



Ummeed

Creatrio

Theme: Design for Crisis
Rebuild and heal the world with design

6TH AUGUST 2022

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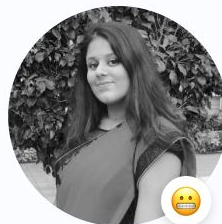
The Team 🤝



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Product Design Intern

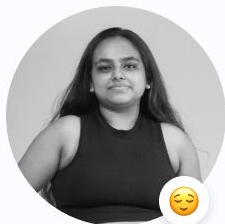
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01

Problem Identification.



Indian startups laid off a little over **12,000 people** in the last six months and the flow of capital is expected to remain dry for the next **18-24 months**.

The job security of many corporate individuals is now facing the brunt of the economic recession. Experts from the Business Insider predict this number to go **upto 66,000** this very year.

People lost jobs on the context of cost cutting and financial constraints of the companies, causing a lot of mental turmoil. As a result, there was an evident **plummet in productivity** and **low morale**.

Setting Context.

Digging Deeper.

People aged **24 to 50** were affected most, experienced people also felt **Layoff Syndrome**

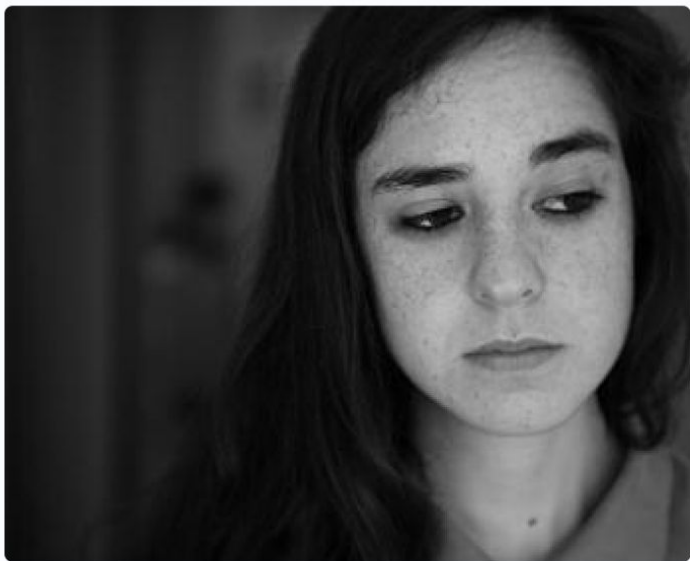
11,363 employees have been laid off by 34 startups

Edtech laid off the **most** employees, approx. 4,068 employees in 2022



Layoffs from **Unicorns** such as Vedantu, Cars24, Ola, Meesho, MPL and Unacademy

Indian startups accounted for 13% of global layoffs



Impact on People.

1. **Caught in a pivot.** People are expected to find new sources of income in a moment's notice when companies decide to change their profit generation strategy in the subtext of layoffs.
2. **Excessive pay cuts.** Layoffs are so stigmatized that employees who had huge compensation packages earlier are more or less forced to take pay cuts to ensure a new job.
3. **Significant emotional impact.** There's a sense of immense shame and loss of self esteem. People feel burdened about providing for their families

Understanding Mental state.

Reviewing several newspaper articles & research papers and talking to people who were laid off, we were able to gather more perspective and include both behavioral as well as statistical data in our secondary insights.

Shock and denial

Pain and guilt

Anger and bargaining

Depression

The upward turn

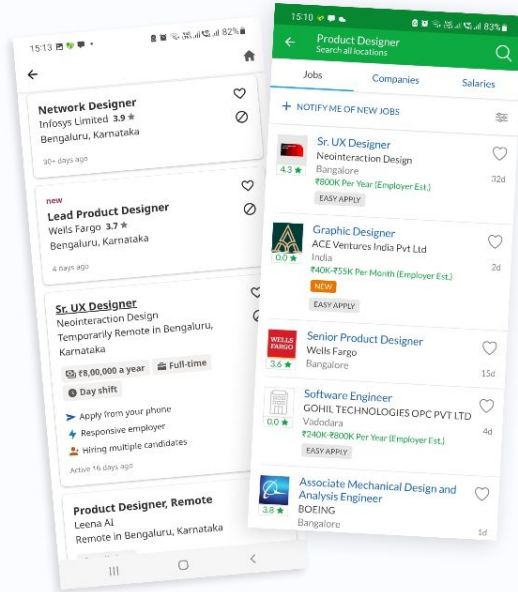
Reconstruction

Acceptance and hope

The unsolved dark areas

What we help people achieve

Need for a New product.



