN | He doesn't earn more or less, just enough for 3 times food a day, no savings for future.

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US-06 | US | All the money he earns he spends it on family welfare

US-14 | US | He doesn't save much, he spends as he earns, but nothing to save

give workers opportunity to advance at their profession. Rate skill based on work done. Similar to Uber driver ratings

Freelance Work

Works under contractor sometimes for regular income

US-02 | IN | I have a regular job, but I also work as a contractor for some clients.

US-11 | IN | I have a regular job, but I also work as a contractor for some clients.

US-11 | IN | I have a regular job, but I also work as a contractor for some clients.

US-06 | IN | Never tried to get a regular job, not confident about that, felt it was irregular.

US-10 | IN | Don't get 10 days money, usually for 4 days, need for 3 days, no extra income to save.

US-11 | IN | I have a regular job, but I also work as a contractor for some clients.

US-12 | IN | I have a regular job, but I also work as a contractor for some clients.

US-13 | IN | I have a regular job, but I also work as a contractor for some clients.

Rebranding hardware shops as places of employment and communication

platform for contractors / consumers to put up requirements and accessible by workers through personal phones or work booth (for those who dont have phones). No need for maxdoor bazaar and uncertainty of work

Workers spend most money on family welfare

Workers spend most money on family welfare

US-07 | US | spends most of money on family

US-11 | IN | Tension of money and working at home when you don't have money, it's not good or expenses become high, problems arise

US-12 | US | People living away from home, hard option regarding family welfare and problems but no covid specific issues.

Uses Ration Card regularly

Uses Ration Card regularly

US-18 | IN | Has ration card and uses it, but also buys ration from his own money

US-07 | US | spends most of money on family

US-11 | IN | Tension of money and working at home when you don't have money, it's not good or expenses become high, problems arise

US-12 | US | People living away from home, hard option regarding family welfare and problems but no covid specific issues.

US-11 | US | Owns a Ration card and uses it, but also buys ration from his own money

US-13 | IN | Has Ration card, uses Ration card frequently

Cash is preferred, but willing to take online if no other option

Cash is preferred, but willing to take online if no other option

US-20 | IN | Cash is not the only medium of transaction, if they have a bank account, it's more reliable

US-21 | IN | He has a bank account, but he prefers cash because it's more reliable

Easy to get labor card forms, no middle man (internet cafes etc)

Ideas taken forward



give workers opportunity to advance at their profession.
Rate skill based on work done.
Similar to Uber driver ratings

Building an UrbanClap-esque service for maintaining a database of skilled labour and job opportunities.

Opportunity to Advance
Database of Skilled Labour

Rebranding hardware shops as places of employment and communication

Physical POC
Middleman

platform for contractors / consumers to put up requirements and accessible by workers through personal phones or work booth (for those who dont have phones). No need for mazdoor bazaar and uncertainty of work

Automated bot system to push jobs for signed up workers through whatsapp



Customers can also just post work through whatsapp



Mazdoor Market, Lucknow

Project Brief

Create a product that helps reduce irregularity and unpredictability of paid work for freelance workers.

The Final Concept



EZworks



Existing
Hardware
Stores

**LAXMI
HARDWARE**
9818550628
9910030628

GST No - 06EUSPK6283F1Z3
LAXMI HARDWARE
Shop No - 2 Delhi Jaypur

Naresh Kumar
9910030628
WAREHOUSE STORE
Jaypur Mod ggn (H.R)

