

Adjust Imbalanced Relationship Between Flex Couriers and Platforms



Xiyuan Zhang

01 IDENTIFY

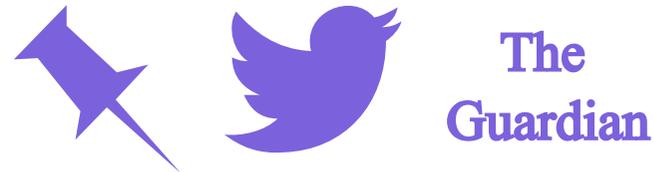
EXPLORE

| | | |
|--|---|--|
| Health | Service | Sustainable |
| mental health issue bring huge challenge to business but also bring chance | the airport's floor-scrubbing robots with UV lights aim to persuade customers to travel | the new mix materials products is hard to make recovering products much harder |
| digital economy can played critical role to health prediction | a department in Rio's city hall that uses behavioural science to provide public service | Fast fashion need to improve innovation ability and product strategy to reduce pollution |
| A statement from a mentally stressed person | delivery service couriers confront many issues to their social status and salary. | ancient fixes bring new chance (sewage can convert into new nutrition material) |
| social special for school should more focus on children's mental health as haven | Providing eco-package service to reduce environment issue | recycle the old building not only reduce energy waste but also preserve history heritage |
| a new treatment method to childhood traumas | free school meal service compared with packed lunches to health | biofabrication next industry revolution |

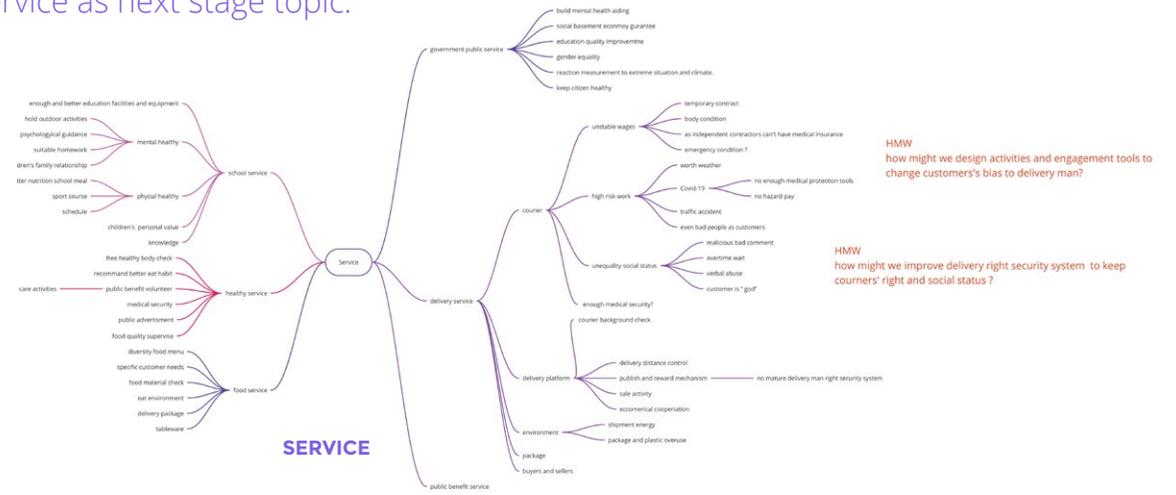
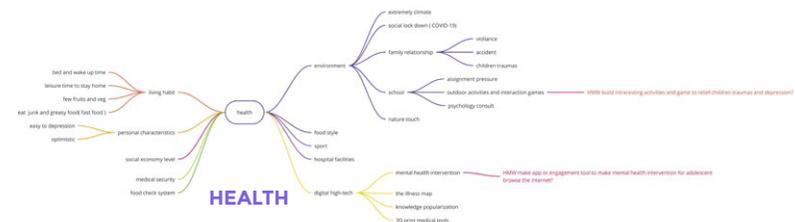
Touch and Pick

Pick health, sustainable and service topics, Finding their interesting stories by Pinboard, Guardian and Twitter.

Sharing interesting topics and stories with Chen Han, broad each other minds.



According to three subjects to make mind maps in order to find topics and HMW. Finally, pick delivery in Service as next stage service topic.



HMW how might we design activities and engagement tools to change customers' bias to delivery man?