There are **more than 20 job platforms** available in the market, the target users being either **fresh graduates** or **career switchers**. They are in a relatively calmer mental composure, which helps them move forward with optimism.

People who have been laid off are possibly in shock and suffering trauma from the sudden incident. They have little to no self confidence in their skills or capabilities at this stage. Adding family responsibilities and immediate financial difficulties, competing in such a huge market of fresh and experienced minds becomes all the more difficult.

Our Users.

Working or soft professionals ranging from freshers to seasoned mid-senior to well experienced senior level employees in the white collar job sector were most affected



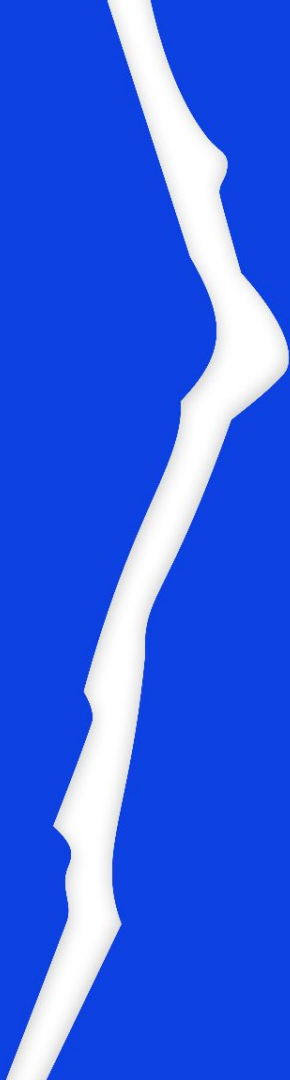
white collar worker

noun

a person belonging to a class of employees known for earning higher average salaries doing highly skilled work, but not by performing manual labor at their jobs

white-collar work may be performed in an office or other administrative setting





**A ray of hope
amidst the chaos.**

02

Design Brief.

How might we?

How might we fully optimise the potential of the laid off employee group?

How can we improve hiring practices and uncover overlooked talent pools from the group of laid off candidates.

How might we make it easier for the laid off employee to get back to work force?

Objective.

We are building a platform to help laid off employees find their next big break. This platform provides referral givers/recruiters with a view into untapped and laid off talent seeking employment and offers laid off employee an overview of available jobs across companies through the means of referral. Companies spend a lot of resources to find good talent. By helping the company find good talent, they'd be a big beneficiary. We ensure that employees get a referral only if they are a fit for the position, good for referee, the company, the job seeker and is healthy for the ecosystem.

What?

Transform laid off's career anxiety to actions and our will platform provides them with an entirely accessible and engaging way to do so.

Who?

Working/Soft professionals ranging from freshers, mid senior as well as senior level employees in the white collar job sector who have been laid off

How?

One-click access to network of referees and recruiters

Warm referrals, better connections, hiring events

Templates, frameworks, and resources

Candidates show off the best of who they are, how they work, and what they've achieved.

Why?

Sometimes the best candidates are the hardest to find because they've been a dedicated employee over the years instead of working on their professional network/branding.

Problem Positioning.

- Meera (W-36) who is a single parent has lost her job. She has a ton of financial responsibilities to deal with.
- **On personal level:** Her daughter's financial responsibilities is totally dependent on her. She describes her emotional situation as "lost" and "confused". She says she can't think of future because she just have enough liquidity to tide over next 2-3 months. How can we possibly develop a solution that helps her in her job search while she takes care of her other responsibilities.
- **On systems level:** When applying for jobs she is often subjected to a stigma of being a laid off candidate. She often finds people with already stable jobs casted their net super wide in the job market. How might we make sure that on organisational level she gets an equal opportunity.



