**Article**

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# Development of a Mobile Application to Search for Additional Income in the "One Day One Job" Project

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**Abstract:** OneDayOneJob would be a mobile application that would provide an easy way to get temporary jobs with minimal barriers to entry and flexible schedules. The two main target audience segments of the application would be teens (16–22 years) who are seeking their first work experience and spending money, and adults (23–45 years) who are searching for some supplementary money while managing their personal commit- ments. OneDayOneJob provides access to a wide variety of odd jobs, i.e., cleaning, babysitting, or maid service, which might be completed in hours or a day. Basic functionality includes a secure taxpayer ID-based registration process, synchronization with widely distributed messengers (WhatsApp, Telegram) for simplified communication, and a clear payment and grading pro- cess. The application stands out from others by revolving around short-term, flexible employment that is not always skilled, and therefore open to users at all levels of experience. OneDayOneJob is not just an easy way to make money, but also a confidence booster and useful skill developer, particularly among teens who have received their first exposure to the workforce. OneDayOneJob was born from personal experience. When I was a student, I could hardly combine studying, household responsibilities, and hobbies in an effort to earn some extra money. It was very difficult to find part-time jobs with flexible working hours since most of the jobs required either a long-term commitment or specific qualifications, which I did not have. It was this frustration that brought my mind to the way many students and young people were struggling the same way. One day there was a burning need for there to at least be some means by which any individual could find day-one temporary work without long- term commitments or with complicated requirements. This later became OneDayOneJob, which was a solution for its users to earn quick cash while freeing up time and making more value from the time earned. *Index Terms*—gig economy, short-term jobs, flexible work schedule, teen employment, mobile application, quick earnings, student work experience, task-based platform.

**Keywords:** gig economy; short-term jobs; flexible work schedule; teen employment; mobile application; quick earnings; student work experience; task-based platform

## 1. Introduction

In today's world, managing personal life, studies, and eco- nomic needs is a problem faced by most. Young students and working professionals, in particular, are unable to secure short- term employment that accommodates their timing and does not require long-term dedication or specialty skills. Classic job boards do not meet these requirements since they are designed primarily for full-time employment or involve complicated recruitment processes. Having noted this absence from the market, OneDayOneJob was thought up as an innovative an- swer to fill that need, offering short-term flexible employment with very low barriers to participation.

OneDayOneJob as a product of idea was the direct conse- quence of having experienced this problem first-hand myself. I am a student myself and it was extremely difficult for me to reconcile studies, home chores, and leisure pursuits with attempts to make some money on the side. It was these majority of part-time jobs that needed some level of commitment or expertise, which I lacked, placing me and many others in a compromising situation. It is this that brought forth the concept of a platform where one can access short- term, day-long jobs that enable them to earn money within a limited period without necessarily having to sacrifice their other pastimes.

The website is targeted at two main demographic groups: 16–22–year–olds looking for their initial experience of the workforce and 23–45–year–old adults looking to top up in- come in the midst of personal lives. Providing exposure to a variety of odd jobs, from cleaning, babysitting, or maid work, OneDayOneJob provides an opportunity for all users regard- less of skill level. In addition, its user-friendly functionality, such as secure registration through taxpayer IDs, compatibility with well-known messengers such as WhatsApp and Telegram for messaging, and open payment and grading system, make it a user-friendly and friendly application.

Unlike other sites, which are aimed at long-term work or professional employment, OneDayOneJob is built on the concept of flexible, temporary employment. It not only po- sitions it as a way to make money, but as an opportunity to develop confidence, valuable experience, and a sense of familiarity with the job market without excessive commitment. Thus, OneDayOneJob fills an important gap by allowing the population to be masters of their time and their money while responding to growing demand for instant, flexible work opportunities.

## 2. Literature Review

The rise of mobile apps has significantly altered the land- scape of the labor market, particularly temporary and short- term work. Mobile applications have made it easy to access flexible employment that does not require long-term commit- ment or specific qualifications. This review will explore current research on mobile apps in the labor market with a focus on usability, how they have changed labor recruitment, and the expansion of the gig economy.

*A. Use of Mobile Applications*

One of the most crucial factors in making a mobile app a success, particularly job market facilitation apps, is usability. Harrison et al., in usability model research, defined three essential characteristics: effectiveness, efficiency, and satisfac- tion [1]. These aspects ensure that users can perform tasks with less effort and with high levels of satisfaction. These aspects are crucial for a job search mobile app. The application needs to be easy to use, responsive and user-friendly to make it convenient for users of different ages and backgrounds to get temporary work without undue inconvenience.

A systematic review of mobile app accessibility by Al- Razgan et al. focused on apps for visually impaired individu- als. Their research emphasized inclusive design approaches as key to enabling the app to be used by all users regardless of their physical disabilities [2]. This is a key issue for OneDay- OneJob because accessibility is one of its core values. Through the inclusion of aspects such as voice commands or screen readers, the application can become more user-friendly and accessible to a larger audience, offering equal opportunities to all individuals, including people with disabilities.