airtel
4G

साबित हो गया!
भारत का सबसे
बेहतरीन
वीडियो अनुभव

paytm payments
bank
Aadhaar number
link karo.
Paytm Karo

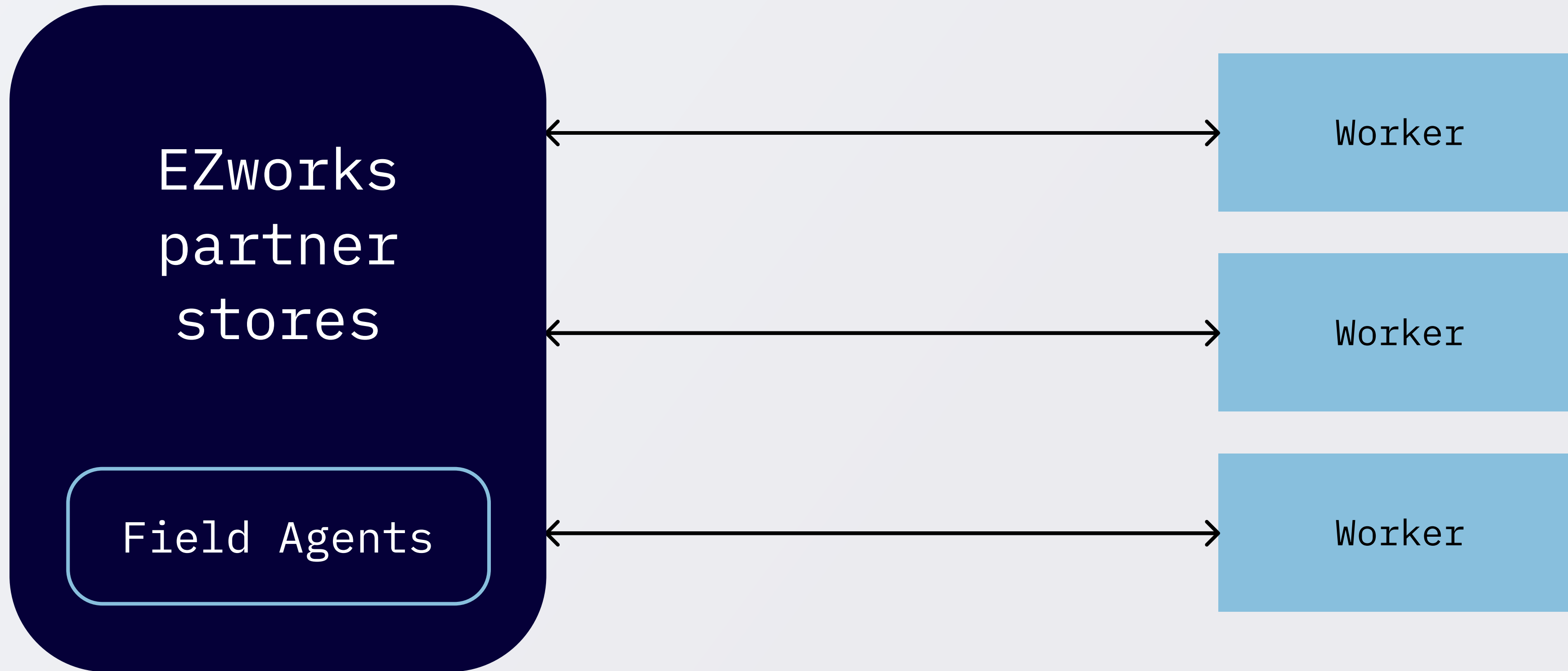
EZworks

EZworks
