

Team 7

Americas

How might we help workers who have lost their jobs due to Covid-19 cope mentally and financially and develop new digital skills and develop or land new digital jobs?

Survey and Interviews

20200331 - Research Synthesis

1. Former IBM-er, moved to Hotel industry 1 month ago
2. Licensed massage therapist with BS in Sports Med
3. Grad student, part-time yoga instructor
4. Licensed acupuncturist (independent contractor) in small practice

Question	Notes	Patterns
Do you have any dependents?	<ol style="list-style-type: none"> 1. no dependents, alone 2. no dependents, alone 3. no dependents, 2 roommates 4. no dependents, alone 	
Do you hope to stay in the same industry in your next role?	<ol style="list-style-type: none"> 1. yes - on a furlough 2. not sure - may use her degree (BS sports med) 3. yes - but not long-term 4. yes 	
Are you currently hoping to find a new job in the same or similar role?	<ol style="list-style-type: none"> 1. not sure - I'd love to take on an incubator project with some local startup / VC fund, or maybe aa project basis -- also lots of networking 2. different role 3. different role - might continue teaching yoga PT 4. same role 	
Do you feel that developing new skills would help you reach your goal(s)?	<ol style="list-style-type: none"> 1. no 2. yes - if I stay in healthcare I'd have to go to school, but learning IT/computers "seems like I'd have a better shot" 3. no - not for my career aspirations 4. yes - continuing education related to acupuncture - but "I get antsy, can't focus in front of a computer, hate emails" 	
When you hear the term "digital skills" - what comes to mind?	<ol style="list-style-type: none"> 1. coding, knowing what a full stack is, programming languages, Word, Excel, Mural, how a computer works, how to 	

WORLD
DESIGN
ORGANIZATION

DF
A DESIGN for AMERICA

IBM

COVID-19 Design Challenge

The goal of this survey is to better understand the pain points of people who have lost their jobs due to the coronavirus pandemic.

If you lost your job due to COVID-19, will you help us by filling in several **(anonymous)** questions?

Yes, I'll help

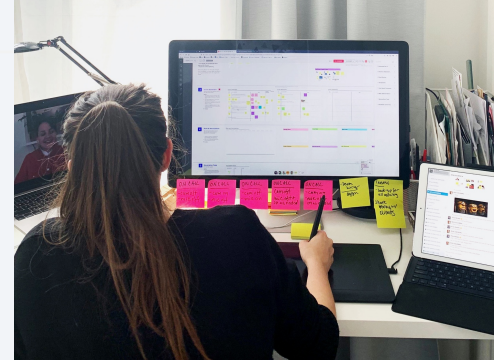
press Enter ↵

Summary of Survey and Interviews

How Might We

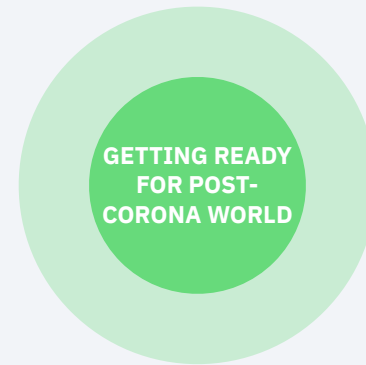
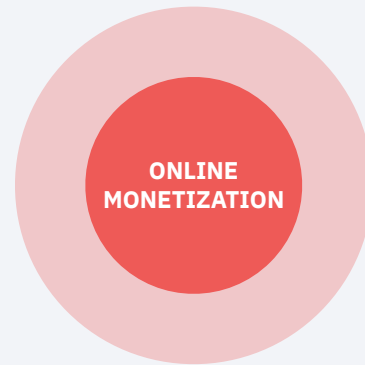
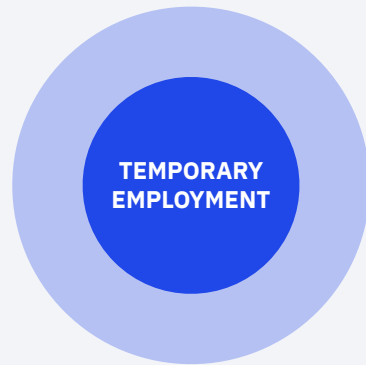
Original -- How might we help workers who have lost their jobs due to Covid-19 cope mentally and financially and develop new digital skills and develop or land new digital jobs?

