Design X Social Challenge 2022

Presentation Template

This deck is a workbook, designed to help you complete the project successfully. Please follow the instructions provided in each slide.

IMPORTANT INSTRUCTIONS:

- If you have a Google account, sign in and **make a copy of this deck** before you add your content.
- If you don't have a Google account, go to File > Download this file as Microsoft Powerpoint and use.
- You will be provided with a clear instructions deck for more details on how to submit, etc.,

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No work, no home = no future ?

Theme: **Design for Crisis**

Rebuild and heal the world with design

<23 July 2022>

Our Team

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Role in the Project: Research, Idea Development, UX Design

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Profile Photo

Background

In 2010 with the total population of **142 833K** people, Russia reported to have **64K** people **experiencing homelessness.**
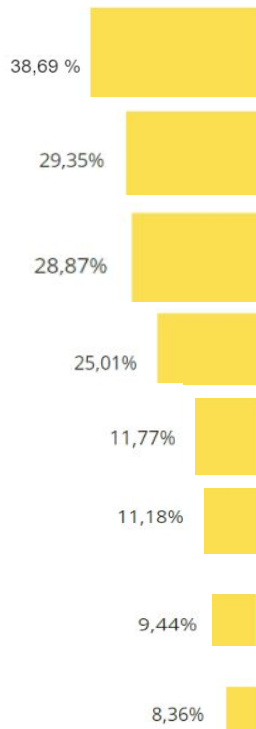
Was it a true number? Or a fake that demonstrated deliberate **reluctance** of authorities **to address** the homelessness issue?

Russia has as many as 5 million homeless, not the 64,000 Rosstat reports

Homeless? Why?

According to Nochlezhka (the biggest volunteer center in Saint-Petersburg, Russia), the most **common reasons** why people end up on the streets are:

38,69 %

Losing a job
Losing a job or getting fired are main factors which lead to increasing income, and as the results inability to afford housing and renting,

29,35%

Moving to other city to seek for a job
People moving to other cities with the hope to find a better paid job. When get fired, scammed by employer or diagnosed with disease, people lose their income and have no choice, but go to the streets

28,87%

Family issues
Divorce, disputes, domestic violence, including fight for the property

25,01%

Lost documents
In many cases, this problem is collateral. When you are homeless, you have no safe place to keep your documents (pasport, registration). Which means they can be easily lost or stolen, wich results in homepless people having alsmot no chance to get help from authorities.

11,77%

Drugs
Drug or alcohol additction may become a reason for selling prooerty and wasting all savings.

11,18%

Diseases and injures
Being diagnosed with disease always requires lots of funding. Meanwhile government support is limited, many people decide to sell preperty or exchaust their savings to cover unexpected surgery costs. This may result in going homeless.

9,44%

Immigration
Due to degradation of political situation, people are driven to leave home country to reside abroad, which requires funding. Being unable to find a proper job and reasonable renting, some people lose all of their savings and become homeless.

8,36%

No housing for released prisoners
While in prison, people may lose their tangible property (houses, cars etc) though scams or disputes with relatives. Old housing may be demolished and new housing might be difficult to find due to criminal record.

Problem Identified

Historically, one of the main sources for global problems were invalid and non-effective governmental policies. Homelessness issue, no doubt, is a product of misleading governmental regulations. Meanwhile it might take us decades to re-design government structures and laws, we should think about what actions we can take to improve homelessness numbers **HERE** and **NOW**?

Personal level: Evgeniy is 42 y.o male with a criminal record. He decides to move from Omsk to Saint-Petersburg (SPB) and stay with his Aunt (last family member alive) until he finds a job. When he arrives in SPB he finds out his Aunt just passed away. He has limited budget (for 2 months), but decides to stay in SPB and look for a job. 2 months passes and he has still no job. Which means he can't pay for a ticket to Omsk, he can't afford a room and can't get a temporary registration which is, in most cases, needed to get a job. He has nothing to do, but go to the homeless shelter.

System level: the shelter provides Evgeniy with a room and volunteers are trying to help him to find a job. However, due to Evgeniy has a criminal record and no registration, most of prospective employers feel reluctant to hire "someone like Evgeniy". How volunteer and charity centers can change the employers mind? How can they help Evgeniy to find a job?