partner
stores

EZworks
partner
stores

Field Agents

On Boarding



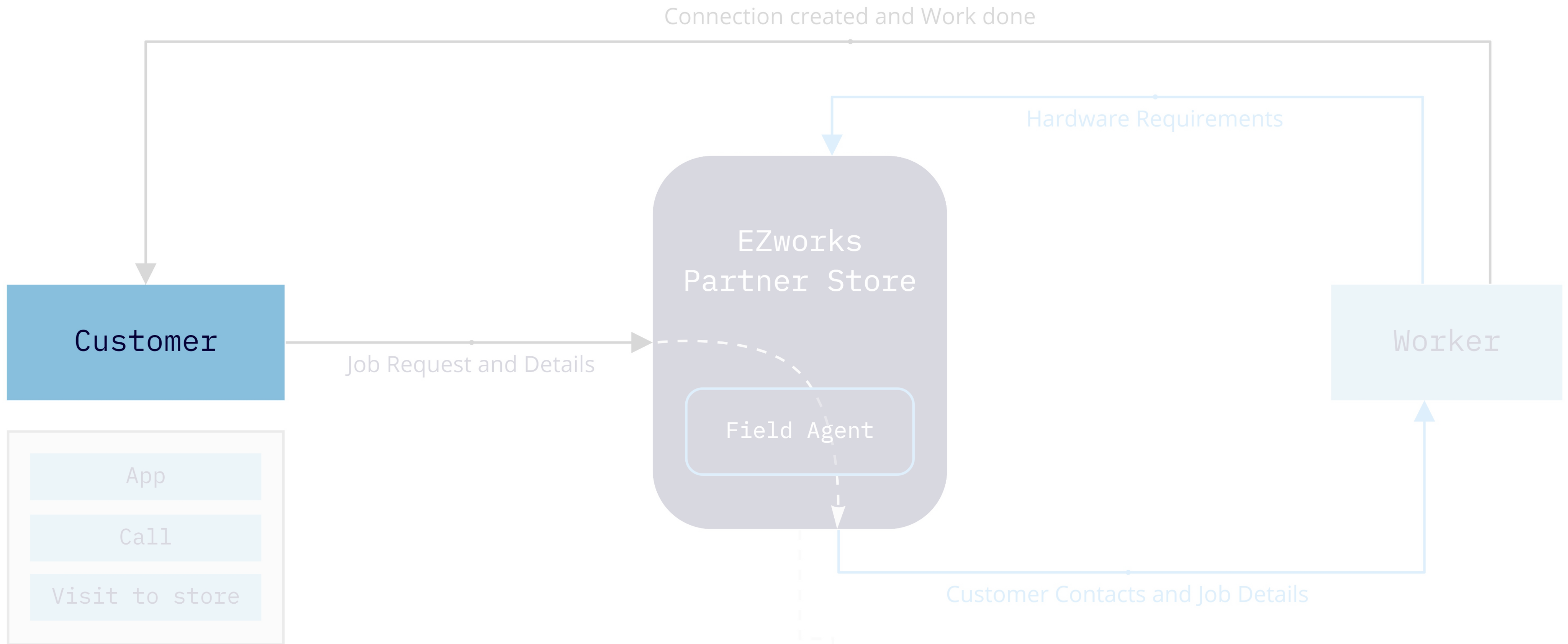
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stores