Final -- How might we help **non-salaried** workers who've lost their primary income due to Covid-19 financially cope by bringing in **supplementary income**?



Summary of Survey and Interviews

4 Key Needs



Persona



PERSONA

Ryan

Non-Salaried Worker

About

Ryan is a waiter/bartender living in Boston. The restaurant he loved working at for last couple of years recently closed due to the COVID-19 pandemic. He has immediate financial concerns; his savings can only sustain him for one month and he does not know what to do with his life.

Age: 30

Living with: Alone

Education: Undergrad

Occupation: Waiter/bartender

Digital Competency: Medium (active on social media)



Goals

- Finding a temporary job/remote work
- Continuing to the old job after this period
- Promoting the restaurant and sharing some cocktail tutorials on social media
- Finding a way to earn money online
- Incorporating creative solutions from other bars/restaurants
- Get ready for post-corona world (hygiene expectations of customers)



Motivations

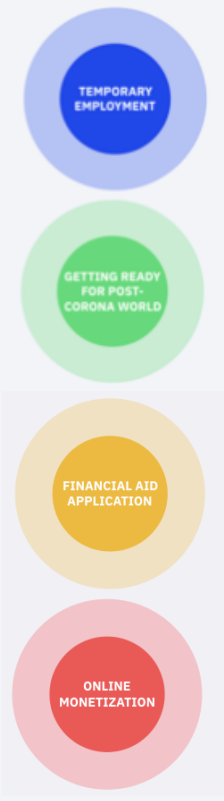
- Earning money to survive (pay rent, bills, grocery shopping)
- His job: Working in the restaurant, preparing cocktails, interacting with his colleagues and customers
- Talking with his boss and making plans to sustaining their customer base
- Having time for himself after a long time; sleeping adequate
- Interacting with friends and family - that makes him feel less lonely



Frustrations

- The current uncertainty; not knowing when the business will be open back
- Feeling helpless; there is nothing he can do although he is a hard worker
- The fact that he is not earning money any more, but he still needs to pay the rent and bills
- Applying to delivery jobs but not hearing back
- Not being able to find a proper temporary jobs listing for this period
- Not knowing if he is eligible for government financial aids and the application processes
- Feeling alone, missing close contact with people
- Trade off between mental health (meeting with other people) and physical health (staying at home)

Group Ideation and Clustering on Saturday April 4th



Big Idea Vignettes is a powerful EDT exercise that we can use to ideate from out identified Key Needs. Let's use this picture + description approach for our individual ideation

Once we've added our individual ideas we'll come together as a group to playback an cluster. Often during playback you'll be inspired with new ideas, so have post-it and sharpie handy. Here's an example of clustered ideas.

Big Idea Vignettes

WHEN YOU MIGHT USE THIS
Once your team has a clear and validated understanding of your user's problems and challenges, this activity is a great way for many people to rapidly transform a breadth of possible ideas.

TIME
30-60 minutes

INSTRUCTIONS

- On one sticky note, write a brief overview of an idea or solution. Try making it with a one- or two-word headline.
- On a second sticky note, sketch a visual description. Think of this as a single frame of a storyboard—for example, a rough prototype of a user interface or depiction of a user.
- Change on many of these pairs of sticky notes (called "vignettes") and quickly share them with your teammates.
- Cluster similar ideas and converge on a set that you would like to take deeper using Scenario Maps or Storyboarding.