03

Urgency in
Today's world.

Research Insights.

Layoffs can be an **overwhelming** and a generally **traumatic** experience. It significantly affects one's emotional composure. As companies struggle to get funding, layoffs are here to stay for a significant time period, affecting both victims and survivors adversely. Standing back up on one's feet after such an incident can be a daunting task.

- There are no systems in place to give laid off talent an upper hand in their job hunt
- Sole breadwinners/experienced professionals are less likely to be recruited when competing with fresh talent who are ready to work for lower pay
- Living a constant feeling of insecurity that something worse might happen causes people to take hasty and sometimes drastic decisions
- Working in a downsized company can feel extremely worrisome as one is always on the lookout on whether they will be laid off next



Priya Shankar

Job Title	HR Specialist
Gender	Female
Family	Daughter, Parents
Location	Bengaluru (Remote)
Education	B.A.

"I need to get a job soon so I can provide
for my daughter."

The Layoff Victim

Priya is a 35 year old single mother working as an HR specialist. As she needs to take care of her child, she never got time to upskill and hence was stuck in her job for years. She was laid off during the recent hiring freeze and is urgently searching for jobs

Pains + Challenges

- Hard to find jobs after being laidoff because of strong competition
- Facing constant rejections during job hunt, making her doubt herself
- Lack of connections who can connect her to the right opportunities

Goals + Motivations

- Find a decently paying job relevant to her skills
- Provide for her family's financial needs
- Cope with the emotional trauma in a time where she needs to be strong

Feelings

dismay

confused

overwhelmed

anxious

insecure



Rahul Sharma

Job Title	Software Engineer
Gender	Male
Family	Parents, wife and son
Location	Gurgaon, Haryana
Education	B.E. Comp. Sc.

"I feel guilty that I was spared during the downsizing while my friend was laid off."

The Layoff Survivor

Rahul is a 26 year old software engineer who joined an EdTech startup in 2021. One of his friends was recently laid off when his company was downsizing to cut costs. He knows a few companies who are hiring and want to help his friend.

Pains + Challenges

- Unable to put in his best efforts and hence lower performance at work
- Looking for alternate solutions as a backup in case he gets laid off too
- Lack of confidence in his own skills although he has been doing a good job at his workplace so far

Goals + Motivations

- Stays connected with ex-colleagues to help them find opportunities
- Constantly upskills himself to maintain his self confidence
- Builds relationships with superiors and other people in his field to be prepared to handle future layoffs

Feelings

guilt

worried

despondent

skeptical

04

Explorations.

A web/app based platform where people can come and help the laid off employees by suggesting them job roles,resources. Solely dependant on a person's goodwill.

An app that matches users with similar interests, skill levels, background and locations to create a healthy and productive atmosphere of laid off employees.

Explorations

With an endless list of personal responsibilities after getting laid off, people don't always have time to do the job search. Instead, they can use an app to find interesting professionals to meet/ connect.