Second, usability testing confirms that mobile apps must be optimized for various devices and platforms so that they will attract the largest possible audience. This means OneDayOne- Job must be available on both Android and iOS platforms and must be able to support various screen resolutions and sizes so that the optimal user experience is enabled. An appropriately crafted mobile app is capable of holding and interacting with users through the delivery of a friendly interface, fast loading, and robustness, which in turn results in higher satisfaction and interaction.

*B. Impact of Mobile Applications on Labor Hiring*

Labor recruiting mobile applications have revolutionized  the connection between employees and employers. The ap- plications have diverted focus from traditional job boards and classified ads towards more energetic real-time offerings to bring employees into contact with employers requiring instant aid. According to a critical review by Jagadeesan et al.,  mobile applications have placed their massive impact on the recruitment process to the point that one can search and apply for employment with just a few smartphone clicks [3]. The ease factor has been especially well-attended to for contract workers who need quick, convenient work assignments. The speed at which applicants can search for available jobs and connect with prospective employers is a feature of mobile labor recruitment apps compared to traditional platforms.

Similarly, Smith and Johnson's study of "Hire IT Applica- tion" explained how labor employment is being transformed by mobile applications by putting employers and countless employees together to work on short-term or temporary as- signments. Among the greatest strengths of these applications is the mobility they offer with users able to find and complete jobs without pledging long-term [4]. This is a trend that especially appeals to young workers, students, and others with other commitments who might not be in a position to under- take full-time, permanent jobs. For instance, OneDayOneJob provides the opportunity to undertake tasks like babysitting, cleaning, and pet-sitting within a few hours, enabling the user to make money while remaining in charge of their time.

Even though these applications are quite useful, issues do still arise in terms of ensuring equitable compensation and protecting users' rights. Prospective workers may be discour- aged from joining such apps after being delayed or denied payments, while some may be subjected to unfair wages from the employer. On other occasions, the employer may fail in their obligations, including providing safe working conditions or ensuring a fair rate of pay. These worries have compelled researchers to advocate improvements in mobile application policies, payment gateways, and openness to protect customers and ensure a fair experience for everyone.

### C. The Gig Economy and Mobile Applications

The gig economy and the increased spread of flexible and temporary employment have garnered sufficient attention during the past few years. The speedy growth in mobile apps has been the prime force behind the change since the applications make it easier for individuals to access temporary or freelancer work opportunities. Smith and Johnson argue that the presence of mobile apps has made more active involvement of workers in the gig economy than was initially observed [4]. The apps typically offer a range of short-term jobs, such  as delivery and food service and administrative and technical jobs, thereby providing a diversified market for workers of varying skills.

Among the aspects that distinguish the gig economy is its inherent flexibility. The workers are allowed to choose their time of work and location of work, so they can plan their per- sonal activities and work assignments in a more flexible way. That is the essence of OneDayOneJob's value proposition. By offering short-term job opportunities that are free from special skills and  long-term obligation, the application is positioned as a convenient platform for diverse users such as students, homemakers, and people with non-traditional work schedules. But  although  the  gig economy is said to be flexible in a certain way, it also lends itself to some of the negative very grave issues connected with job security, pay, and workers' rights. Gig workers tend to have unpredictable earnings and limited access to benefits like healthcare and paid leave, as per some critics. Gig workers are frequently categorized as independent contractors instead of employees, thus they are not entitled to the same level of legal protection as standard employees. All of these only serve to increase the demand for additional studies on the long-term effects of the gig economy on employees and the labor force in general.

Therefore, most of the gig economy platforms are under intense pressure to adopt more equitable mechanisms for example paying fair wages, offering benefits, and having employment

security. OneDayOneJob can be able to reduce some of those issues through offering fair rate payments, trans-parent payment procedures, and offering a quality working environment for employers and workers alike.

*D. Systematic Reviews on Mobile Application Usability*

There have been different systematic reviews of the litera- ture aimed at establishing the usability of mobile applications for different industries. These reviews highlight the need to develop mobile applications that are not just functional but also usable and user-friendly for a diverse range of individuals. For example, one study published in the Journal of Interaction Science discussed a range of usability models and determined that effectiveness, efficiency, and user satisfaction are essential metrics for assessing an application's usability [1]. A review of mobile applications for visually impaired users highlighted the need for inclusive design to make technology accessible to all, irrespective of physical abilities [2].

A systematic review of the gig economy conducted by Fer- rell and Lush also examined how well platforms that connect gig workers with potential employers function. Through their study, they found that successful platforms had streamlined interfaces, clear instructions, and user-friendly features that made it easier for users to find work opportunities and perform tasks successfully [5]. These results highlight the significance of usability in gig economy apps such as OneDayOneJob, which works towards providing a hassle-free experience to users throughout the entire process from registration to com- pletion of the job. Furthermore, studies have indicated that mobile apps that have easier-to-use interfaces and lower barri- ers to entry are likely to engage and retain users. For example, applications with a simple and secure registration process, such as OneDayOneJob's taxpayer ID-based registration, can increase user satisfaction and engagement. Similarly, linking the application to popular messaging applications such as WhatsApp and Telegram allows users to interact more easily with employers and reduces the friction associated with job application processes.