Global level: Evgeniy represents many homeless people not only in Russia, but across the globe, People like Evgeniy are victims of deliberate government inaction and misconceptions spinning around the image of a homeless person. Once homelessness becomes stigmatized on the global level, we start witnessing trends for indifference (like no medical assistance or hostile architecture) which reduces the chances of homeless people to get back to normal life.

Urgency/Importance

WHY IS IT AN URGENT PROBLEM?

Homelessness is a big issue for many countries. With recent global crisis (war in Ukraine, Sri Lanka economic collapse, gas crisis in USA, post-pandemic situation) homelessness rates are steadily going up as many people losing their jobs.

Without finding quick and convenient way on how to support homeless people to access the labor market regardless economic, criminal or personal factors, their chances of going back to normal life will be shrinking, leading to poverty and economic instability.

Target User Persona

Job Title : unemployed

Gender : male

Age: 42

Family and Social Setting : single

Income : No

Education : college

Worries :

- I am afraid I have to deal with lots of paperwork during job search. Who can help me with it?
- What if I can't find a job and give up?

Pain points :

- I don't know where to start looking for a job
- I have no mobile phone, so how can I navigate while looking for a job?
- I have a criminal record. It might be a big problem for hiring process

Goals :

- Find a job
- Get back to normal life

Target User Persona

Archetype 2: prospective employer

Job Title : restaurant owner
Gender : male

Age: 38
Family and Social Setting : married
Income : yes
Education : graduate

Worries :
- What customers would think of being served by homeless people? Would it affect the number of customers?
- What if my new business model fails?

Pain Points :
- Do not know how to build trust with homeless people
- Do not know how to validate information about homeless people
- Do not want to spend a lot of time on paperwork to hire homeless people

Goals :
- Implement new business model by hiring and training homeless people

Target User Persona

Archetype 3: volunteer center

Job Title : volunteer center
Gender : NA

Age: NA
Family and Social Setting : NA
Income : NA
Education : NA

Pain Points :
- It is not easy to find homeless-friendly employer
- Lack of funding

Goals :
- Help homeless people to find a job
- Make a difference

Explorations

StatApp

Application that would allow government / social institutes to gather statistics on number of homeless people nationwide during population census

Why declined?

- Difficult to pass this app to the government utilization
- Brings long-run impact, but doesn't solve the problem "here" and "now"
- Not sustainable, population census runs every 10 years

Petition App

Application that would allow charity organizations / volunteer centers to petition government to update and amend currently existing policies and regulations

Why declined?

- Similar apps already exist
- Brings long-run impact, but doesn't solve the problem "here" and "now"

Final Solution & Innovation

Meanwhile many western countries (e.g Marks & Spencer, Amazon) have implemented variety of social programs and initiatives to support those in need to find a job, in Russia, on the other hand, with lack of special programs and booming stigmatization, chances of homeless people to get employment are very limited,

In attempt to give an opportunity to find a decent place to work at, we propose to create a mobile application that enables homeless people to look for part-time, seasonal or full-time jobs.

Why innovative? With no other existing job search apps for homeless people, it will serve as a bridge connecting homeless people with potential employers

How it benefits?

Homeless person

Employer

Volunteer center

provides a range of job opportunities

ensures assistance from volunteer center (legal, emotional etc)

encourages to become more "homeless-friendly" rather than "homeless hostile"

helps to adopt CSR policies and ESG

reduces paperwork by delegating documents preparation and its verification to volunteer centers

provides with funding source from Employer's side

User Experience

How JobBridge UX looks like?

JB opens up with the landing page where you can sign up based on your archetype:

- **Archetype 1:** prospective employee
- **Archetype 2:** prospective employer
- **Archetype 3:** volunteer center
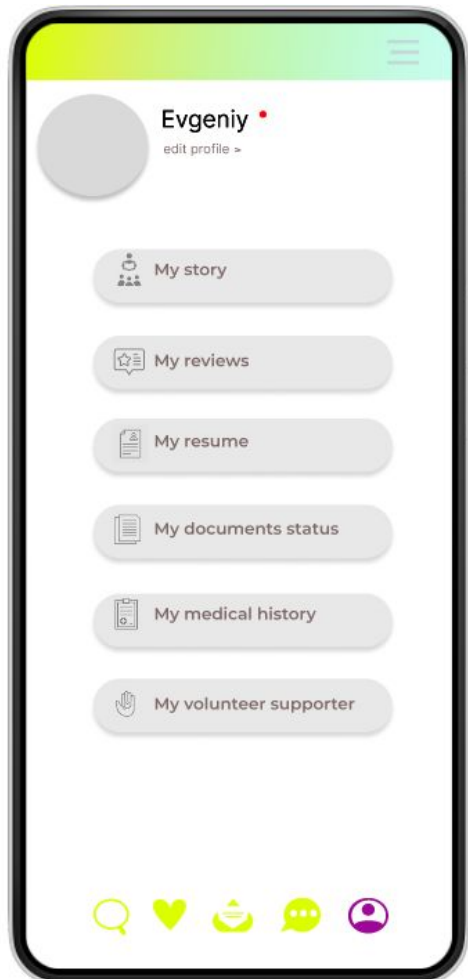
Storytelling is a very powerful tool and if you want to give insights into who you are and make potential employers trust you, JB will give you space to tell that story.

Another way to make potential employers more trustworthy towards homeless people is to ask authorized organizations (volunteer centres, charities) who know them well to write **reviews**.

Creating **resume** is always hard task, but clicking on "my resume" will enable you not just to create or upload your resume, but give you guidelines and tips on how to make a resume as a homeless person with little or irrelevant experience.

By clicking on **my documents status** you can upload your documents by yourself, or send request to Volunteer supporter to assist you, and check the document status "on hands / being processed / rejected "

As it was figured out during interviews with potential employers, medical history is another crucial aspect when making hiring decision. So please make sure that you or your volunteer supporter added updated information of your **health condition**.

Volunteer supporter is your best friend on your successful employment journey. So you or your potential employer can see the volunteer supporter contact details and start a chat.

If you want to see a list of homeless people you support on employment journey, you can click on **"my mentee"** and find full information about each mentee.

Go to **"my reviews"** to write recommendation letter or characteristic review and attach it to your mentee's profile so a potential employer could see it.

In your **"tasks"** you can see the progress bar for each activity you are currently involved.

Hit **"Legal support"** button if you need support from the legal assistant to proceed with paperwork and documentation for your mentee's case success.

Volunteer
Center
edit profile

My mentees

My reviews

My tasks

Legal support

My donations
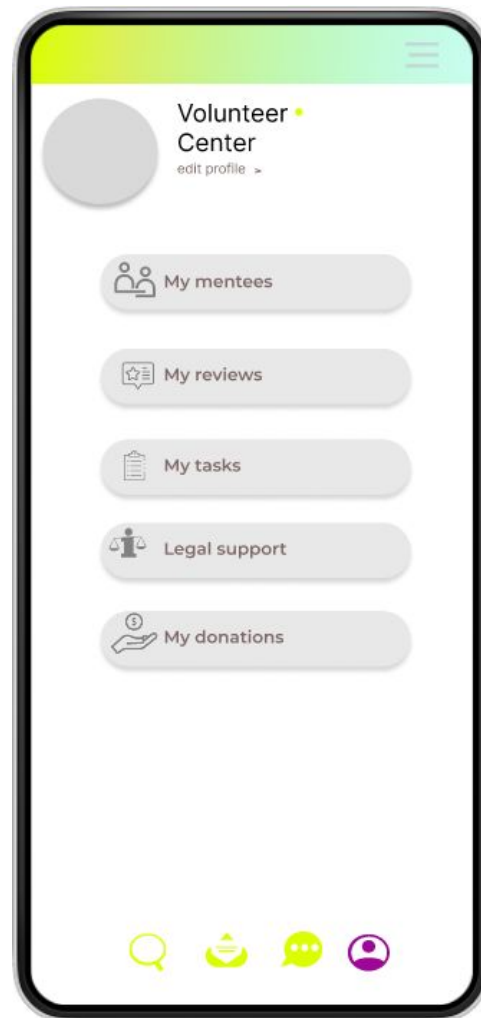
Design Process / Discover

To come up with the solution for our target audience, we followed this design process:

Discover

Define

Ideate
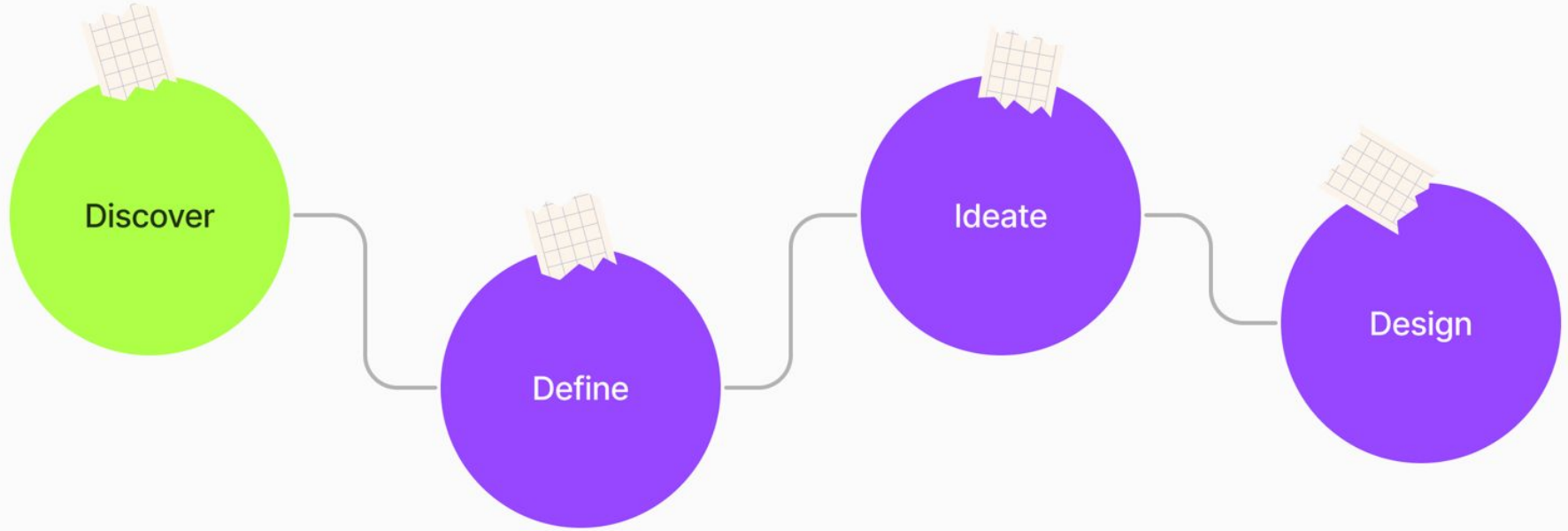
Design

Discover

Data research & fact checking:
- collected necessary data to define an overall trends in regard to our focus of study
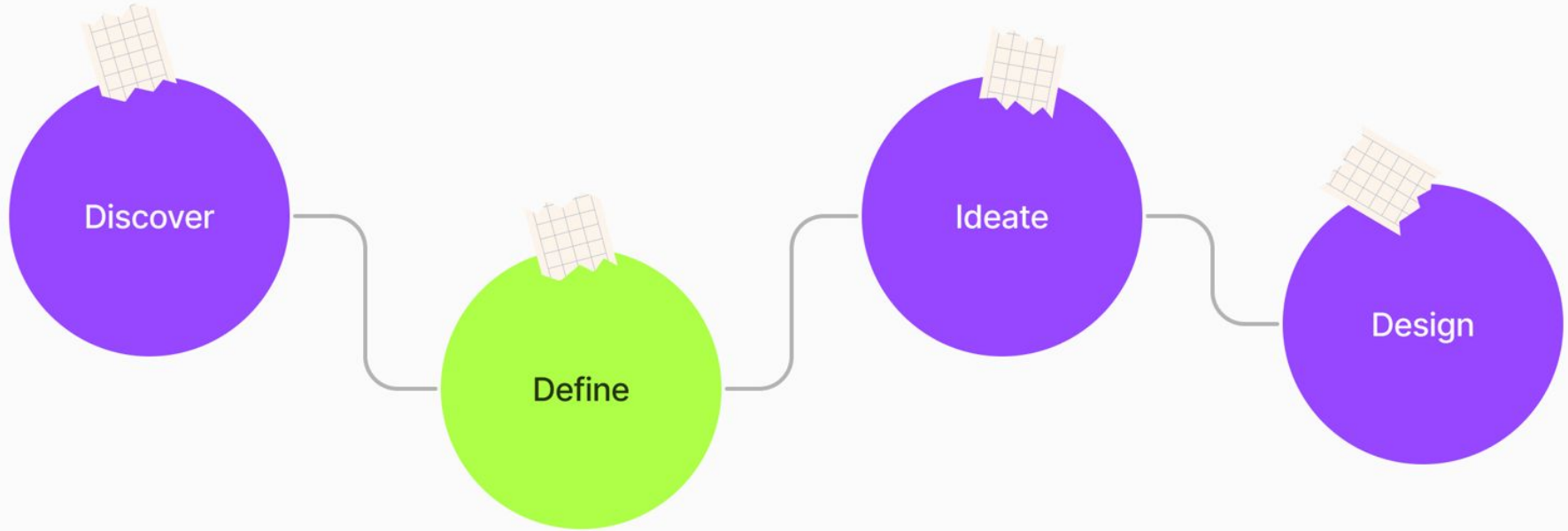
Market research:
- gathered data on market competitors