Tips to develop interview skills, resume, portfolio, articles to relax the mind

05

**Final Solution
& innovation.**

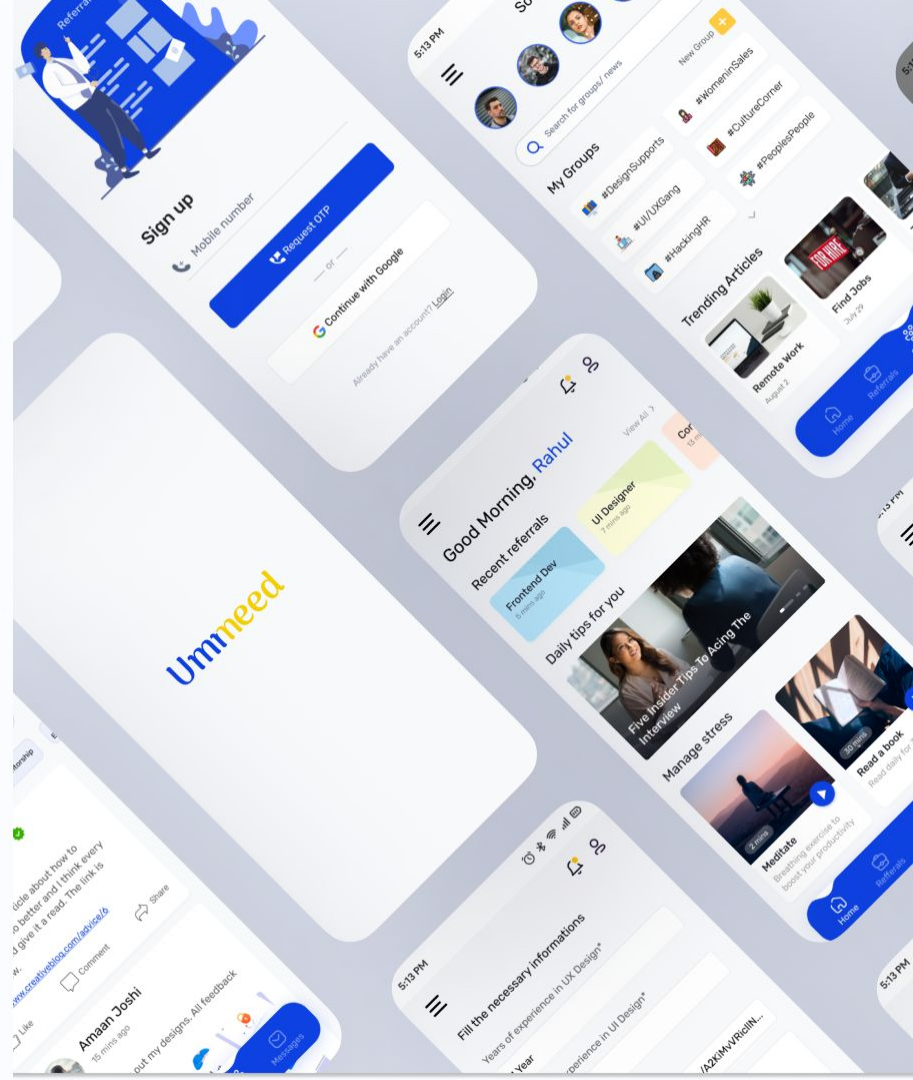
Final Solution.

Main obstacles the layoff victims face are mental unstability and urge to find the job immediately. By helping them relieve their mental stress and finding an effective way to get a job can remove those obstacles.