HMW how might we improve delivery right security system to keep couriers' right and social status?

01 IDENTIFY

EXPLORE

Receive Helping

According to tutorial, I realized the term "gig economy" which accurately explained the background of my topic.

By understanding his meaning, I became clearer about the outline of research direction and provided important keywords for me to find cases and research materials.

Through group sharing, I watched a video about the concept of a new innovation delivery platform (COOP-CYCLE).

Besides, Jonathon recommended a documentary which recorded dangerous jobs in global epidemic. Through it, I found couriers played key roles in our life but confront dangerous situations.

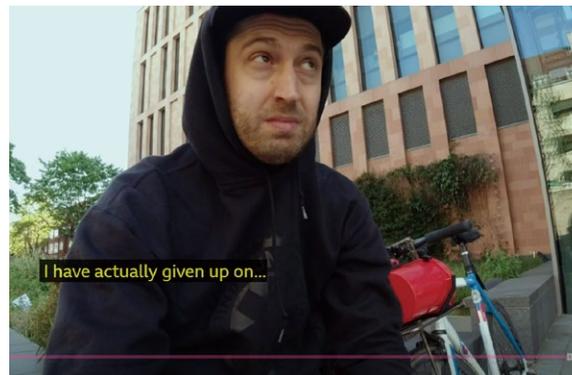
The story gave me great empathy to touch their real concerns.

Secondary Research

I read various related online materials such as, journals, news, articles to find courier's situation and experts' insights.

Gig economy traps workers in precarious existence, says report

Dot everyone think tank says workers suffer from financial insecurity and loss of dignity



CURRENT PROBLEMS

- a lack of financial security
- a loss of dignity at work
- the inability to progress in a career or
- train to leave it.

POPULAR REASON (GIG ECONOMY)

- the emergence of new technology
- there are far more people looking for work than there are good jobs available, leaving workers with less bargaining power with platform employers

01 IDENTIFY

EXPLORE

 agencycentral

The Fast and Easy way to find a recruitment agency.

Home > All Articles > Flexibility for the masses: tales from the gig economy



Worker-Owned Apps Are Trying Economy's Exploitation

A network of cooperative alternatives are replacing rampant exploitation with decent work.

 By [Ryan Hayes](#)

November 19, 2019, 1:00pm  Share  Tweet  Snap



The nature of the job of gig workers

Employees and normal workers enjoy corresponding health protection and contracts, but couriers and other gig workers are called self-employed, not only do not have a stable income and protection security, and do not have any benefits and unemployment insurance.

Long Term Goal

By improving the relationship between the two, I can positively influence the changes among other stakeholders and improve the happiness of the courier group.

02 INTERVIEW

DISCOVERY

Interview With Innovation Platform

Mind Map



Bike Couriers' Workflow

On-demand food delivery:

Order from customer ---- Accept order (restaurant) ---- dispatcher notification ---- providing ready time (restaurant) ---- allocate couriers (dispatcher) ---- pick up order (courier) ---- delivery to customer (courier)

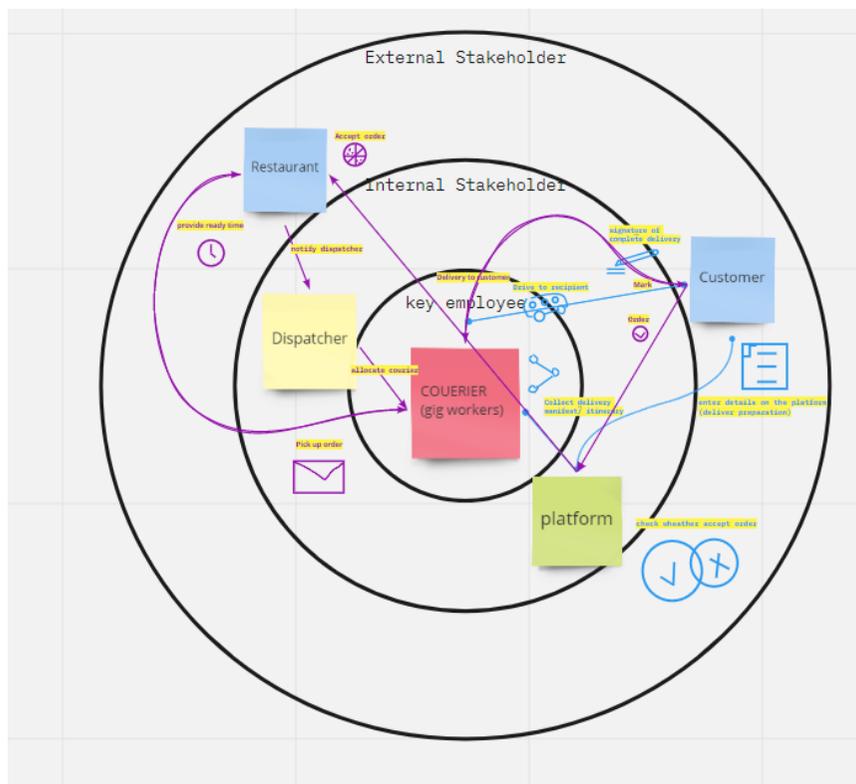
Non food items:

Accept delivery order-----collect delivery manifest/itinerary ----- drive to recipient----- signature/proof of complete delivery

02 INTERVIEW

DISCOVERY

System Map



Journey Map

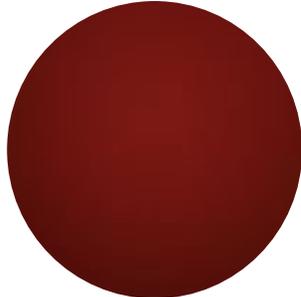


02 INTERVIEW

DISCOVERY



EWAN HARVEY
26
Uber Eat



TONY KHAN
28
Deliveroo



SATO KEITA
30
Demae-can



MR. DING
31
JD



MR. LEE
29
Alibaba



ZOLTAN FARKAS
35
sub-contractor

Ewan



Sato Keita



Ding



Lee



03 CONCEPT

DEFINE

FINANCIAL SECURITY

Without Social Safety Net

Related safeguard (predict peaks and troughs in earning and plan for future)

work insurance
holiday pay
only partly visible

Imbalanced Relationship between both sides

Low Pay

Unavoidable cost

insurance and equipment fees
hours of unpaid work waiting for gigs
time spend PRing profiles
how to navigate constantly changing

out of insurance due to costs
fell out of work due to illness and injury--- left to deal with the fall out

Re-designing digital gig work | doteveryone

Created Jun 30, 2020 2:10 PM
Tags Empty
URL https://www.doteveryone.org.uk/2020/02/re-designing-digital-gig-work/

The working lives of digital gig workers are in the hands of an app. For some gig workers this offers welcome flexibility and autonomy over their work, but others struggle with **severe financial insecurity, have no space for career development and feel disrespected by their algorithmic bosses.**

Ending the app trap: why (and how) we need to reform the gig economy | doteveryone

Created Jun 30, 2020 4:15 PM
Tags Empty
URL https://www.doteveryone.org.uk/2020/01/ending-the-app-trap-why-and-how-we-need-to-reform-the-gig-economy/

From Gladstone pottery to the Gig Economy

Jacob Ohrvik-Stott
July 22, 2019
Stronger Society

A Better Work Dispatch from Stoke-on-Trent

We are currently undertaking in-depth, qualitative research with gig workers to better understand their needs and help develop ways for them to manage their money and progress in their careers.

Here are some brief insights from a recent research trip to talk to Uber drivers in Stoke-on-Trent.

DIGNITY

Faceless app mediates

the distance between platforms and customers

leaves them voiceless and disrespected,
no more than generic automated support
chatbots
lack the nuance and context needed to answer their complaints
design of apps and algorithm decision by imposed unilaterally
make governance structure → greater voice

workers can have access to human interaction to solve their questions or seek redress.

Dream

National Retraining Scheme

provide the holistic support that gig workers need now

Help HotPots (a broad range of drop-in support ex: equipment repair ,longer-term career opportunities) locations and times that fit into gig workers' daily lives,
holistic financial and wellbeing support.

an alternative future where they could define the feedback that's most helpful to them, focusing on transferable skills that they could use to take the next step up their career ladder or progress within digital gig work itself.