User research:
- segmented target audience

Design Process / Define

Define

User interviews:
- Arranged online and on-site interviews with target users

Target personas:
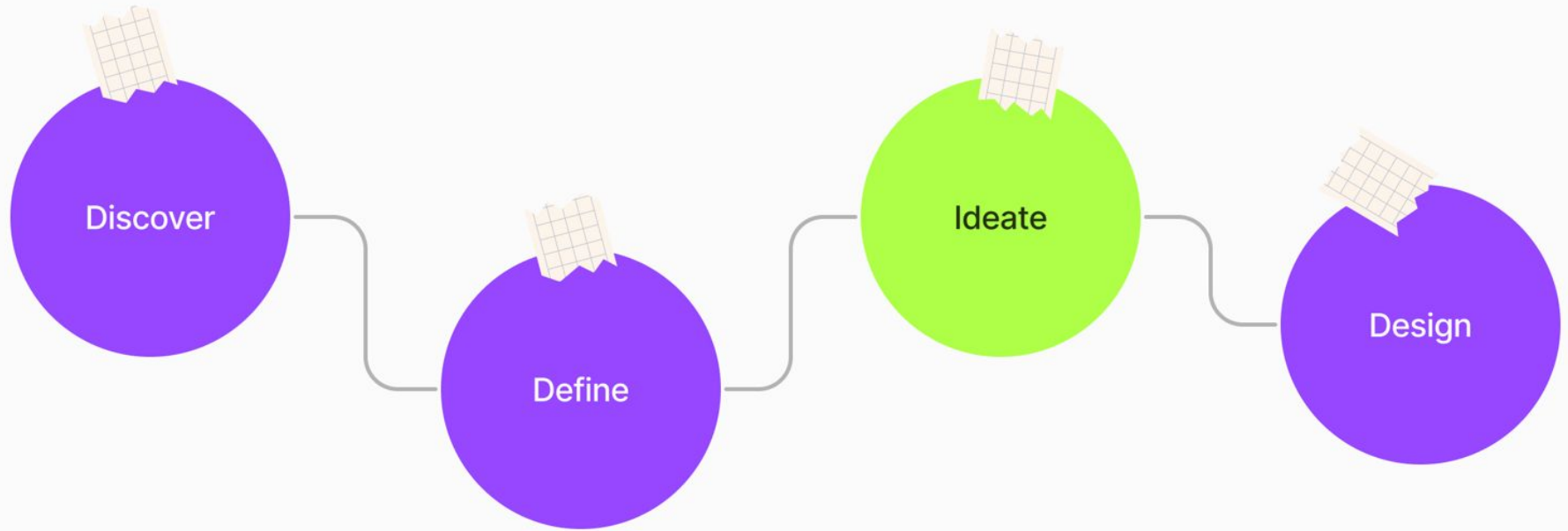- Described target personas

Pain points focus:
- Outlined pain points of target personas and proposed possible solutions