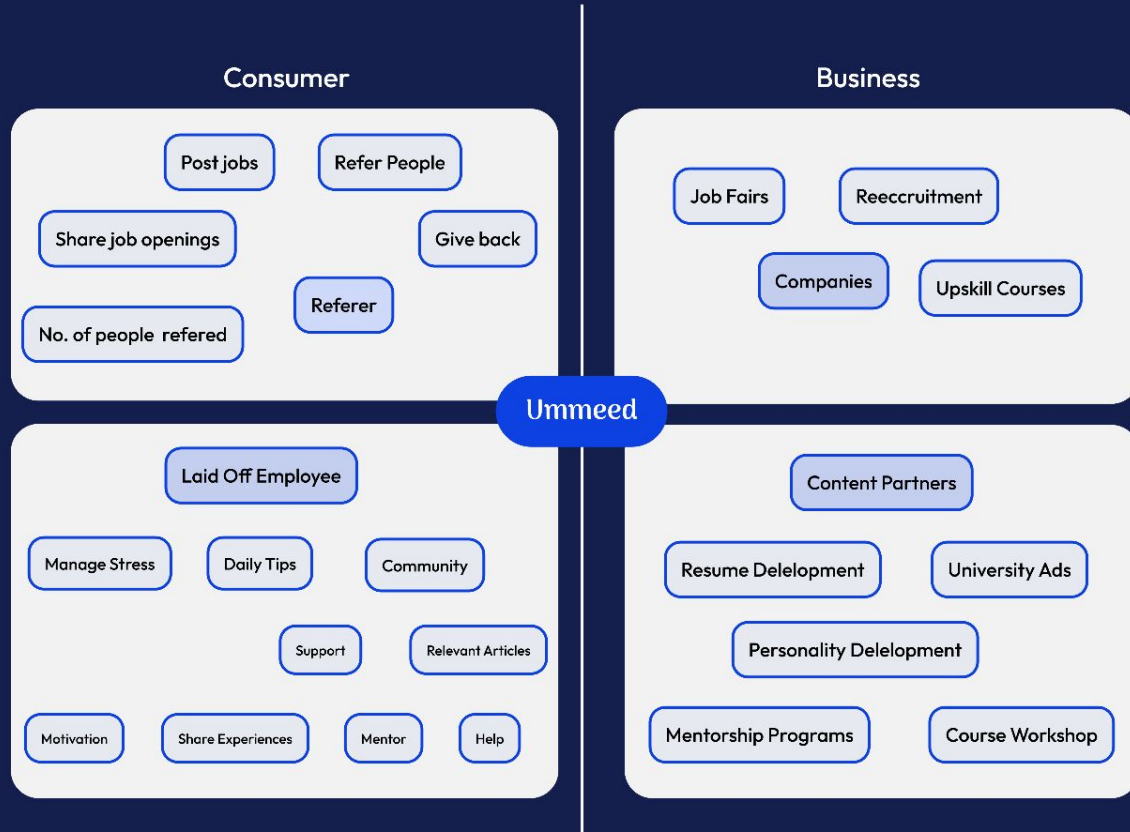
This also allows people to build network within and outside their community which might help them in dodge the problem in future.

Prototype link

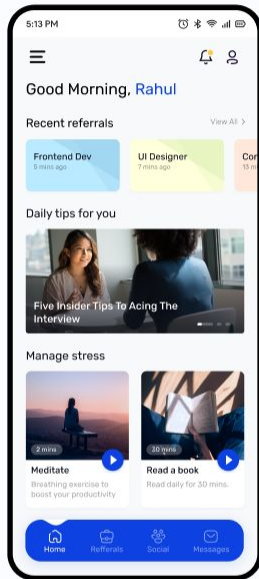
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Conceptual Model.

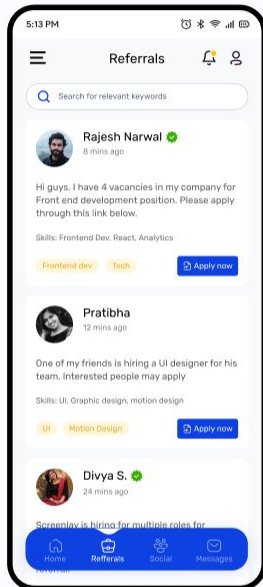


User Experience.



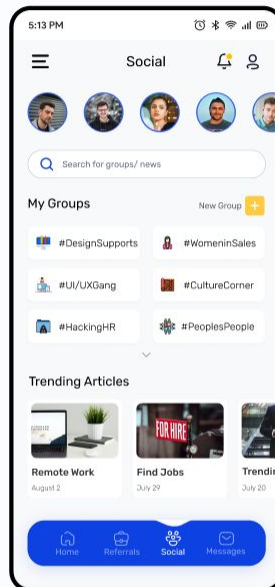
Home

The Home page consists of the more **recent referrals** shared in the platforms based on the users profile. It also gives users important **tips** and activities to **boost their mental health**.



