PROJECT SHOWCASE / ENGINEERING & PRODUCT PORTFOLIO

Gig Goal Tracker

Product & Business Briefs

Prepared for professional review | November 4, 2026 | English edition

Evidence note: Based on prior project discussions, described architecture, selected development/debugging history and portfolio records available at preparation time. This is a portfolio case study, not a fresh source-code audit, external security review, market study or verified commercial due diligence. Planned capabilities and unverified outcomes are labeled accordingly.

Gig Goal Tracker | Product & Business Brief

Gig-work earnings productivity | Product stage: Actively developed earnings/goal tracking app; advanced mileage/tax reporting scoped or evolving

Product premise

Gig Goal Tracker is a mobile-friendly web application to help gig workers manage earning targets, trips and work sessions. It is grounded in the developer’s direct use of gig delivery workflows and aims to keep essential daily tracking simple while progressively revealing advanced analysis.

Customer problem

Gig workers often evaluate offers, maintain earnings goals and assemble tax records across fragmented tools. Without a consistent session and trip history, it is difficult to interpret work performance or reconcile mileage.

Target users

Delivery drivers and other independent gig workers who need easy earnings tracking.

Value proposition

Clear earning targets, fewer manual calculations, and a usable history of work and mileage.

Potential differentiation

Firsthand gig-work workflow, simplicity by default, and optional advanced reports rather than a crowded interface.

Alternatives and competitive pressure

Spreadsheets, platform earnings pages and dedicated mileage/expense tracking apps.

Commercial model hypothesis

Previously considered beta invitation with 7/14/30 days of free access, then a simple membership (illustrative $5.99/month or $49.99/year). These are tentative, not verified sales.

Initial go-to-market experiment

Pilot with local driver communities, word of mouth, invited users and worker-focused demonstrations.

Validation plan and decision metrics

- Invite 15-30 drivers into a private beta.
- Measure 7-day activation, weekly data entry completion, repeat use and churn.
- Test willingness to pay against free spreadsheets and existing tracker tools.
- Confirm subscription economics with support costs and willingness-to-pay interviews.

Commercial and operational risks

- High price sensitivity and abandonment from manual entry friction.
- Privacy obligations around earnings and location/mileage information.
- Confusion between records and tax advice.
- Changes to gig platform workflows and app-store/web discovery.

Phased go-to-market roadmap

- Polish daily goal and trip logging.
- Add optional odometer + reconciliation and export.
- Publish reliable statistics and beta onboarding.
- Add billing after measured retention and engagement.

Sponsor / investor diligence checklist

- Demonstrable product build and concise feature tour.
- Evidence of actual use: users, retention and repeated workflows rather than feature count alone.
- Costs, pricing assumptions and support effort; no unsupported revenue forecast.
- IP ownership, licensed assets, privacy commitments and provider API dependencies.
- Specific requested partnership: pilot access, introductions, development support or investment, plus milestones.

Important: All market positioning and monetization options in this brief are hypotheses to validate. No TAM, revenue, valuation, user growth, partnerships or investment return is represented as verified.