Lack Road Map

unpredictable micro-chunks,

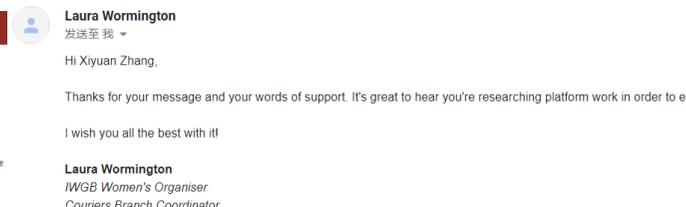
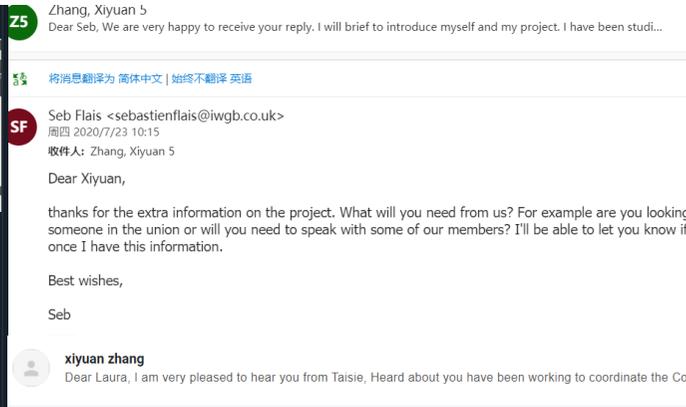
lacked a roadmap for making these dreams a reality ← long hours/ financial insecurity / piecemeal gig work

framing workers' worldviews in units of minutes and hours and narrowing their horizons

algorithmic surge pricing, short-term ratings and performance metrics → focus workers attention on the present at the expense of the future.

03 CONCEPT

DEFINE



Cooperate With Union

Listen Feedback

Explore The Website

Seek Contact

Communicate with workers in IWGB

04 DEVELOP

PROTYPE

Focused Point

How might we short distance between couriers and platform?



💡 Bulid more human communication 💡 Contact more efficient to emergency

💡 Creating more channels to express courier's feelings

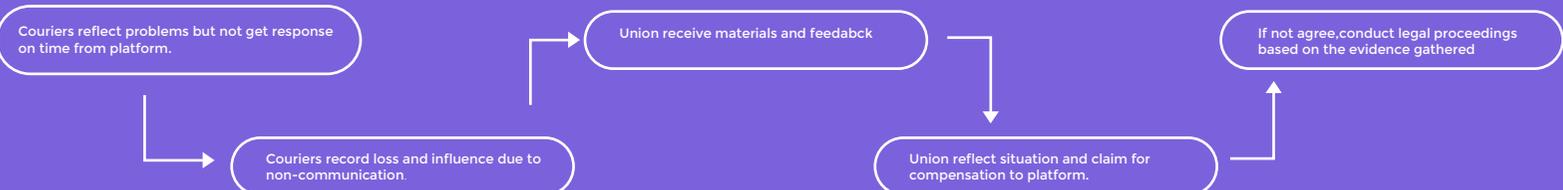
💡 Using power of union to supervise platform and protect couriers' rights