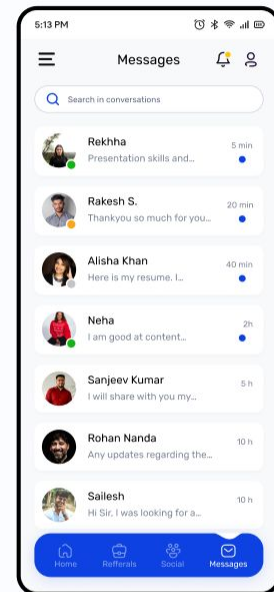
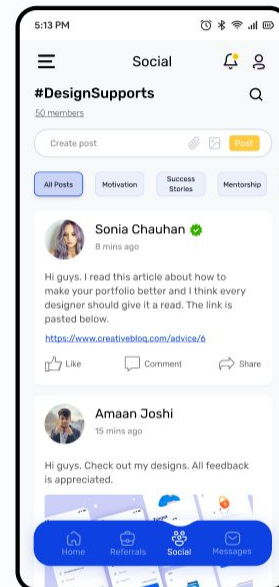
Referral

Referral pages shows the posts where users could find the appropriate people who can help them find a job by giving **referrals**.



Social

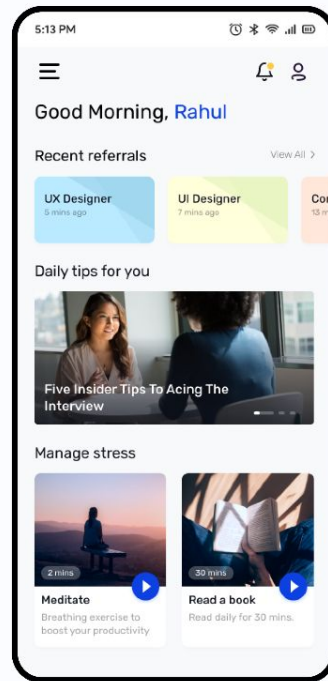
In this page, users can get access to different **communities** and **build networks** within and outside their profession. The community will also be a platform where users could be **motivated**.



Messages

Users can **contact** with people who give reference to follow up or even get further help in their job search process.

Accessibility.



Our digital solution supports multiple regional languages
and complies with accessibility guidelines,
making it more inclusive

06

Design Process.

Empathise



We started our process by broadly exploring and researching on the very recent crisis scenarios. We considered a variety of demographics and explored some problem areas. Our study lead us to multiple crisis situations “Employment crisis” being one of them.

Define



By reading a variety of articles online from different perspectives we were able to include both behavioral as well as statistical data in our secondary research insights. We also conducted user interviews and derived insights that helped in validating our hypothesis.

Ideate



In the ideation phase we explored and came up with as many ideas as possible. Evolved existing ideas to expand them. Thought of what possible features, roadmaps and user journeys.

Prototype



Creating wireframes, low fidelity prototypes and iterations of the various features and screens.

07

Impact On
Society.

This app helps in bringing back the laid-off workforce in the employment scenario. Bringing them back to job helps improve the economy.

For individuals, work is an important feature in structuring: personal and social identity; family and social bonds; ways of making money, and thereby accessing several essential and non-essential goods, services and activities; daily routines; level of activity; physical and mental well-being; self-confidence and self-esteem; a sense of self-worth provided by the feeling of contributing to society or the common good.

For societies, work is an important feature in: promoting community cohesion and safety; increasing civic participation; reducing public spending in a range of welfare benefits; promoting social and economic development; organizing social life at a macro level



08

Sustainability.

- The more content partners we have on board, the more it will be helping the platform to earn revenue.
- Will be building a healthy ecosystem where people can seek mentorship/advice/guidance without hesitation
- Digital platform is easy to access, allow for enhanced customer experience, automate processes, and deliver outcomes needed for the transformation of a business.
- Communities make a platform sustainable.
- An online community brings people together and provides users with a quick and easy way to navigate and find a resolution to a problem. Communities come with a support system.



09

**Practicality
& Business
Viability.**

Subscription packages for content partners

People putting up mentorships, workshops or courses in various domains can sell them on our platform as subscription packages.

In app premium Perks for job seeker.

Hiring events

Companies can advertise their jobs, put up job fairs and virtual hiring drives and pay a platform fee.

Executive Search firms

Can be partnered with executive search firms in the later point of time.

Team Creatrio

Thirdwheeling form and function