Problem statement:
- Defined a problem
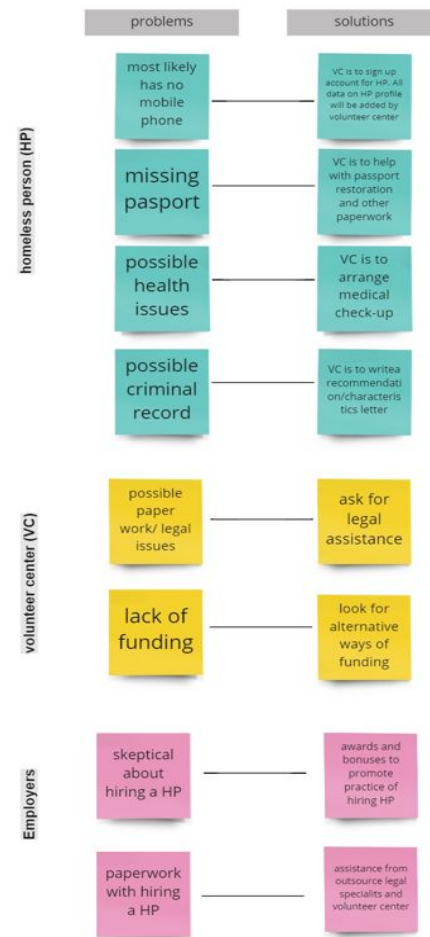
Design Process / Ideate

Discover

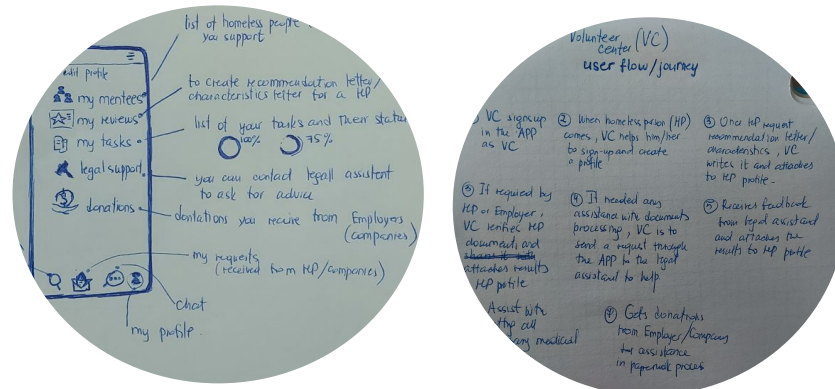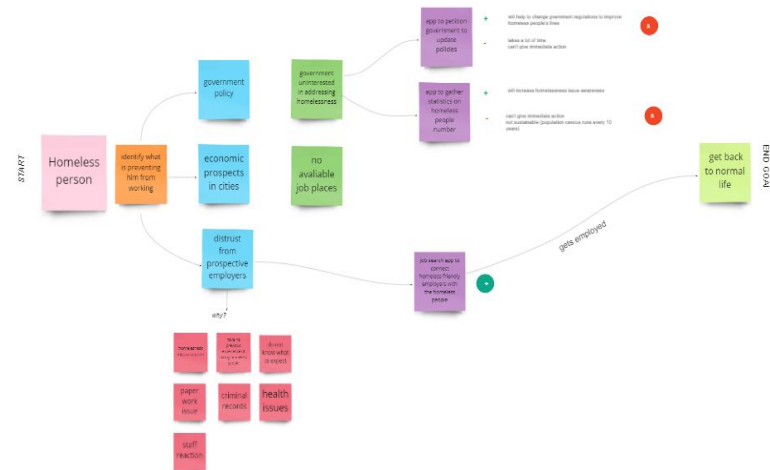Define

Ideate

Design

Ideate

Brainstorming:

- Discussed several spontaneous ideas with team members until we got the final idea solution
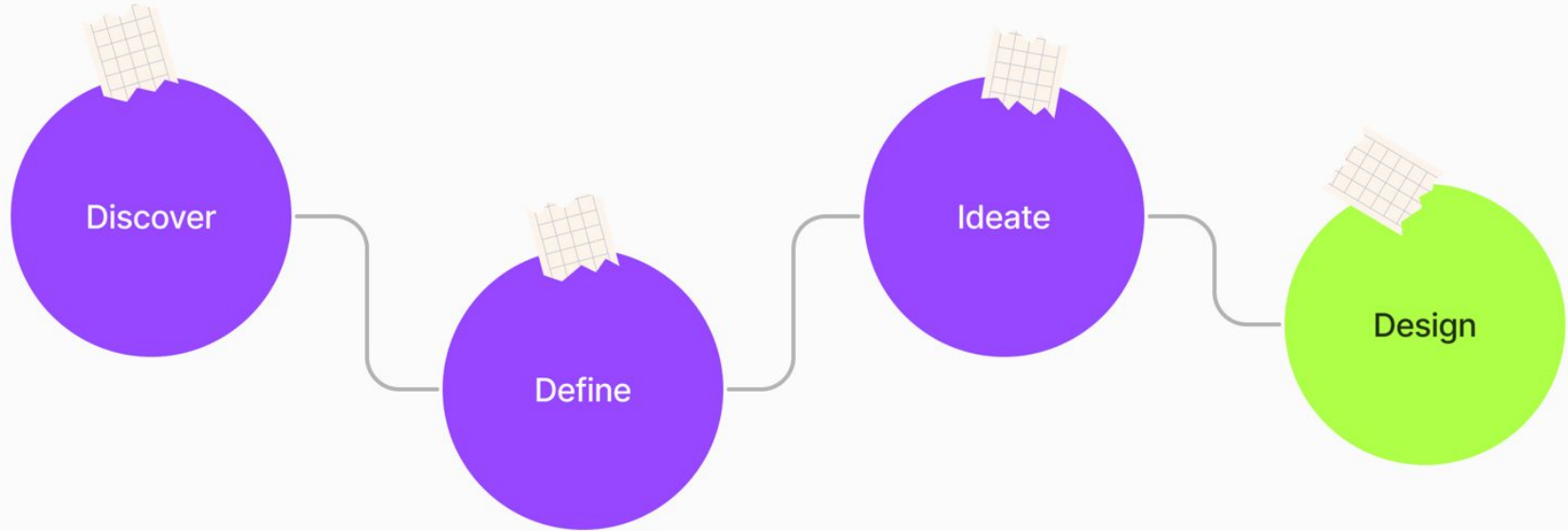
Visualization:

- By using whiteboards presented how the final solution will look like

User flow:

- Prototyped user flow to see how mobile application will work
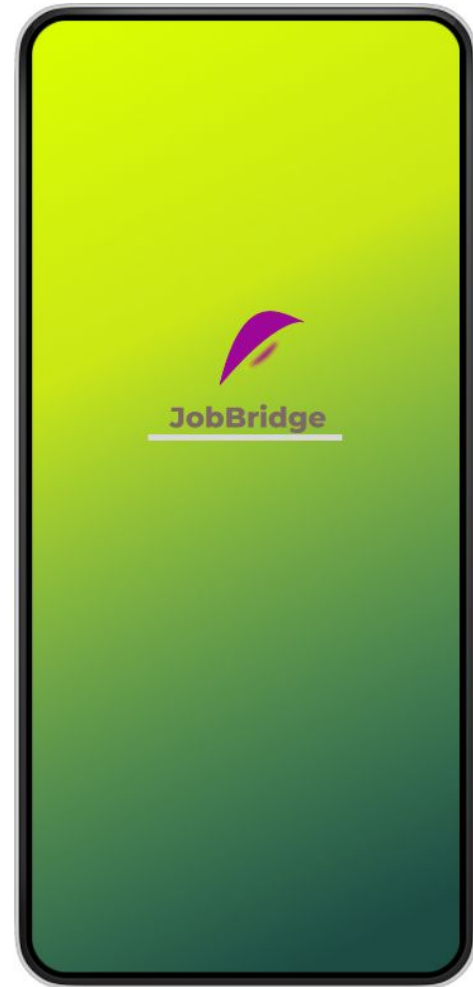
Design Process / Design

Design

Framing:

- Defined mobile app structure

Prototyping:

- By using Figma presented visual concept of how mobile application will look like

Impact on the Society

Employee (Homeless Person)	Employer (Company)	Volunteer Center
- Will find source of income - Will increase self-confidence - Will build networking - Will live happier life - Will find his place in the world	- Will help people to get back to normal life - Will debunk misconceptions about homeless people - Will become a role model for other companies that are reluctant to recruit homeless people	- Will bring homelessness issue to a new level - Will get additional source of funding to expand the number of volunteer centers in Russia

Sustainability

Sense of security is a must for any living being to live happy and delightful life. And what is security without having a source of income and roof above your head?

With our mobile application even those without roof above their heads will be able to find a job with support of professional volunteers to guide you thought the whole process starting from creating a resume to having the interviews with potential employers.

Having easy access to getting employed **HERE** and **NOW** is the right way to stop the global homelessness problem and build the bright future.

Thank you!

Team MASE would like to express its gratitude to UMO Foundation Team and our mentor Dhanasekaran Karthikeyan who guided us on every step of the project!

It was our first time taking such a challenge and practicing our design skills!