FUNCTION of IWGB

Main Bright Sides

💡 Public Stress Activity

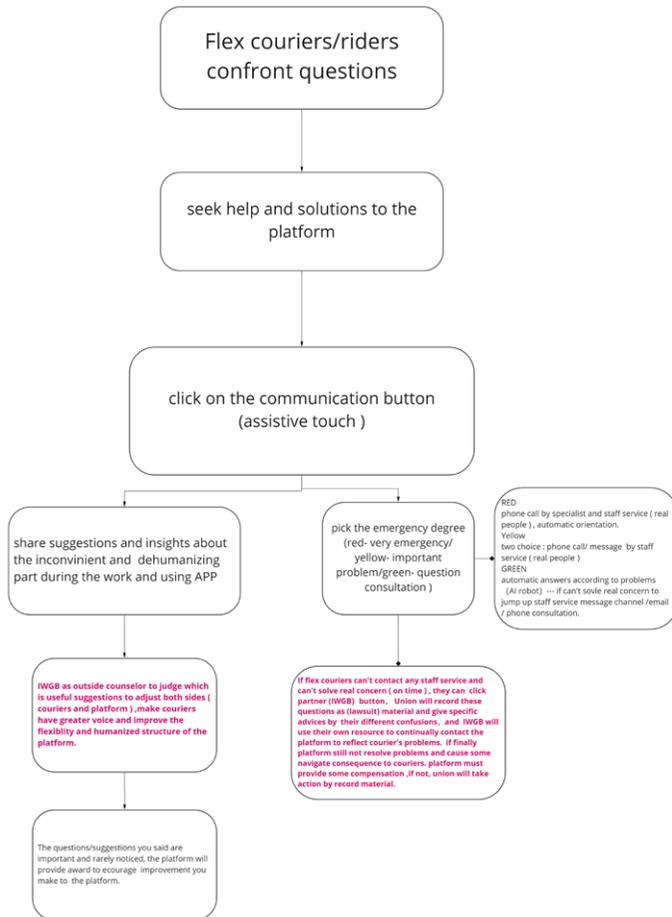
💡 Legal Appeals/Safeguard



04 DEVELOP

PROTOTYPE

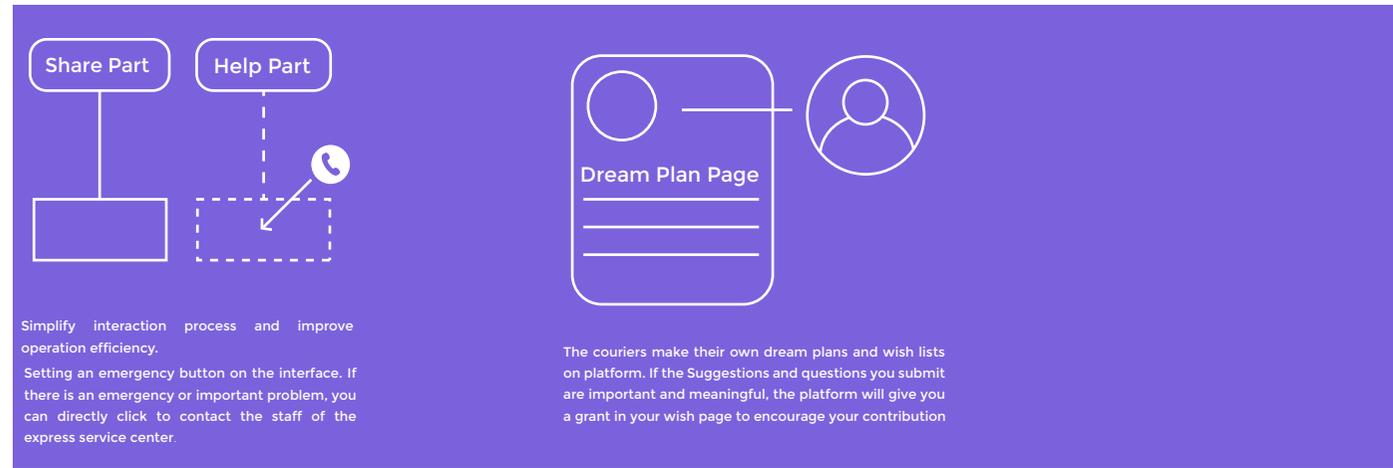
First Draft



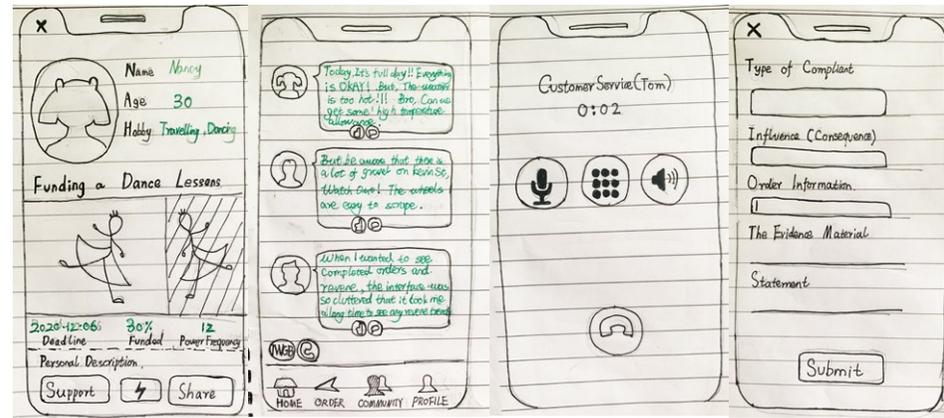
Feedback And Adjustment

Operation Too Complex

Reward That Couriers Cared About



Sketch



Storyboard

Scheme Demonstration

Type of the Compliant

Influence (consequence)

Evidence Material

Submit

People submit their information online to the rights protection department of the union, and IWGB will negotiate with the platform according to the seriousness of the consequences, and make up for the losses. If no agreement can be reached, legal appeals will be made according to the materials to protect the legitimate rights and interests of couriers



When flex rider couriers confront some problems and have some feelings during their work.



they can share these messages on the community of the platform APP.