TAKE-AWAY TIPS

Stay on to the miss. Avoid evaluating or dismissing ideas while you're generating them—dedicate a period of time to get everyone's thoughts onto the wall and only then begin to discuss what's been shared.

Everyone has ideas. Don't make the mistake of leaving idea generation only to the designers, the engineers, the offering managers, or the executives. Everyone has a unique perspective on the user and the problem, so everyone should contribute ideas for solutions!

Stay out of the weeds. Evaluate which ideas are important and feasible using a Prioritization Grid before deep-diving into the details.

Celebrate

Reward

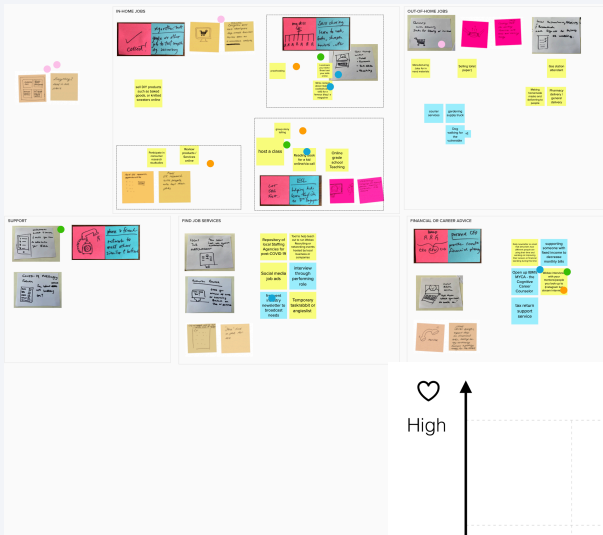
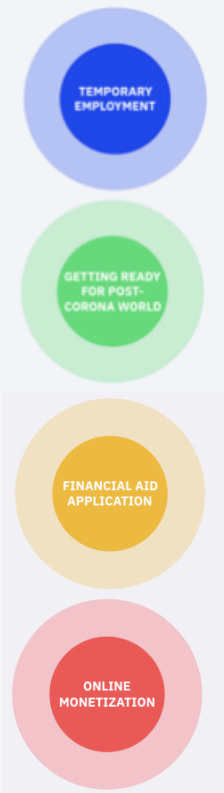
Set Point Automation

History View

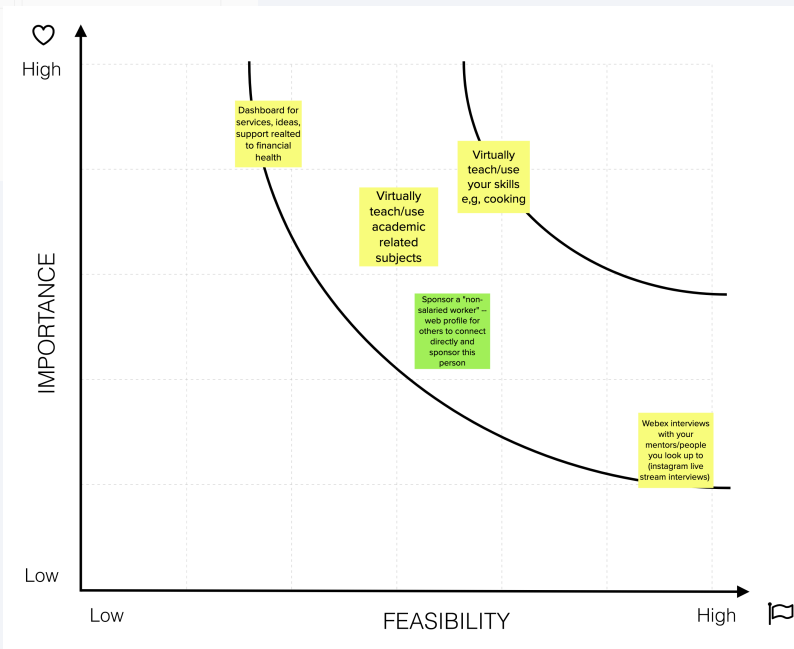
Group Ideation from Saturday April 4th



PERSONA
Ryan
Non-Salaried Worker



Big Idea -- "Sponsor" a non-salaried worker through a web profile for others to connect directly and donate to this person



Sponsor Idea - Solution Hypothesis

We believe that **this capability** will result in **customer/business outcome** . when **action/moment** .

