The Making of MyWay Employability: From Research to Practice

A/Prof Marina Ciccarelli and Brendan James
Meet Ted
Today

The challenge  Research  Service design  Development  MyWay Employability
Our vision:
Autistic people empowered to discover and use their diverse strengths and interests
The challenge
The challenge

• 1 in 3 young people unemployed or underemployed (Brotherhood St Laurence, 2017).

• Unemployment rate for people on the spectrum was 31.6% (ABS, 2015).

• Young people on the spectrum significantly less likely to engage in post-secondary education and training.
Research

The evidence
Successful transition planning

1. Focus on the bigger picture
2. Encourage dreaming big
3. Keep the young person at the centre
4. Find a champion to support the young person
5. Start early
INTRODUCTION

THE BOOST-A HELPS YOU TO PLAN FOR WHEN YOU LEAVE SCHOOL

Here is some information for your parents and the people who support you:

Parents/carers information sheet
Professionals information sheet

You will be following these steps:

1) About Me
   Answer some questions to explore your strengths and interests.

2) My Team
   Decide who is in your team and make a time for them to meet.

3) First Meeting
   Set some goals at the first meeting with your team.

4) My Progress
   Review your goals at least once a term at meetings with your team.

Now you're ready to start the first step:

ABOUT ME
Research and development

Needs Assessment
- Systematic literature review
- Survey (N = 162)
- Interview (N = 13)

Program Development
- Pilot studies
- Development and feasibility of BOOST-A

Program Evaluation
- Quasi-RCT (N = 100)
- Process evaluation
BOOST-A Overview

https://youtu.be/D11dzX5_y2w

Available as open access
Publications


The making of MyWay

Service design
# Service design process

<table>
<thead>
<tr>
<th>PHASE</th>
<th>DURATION</th>
<th>KEY OUTPUTS</th>
</tr>
</thead>
</table>
| PHASE 01 DISCOVERY     | Weeks 1-2| • Current state service blueprint  
                           • Service objectives and vision  
                           • Ecosystem map  
                           • Assumptions |
| PHASE 02 PROBLEM EXPLORATION | Weeks 3-6| • User research  
                           • Personas  
                           • User journey map  
                           • Service blueprint revision |
| PHASE 03 SOLUTION EXPLORATION | Weeks 7-11| • Service blueprint and Roadmap  
                           • Business model canvas  
                           • Theory of Change |
| PHASE 04 VALIDATION & DESIGN | Weeks 12 - 17| • Tested prototype  
                           • Refined solution design |
| PHASE 05 SCALE & GROWTH | Weeks 18-22| • Proposal to develop, pilot and evaluate solution |
Market research
Validation

- 8 x In depth interviews with young people on the spectrum (n=8)
- 1 x co-design workshop with 4 young autistic adults + 1 parent (n = 5)
- Qualitative data analysis of pre-BOOST-A interview transcripts (n=13)
- Autism Hub/CSIRO think tank workshop with Education professionals (n=25)
- Interviews with young people at post-school options expo about life beyond (n=27)
- BOOST-A Training - parents, professionals, including 15 autistic young people (n=120+)
- User testing and card sorting with 8 young people including 6 on the spectrum (n=8)
- Market validation with education professionals at PDN Conference (n=21)

\[ N = 227 \text{ informants} \]
Autistic young people told us they want:

- Information in language that is clear and literal
- Information presented in uncluttered visual designs
- Services that are not patronising and which acknowledge their unique capabilities
- Content that is authentic, relevant, and developed from the perspective of someone on the autism spectrum
Development path
What is MyWay?

MyWay Employability increases **self-determination** of young people on the spectrum to plan for post-school **education, training, or work**.

- Personalised profile
- Career planning
- Goal setting and management
- Engaging and helpful content
- Building capacity for families, educators, and health professionals
- Links to relevant services
- Links to other evidence-based apps, tools, and resources
But what does that look like?

- **Personalisation** – a strong representation of either the attendee’s self or a created character

- **Visualisation** – goals are clearly shown, including previous and next steps, and functionality to progress

- **Requesting Help** – a clear ability to signal for help
Product design

Objective: Provides an overview, shows example screens, and states value propositions and encouragement to continue.

Onboarding

Welcome
- Welcome
- What is this app called?
- How does this work?
- Onboard now

Examples
- Example 1
- Example 2
- Example 3

Registration Options
- Sign Up
- Sign In
- Login

Next step
- Next step

Personalisation

Profile
- Profile
- Why register?
- Social media
- Social capture

Settings
- User settings
- Account settings
- Privacy settings

Objective: Shows question types, example profile, and expected settings.

Goals

Introduction
- Introduction
- Team Meetings
- Job Ideas
- Set Goals
- Set Steps
- Progress

Next steps
- Next steps

Objective: Shows Team interaction, meetings, idea capture, goals step setting, and show example progress.
Product design iteration
Prototype

User testing
MyWay Employability prototype

What comes after school?
That's up to you. You can do it your way with MyWay Employability

Help is available
With help from your team you’ll have all the support you need to keep on track and achieve your goals!

Set and track goals
MyWay helps you set goals and break them down into easy-to-follow steps.

Achieve success, your way
Set up a personal profile to explore job ideas that match your strengths and interests.
MyWay Employability prototype

Hi, Kayla!
0 Goals 0 Steps Completed

Setup your profile!

- Your job interests
- Your strengths
- After school training
- Choose a learning style

Choose the option that best describes how you do this activity:

Getting around by driving myself or catching public transport

I need help with this and I would like to start working on this

"I'm good at remembering details"

Skip

Next

Next
MyWay Employability prototype

Think about if you are good at working with other people.
Which do you prefer?

- Individual work
- Team work
- I don't mind either

Using Public Transport

Using the bus or train can be one of the most challenging things about getting around – and it’s no surprise.

Public transport involves:
- Necessary interactions with strangers (both to purchase tickets and potentially having to sit alongside them)
- An unstructured event in which you’re not in control
- Running according to a timetable and the implicit

What you need to do:
Do internet research on the job you are interested in. You can also Google companies in your local area.

Completed 10 May
Our Way - so far and beyond

**THE PAST**
- **Startup**
  - Partner agreements, research design
  - Neurodiverse Youth Advisory Group establishment

**NOW**
- **Build**
  - User Testing for validation and further insights
  - Iterative design and development

**NEXT**
- **Evaluation**
  - Pilot group monitoring and data collection, including qualitative feedback
  - Reporting based on usage analytics and outcome data

**FUTURE**
- **Scaling the impact**
  - Roadmap development including research and prioritisation
- **Pitching**
  - Proposal development
  - Proposal submission to the Telstra Foundation

---

**AutismCRC**