Other couriers will "like and comment" on messages they like and have resonance.



If riders can't contact platform, such as staff service or related departments to solve their emergency on time. And it cause nagative influence on their job and salary, they can click IWGB button to seek help.



when riders face some emergency or important events, they can directly click the help button to quickly contact professional staff to solve the problem and receive advice.

For couriers whose messages are popular and meaningful, the platform will support their future plans and wish lists according to their "dream home page".To encourage their help in improving the platform.



04 DEVELOP

PROTYPE

Interactive Relationship



Community Part



Dream Page

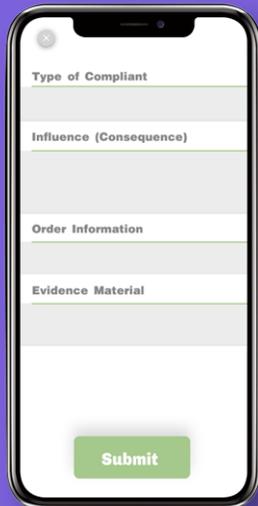
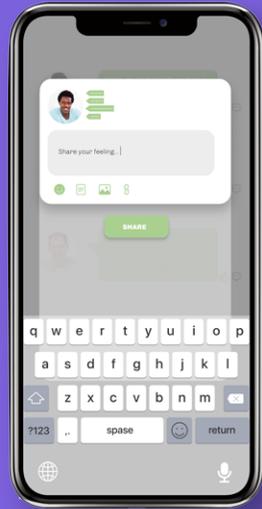


Seek Help (IWGB)

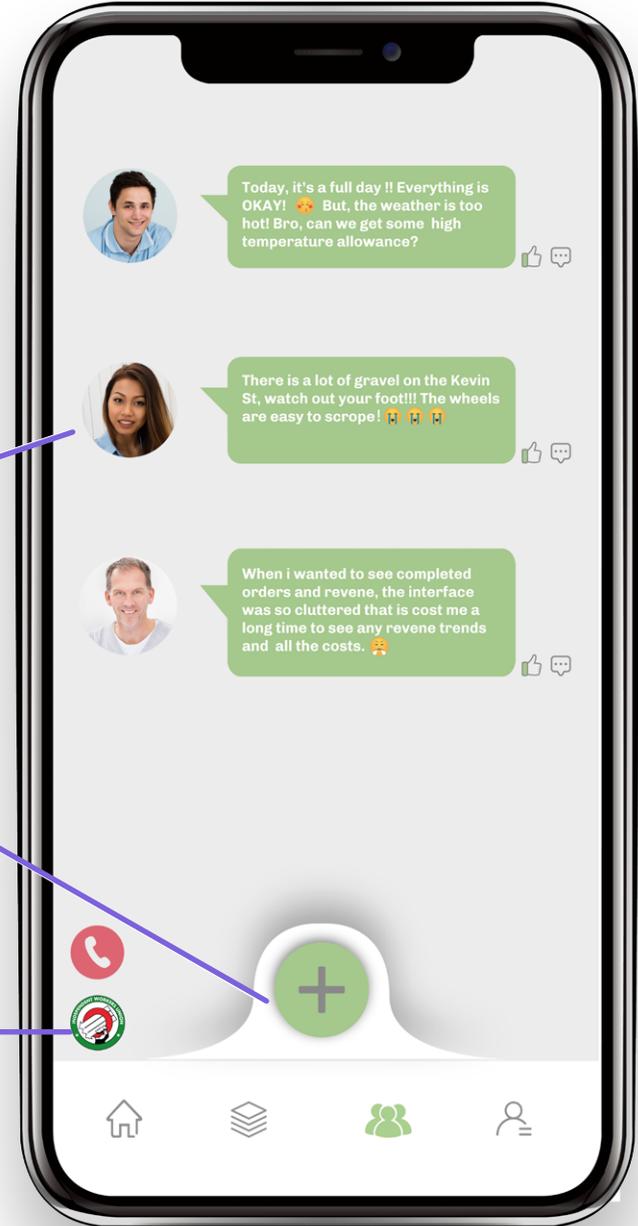


Share Insights

04 DEVELOP PROTYPE



Interactive Relationship



04 DEVELOP

PROTOTYPE

Courier:

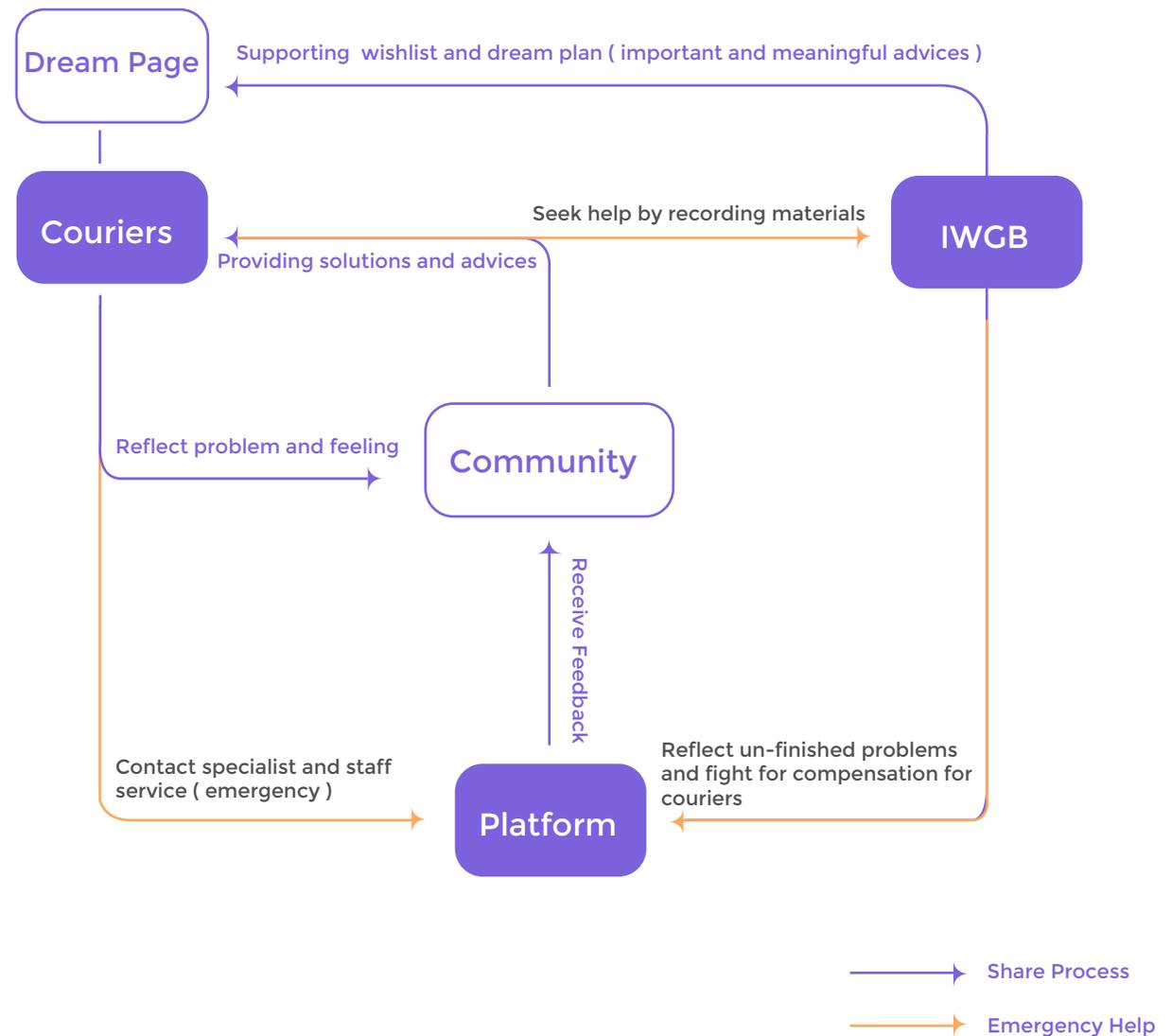
courier have greater voice to express their insights and suggestions to keep their right.