*E. Conclusion: Usability and the Future of Gig Economy Apps*

The literature review determines that the success of mobile applications for temporary labor hinges on several issues, including usability, their role in labor hiring, and how mobile apps enable the gig economy. Mobile apps like OneDayOne- Job offer specific advantages in terms of flexibility, accessibil- ity, and usability, making them a highly appealing option for individuals who need temporary or short-term jobs. The app's simplicity, secure sign-up process, and varied job postings are the most important features that distinguish it from other job sites.

However, with the advantages should come challenges to overcome, such as fairness in remuneration, protection of workers' rights, and equity. Subsequent research must take into account longer-term impacts on workers' well-being from gig economy platforms and efficient means of boosting app usability to ensure that there is a fulfilling experience for all. Ultimately, OneDayOneJob promises to fill a worthwhile labor need in providing flexible short-term jobbing under the app's paradigm. Employing a usability-oriented, access- minded, and customer-centric approach, the app can make its users capable of tapping into the flexibility of the gig economy to juggle phases of casual, short-term labor and maintain overall control of time and purse strings.

## 3. Hypothesis

OneDayOneJob mobile application will gain huge popu- larity and become market leader by solving the pitfalls of the existing websites and offering a low-cost, user-friendly alternative to the employees seeking flexible, short-duration jobs.

Unlike websites like Lalafo, Yula, and Avito, which are packed with ads and focus on selling and buying instead of work, OneDayOneJob will focus on temporary employment with flexible schedules. By reducing the unrelated ads and specifying short-term workers as the target market, the

appli- cation will be attractive to app users annoyed by the lack of decent and handy offers in other applications.

In contrast to HeadHunter, which deals with full-time and long-term employment, OneDayOneJob will target another type of clientele: students, young professionals, and others who are looking for current or part-time employment without a long-term outlook.

Finally, by offering lower commission compared to apps like YouDo, OneDayOneJob will have a more attractive financial model for both job seekers and providers, leading to higher user retention and satisfaction.

## 4. Methods

- Market Research: Conduct surveys, focus groups, and in- terviews with the target audience in Bishkek, Kyrgyzstan, to understand their needs, preferences, and frustrations with existing platforms.
- Competitor analysis: Deeply analyze platforms such as Lalafo, Yula, Avito, HeadHunter, and YouDo to identify gaps that OneDayOneJob can fill, particularly in provid- ing flexible, short-term jobs.
- User Journey Mapping: Develop detailed user journey maps to outline how users will interact with the appli- cation, from registration to finding and completing jobs. This will help refine the user experience and highlight any potential pain points.
- Development and Launch: Create a minimum viable product (MVP) with key features, including ad-free nav- igation, job filtering, secure payments, and low commis- sion rates.
- Pilot Tests: Launch MVP in Bishkek to a controlled group of users, gather detailed feedback, and iterate on the app's design and functionality.
- Marketing Campaign: Use targeted social media advertis- ing, collaborations with local businesses, and partnerships with educational institutions to increase brand awareness and attract job seekers and providers.

## 5. Results

*A. Expected Results*

- User Adoption: The application will have high user adop- tion among students (16–22 years) and working adults (23–45 years) in Bishkek who need flexible working hours.
- Positive Feedback: User reviews will highlight the ease of use, value for money, and effectiveness of the app compared to other apps.
- Revenue Growth: A viable revenue model will be attained by the adoption of a low-commission model and an increasing user base.

*B. Application Outcomes*

- Target Audience Engagement: Students will use the app for work experience and pocket money, while adults will use it for additional income.
- Job Variety: Users will be exposed to various types of jobs, including babysitting, cleaning, and delivery, which will enhance inclusivity and flexibility.
- Future Scalability: Following early success in Bishkek, the app would be able to be expanded to other cities and regions, and eventually scaled to an international market.

*C. Application Area*

The application will launch in Kyrgyzstan, Bishkek city, a city with a vibrant mix of students, freelancers and people seeking flexible work opportunities. By addressing the specific needs of this demographic, OneDayOneJob will establish itself as a valuable resource and lay the foundation for future growth.

## 6. Conclusion

The literature review identifies mobile apps as the main force of all changes in temporary work opportunities and the guarantee of participation in the gig economy. These platforms maintain the level of flexibility, accessibility, and usability that is necessary to meet users' needs for short-term employment. Usability, which typically represents the most significant issues of effectiveness, efficiency, and satisfaction of the user, usually seems to be the most fundamental element that guarantees the success or acceptance of this application.

Although these websites have been a huge success and have made it far easier for people to access temporary employment, there is still a loophole in addressing issues related to the se- curity of users, decent payment, and usability for marginalized groups. Moreover, the growth of the gig economy raises alarm bells on what the future of these job-offering websites holds in their impact on employment market trends, remuneration schemes, and laborers' rights.

The findings indicate the necessity for novel solutions, such as OneDayOneJob, that will not just address the new needs of the labor market but also the specific challenges that arise within the arena of flexible, short-term work. Founded on usability and inclusiveness, OneDayOneJob has the potential to supplement current solutions and enable its users to effort- lessly balance work, private commitments, and competency development.

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