We know we have succeeded when **measurable goal or key metric** is achieved.

Solution hypothesis statement

Solution Hypothesis Iterations

We believe that...	people want to help others affected by Covid	candidate will complete a sponsorship application	Communities (and industries) want to support one another	people seeking new ways to support others with their existing skills	people would sponsor someone affected
will result in...	and that they will sponsor someone affected	receiving support			providing them \$\$ or goods
We will know we have succeeded when...	a sponsor Venmo's/gives money to a validated non-salaried worker	a match is made and candidate receives funds			matches are made and \$\$ or goods are provided

Sponsor Idea - Solution Hypothesis - Storyboard



Sponsor Idea - Solution Hypothesis - Prototype

Sending a Needed Item Flow

The 'Sending a Needed Item Flow' consists of seven screens:

- Screen 1:** 'Support a Laid-Off Worker'. Header: 'COVID-19 Laid-Off Workers & Small Businesses Support Platform'. Question: 'How would you like to support? It's like to...'. Buttons: 'Send A Needed Item', 'Donate Money'.
- Screen 2:** 'Support a Laid-Off Worker'. Header: 'COVID-19 Laid-Off Workers & Small Businesses Support Platform'. Question: 'Please select the items you would like to send.'. Options: 'Food box (50\$)', 'Household Items'. Input: 'Please choose the item' with a dropdown arrow.
- Screen 3:** 'Support a Laid-Off Worker'. Header: 'COVID-19 Laid-Off Workers & Small Businesses Support Platform'. Question: 'Please select the frequency of the donation. You may change your preference or end the donation any time.'. Options: 'Weekly', 'Bi-weekly', 'Monthly', 'One time'.
- Screen 4:** 'Support a Laid-Off Worker'. Header: 'COVID-19 Laid-Off Workers & Small Businesses Support Platform'. Question: 'Please provide payment details'. Fields: 'Card number', 'Expires', 'Name on card', 'CVC'. Button: 'Pay 50\$'.
- Screen 5:** 'Support a Laid-Off Worker'. Header: 'COVID-19 Laid-Off Workers & Small Businesses Support Platform'. Status: 'Thank You Alice!'. Text: 'The donation has been proceeded. It will make a real positive impact on a persons life. We will inform you when your donation will match with a person in need.' Link: 'Home Page'.
- Screen 6:** 'Support a Laid-Off Worker'. Header: 'COVID-19 Laid-Off Workers & Small Businesses Support Platform'. Status: 'Your donation is matched with a person in need! Your food box will reach Joe on April 13th.' Link: 'See Joe's Profile'.
- Screen 7:** 'Support a Laid-Off Worker'. Header: 'COVID-19 Laid-Off Workers & Small Businesses Support Platform'. Profile: Name: Joe, Location: Cambridge, Previous Job: Bartender. Message: 'A personal thank you message'.

Money Donation Flow

The 'Money Donation Flow' consists of seven screens:

- Screen 1:** 'Support a Laid-Off Worker'. Header: 'COVID-19 Laid-Off Workers & Small Businesses Support Platform'. Question: 'How would you like to support? It's like to...'. Buttons: 'Send A Needed Item', 'Donate Money'.
- Screen 2:** 'Support a Laid-Off Worker'. Header: 'COVID-19 Laid-Off Workers & Small Businesses Support Platform'. Question: 'How much can you give for people in need?'. Options: '50\$', '75\$', '100\$', '200\$', '500\$', 'Other'.
- Screen 3:** 'Support a Laid-Off Worker'. Header: 'COVID-19 Laid-Off Workers & Small Businesses Support Platform'. Question: 'Please select the frequency of the donation. You may change your preference or end the donation any time.'. Options: 'Weekly', 'Bi-weekly', 'Monthly', 'One time'.
- Screen 4:** 'Support a Laid-Off Worker'. Header: 'COVID-19 Laid-Off Workers & Small Businesses Support Platform'. Question: 'Please provide payment details'. Fields: 'Card number', 'Expires', 'Name on card', 'CVC'. Button: 'Pay 500\$'.
- Screen 5:** 'Support a Laid-Off Worker'. Header: 'COVID-19 Laid-Off Workers & Small Businesses Support Platform'. Status: 'Thank You Alice!'. Text: 'The donation has been proceeded. It will make a real positive impact on a persons life. We will inform you when your donation will match with a person in need.' Link: 'Home Page'.
- Screen 6:** 'Support a Laid-Off Worker'. Header: 'COVID-19 Laid-Off Workers & Small Businesses Support Platform'. Status: 'Your donation is matched with a person in need! It will help Joe pay his rent.' Link: 'See Joe's Profile'.
- Screen 7:** 'Support a Laid-Off Worker'. Header: 'COVID-19 Laid-Off Workers & Small Businesses Support Platform'. Profile: Name: Joe, Location: Cambridge, Previous Job: Bartender. Message: 'A personal thank you message'.

Sponsor Idea - Solution Hypothesis - Test Results

IBM Colleagues	Family	MIT Students							
Prototype to test "donation" hypothesis									
Maria	registry type model to personalise what they give	liked idea putting face to name and connect	would love to see profiles and filter based on what donator resonates with	★ short term solution of giving "fish vs teaching fish" for aiding people who's jobs won't return	donators wanted trust factor built in (privacy & fraud)	★ ease of being able to donate quick and easy	felt flow should choose person then more a donation	feature in place so one person wasn't being selected majority of donations	
	make it a registry type of website to share needs and look for Donators			future of platform to donate hours to teach skill					
Nazli				validated this, along with partnering with other tools					
	concept and flow made sense, and need was great	when Ryan enters needed he describes actual need	liked how \$\$ was allocated to specific need		landing page with real people to make feel human w family information				
Sam	Was appreciative that they would be able to see people	One responder liked not having to pick	Liked the personal touches for what this would go to	Would there be a way to add more specific items for different ways to help out whether is financial or skills, or resources	How does this transition from a short term fix to adjust for longer periods of time, can this solution be flexible based on the projections of the Covid	One responder wasn't too sure how different this was to a guideline but appreciated that this would be specific to COVID and that they would be able to see this as a destination or go to place to help with this issue	Trusting not only that the donation would be useful but that this was people who did need this and wasn't taking away from others that really did need the help	One found it easier to donate to a business as opposed to the individual and didn't want to have to "pick" one specific person as opposed to donating to overall group.	Liked how this is a simple and easy destination to go and help directly to the cause
		Another specifically would want to choose certain businesses or people they had in mind							

Validated -- Donators will donate goods or cash to those in need.

We also learned important Donator insights:

- prefer to select candidate
- want fair distribution
- care for long term well-being
- keep it simple

Sponsor Idea - Solution Hypothesis 2

In Round 1 prototype testing we validated that Donators would be willing to give goods or cash to help a non-salaried worker in need.

If we were to continue we'd want to test this next Hypotheses 2 & 3 –

"Just enough information"

Hypothesis 2

what personal information would Ryan be willing to provide - bio, what was needed and why, etc

is the information Ryan is willing to donate enough for the Donator to accept a candidate match

"Multi-sided value"

Hypothesis 3

Are we able to generate enough users to make the platform viable

Does the Platform provide enough security to ward off fraud or misuse