Platform:

Extending the good reputation of the platform , increase the belongings of the staff to platform , can find better suggestions and direction to improve/optimized their govance structure and brand .

IWGB:

union have more influence, increasingly couriers accept and recognize this new and innovation union.



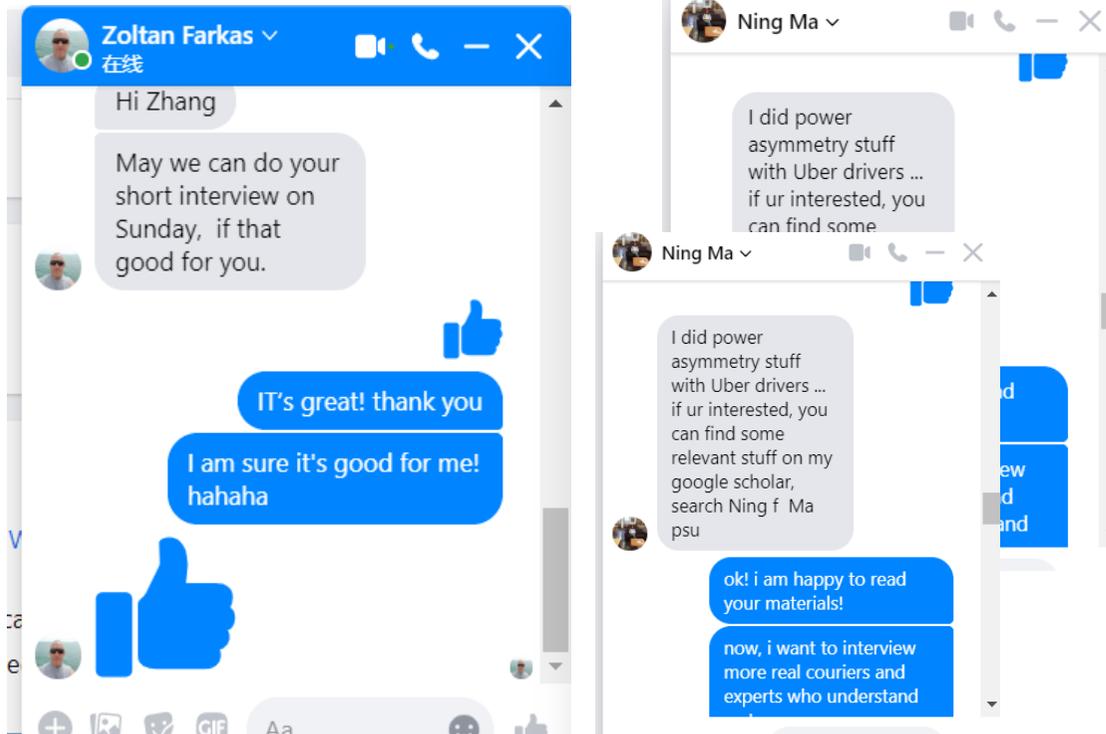
Process Diagram

05 FUTURE PLAN

NEW TEST

Verify The Scheme And Prototype

As the prototype has no chance to be tested, I hope to contact more union members and riders through Seb after he returns from vacation. Trying to test and communicate with them adequately through co-design and workshop, and ask them for their opinions and suggestions on the project so as to adjust the project prototype, make it more suitable for the life and habits of the target group, and serve them better.



Redifine The Role of Union

The new Trade Union (IWGB) has played a big role in maintaining the rights of flex couriers through data collected previously. But they usually appear at the back of the stage, after riders are in trouble. I want to try to discuss with the union staff (Seb) about the future planning of the union. Whether the platform can play a more important role through closer communication with the platform.

Cooperate With Specialist

I met Ning Ma when I was looking for people to target at Facebook. Through chatting, I know that she had just finished her doctorate in computer information systems in the United States. Her projects are very similar to mine in terms of improving gig worker rights through his professional programming and so on. We both hope to continue to cooperate with each other in this project, and I am sure That I can learn some knowledge about the system algorithm structure to better improve the system of the platform through the communication with her.

To Be Continued . . .

13cabs

Book with the
13cabs app

Fitness First
coles

DAIRY

KEY | KITCHEN

P

WV