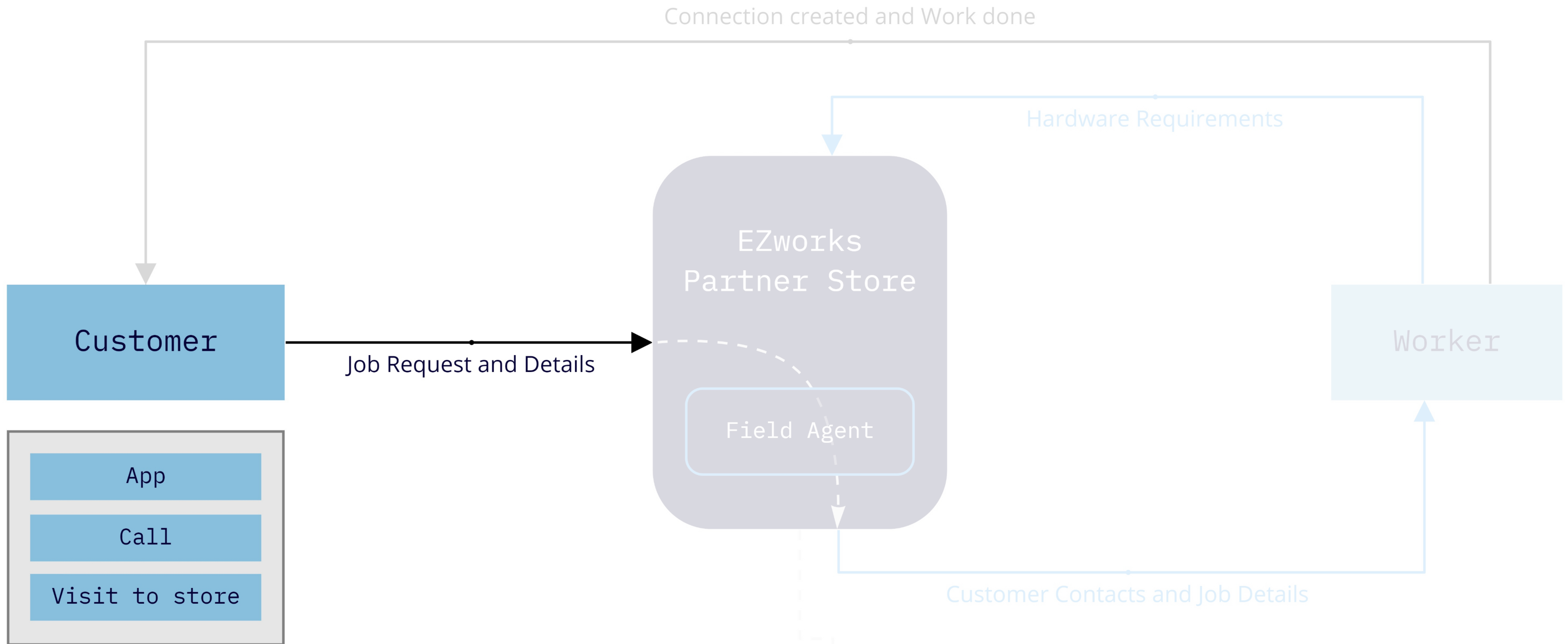
Field Agents

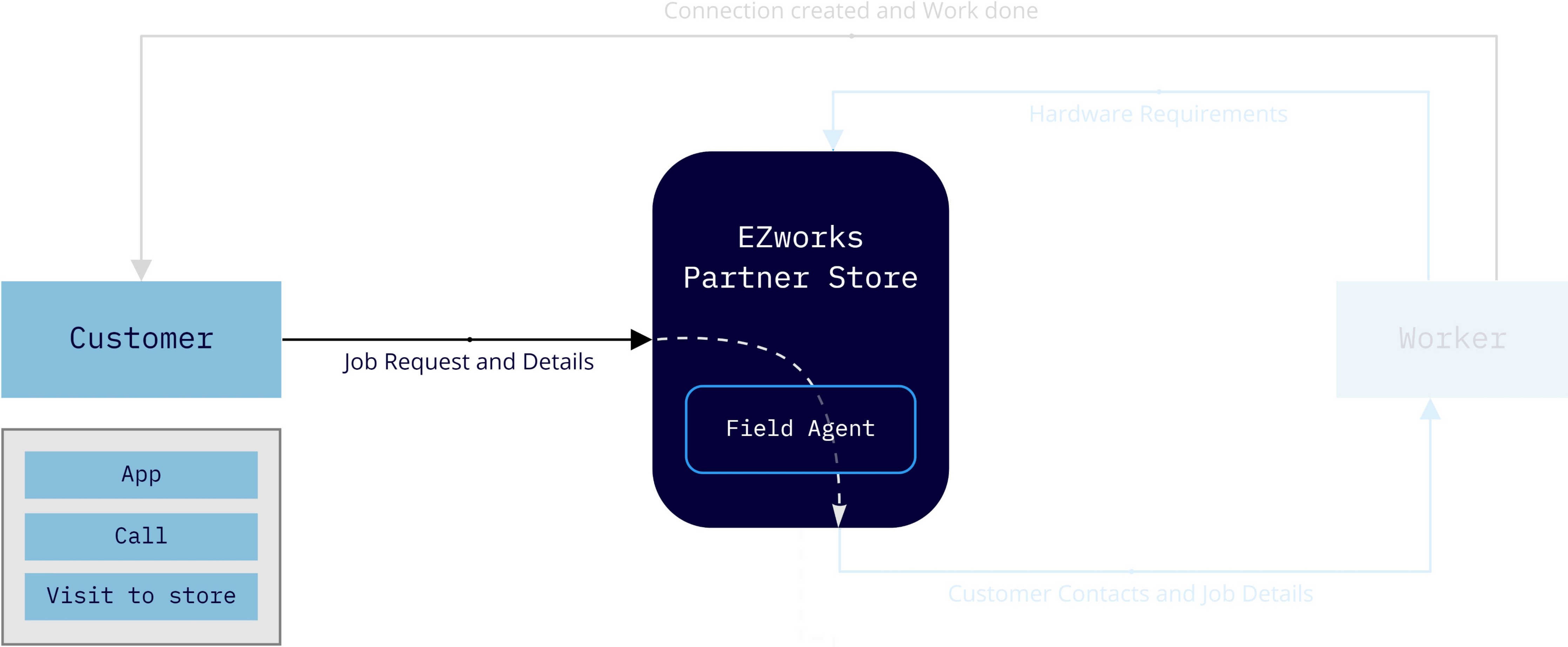
Worker

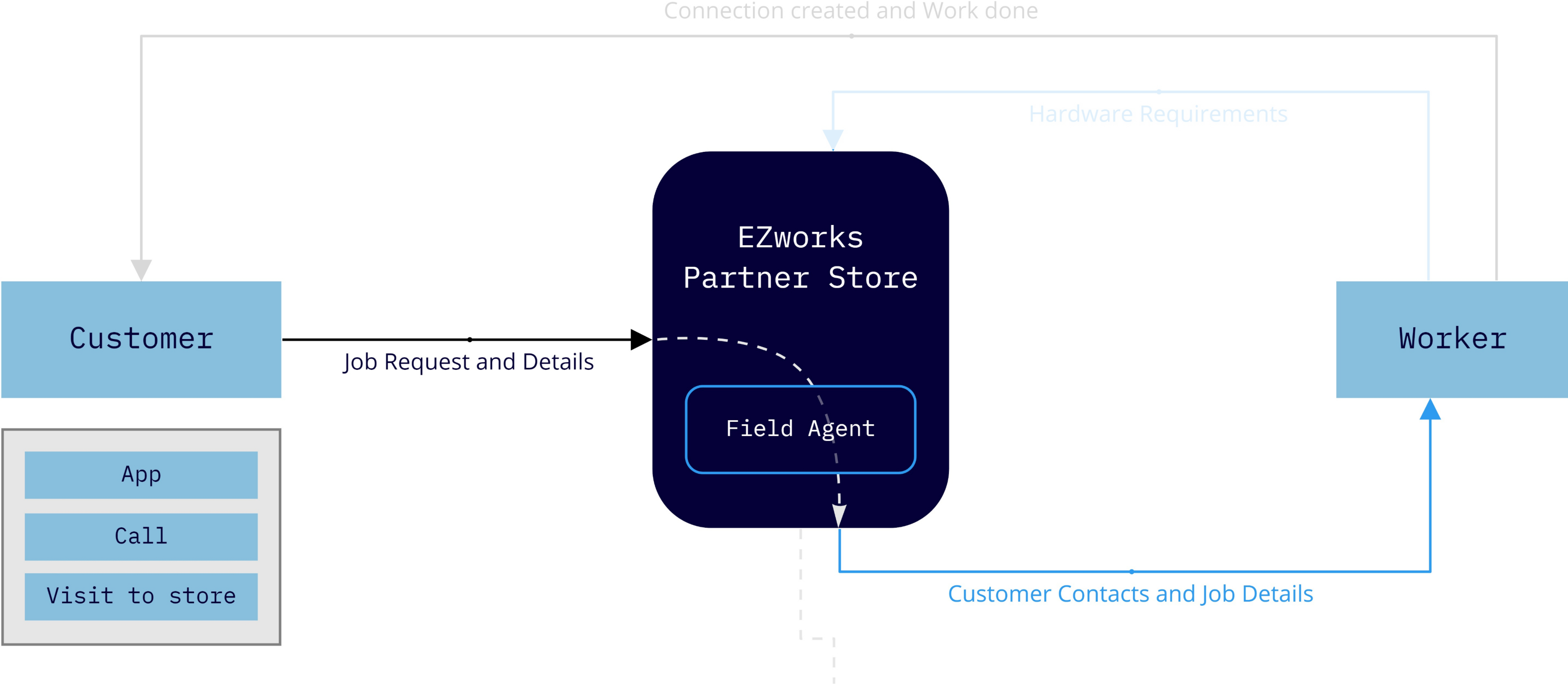
Worker

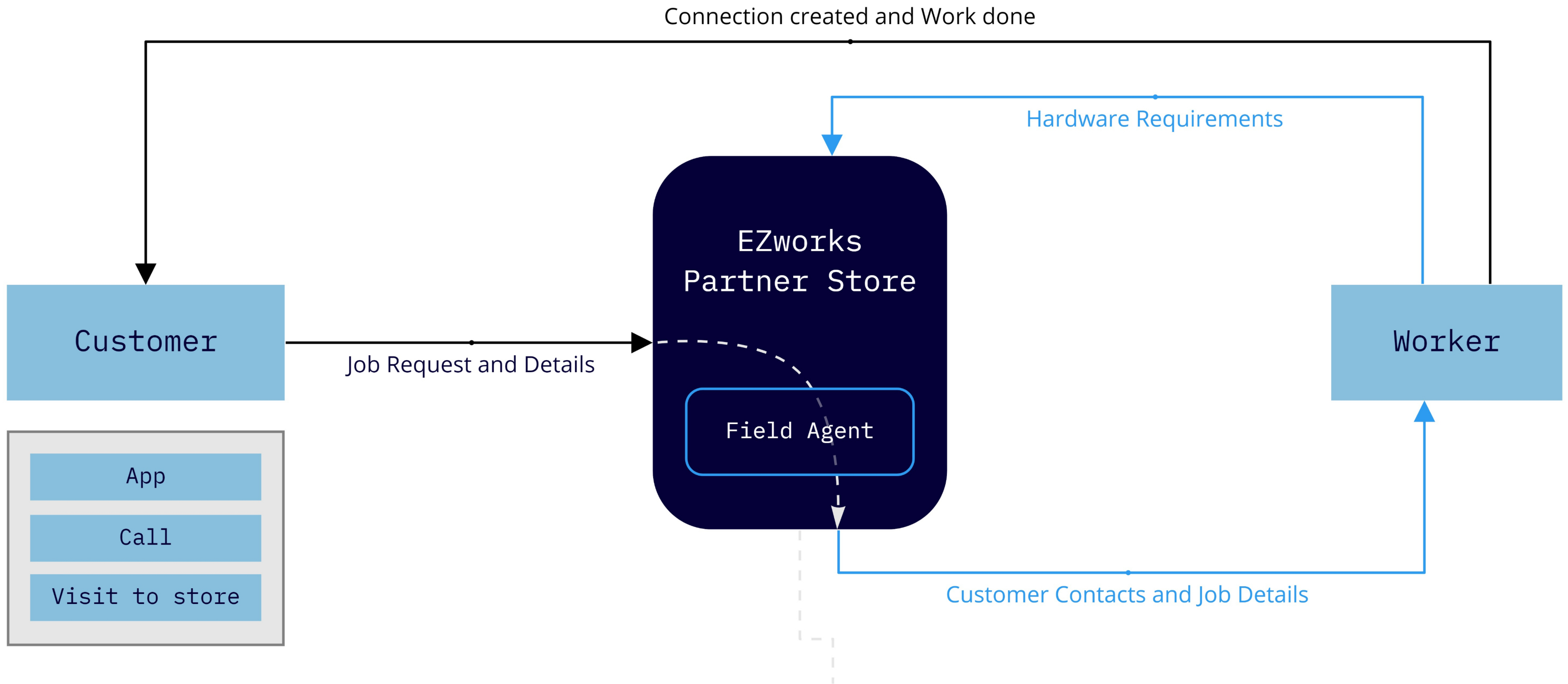
Worker











Scenario





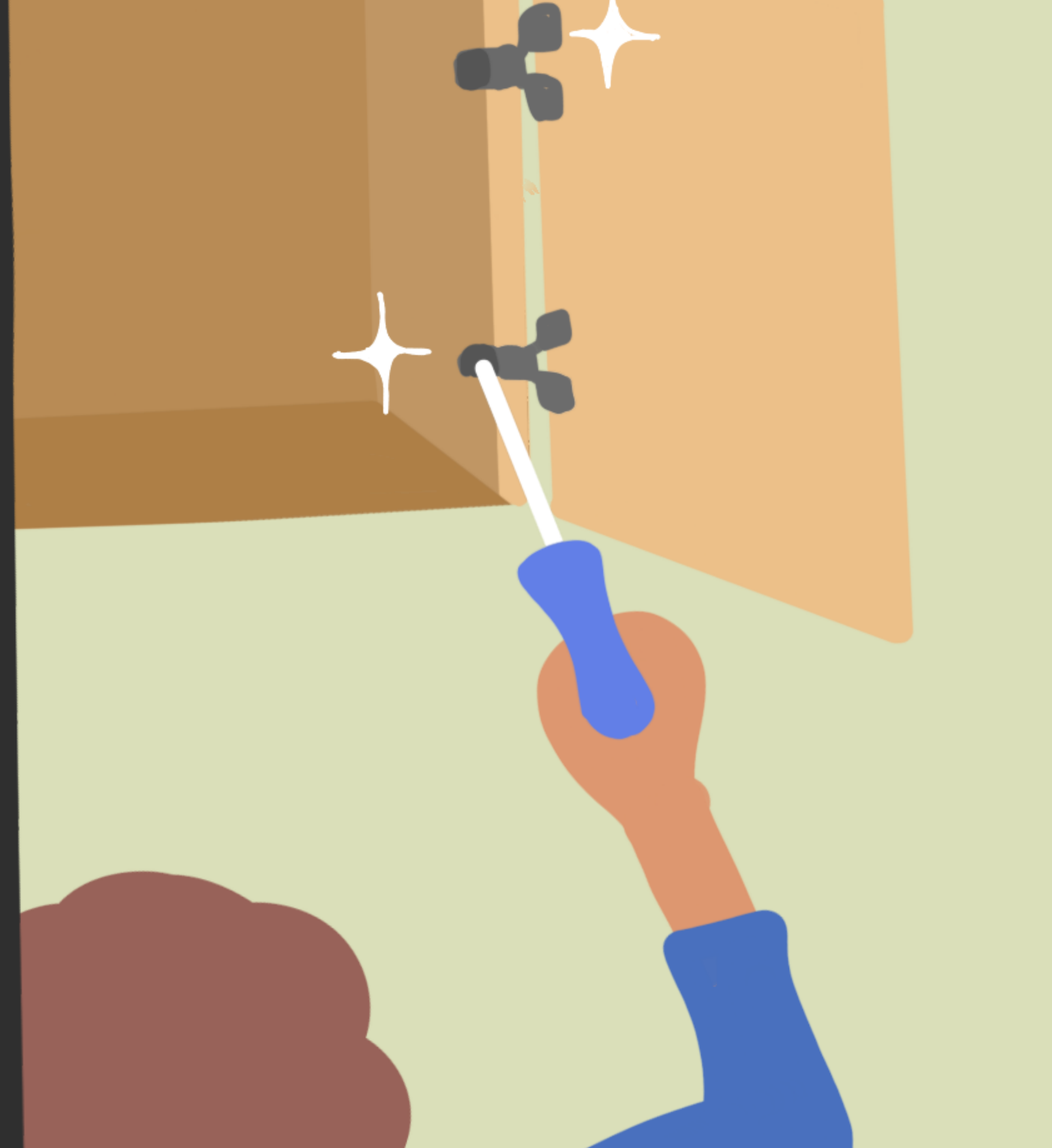
Mr. Thyagi is new in town and got to know about EZworks recently. So he approaches a nearby EZworks partner hardware store to get his cabinet fixed.



He explains that the cabinets hinge is broken and so he needs new hinges and someone to install them.



Our field agent uses our Interface to enter job details, finds available worker and assigns the job to one.



The job details are shared with Balram- the carpenter who is registered as worker at our partner store. Balram approaches Thyagi and fixes the hinge.

Cabinet hinges

₹

₹ 100

₹

₹ 200

₹

₹

₹ 300

Materials
+
Labour

Finally, a combined bill of materials and labour is paid by Mr. Thyagi.



Customers can also use our app or call the EZworks partner store to directly place a job request.

Way Forward



- Payment methods and Business Model
- Level of Automation
- Low Fidelity prototyping
- User Testing and Feedback

Business Strategies

Hrithik
Roshan
brand
ambassador

special
memberships

partner and
promote other
hardware
brands

ads

