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

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

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20200331 - Research Synthesis

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

<table>
<thead>
<tr>
<th>Question</th>
<th>Notes</th>
<th>Patterns</th>
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<tbody>
<tr>
<td>Do you have any dependents?</td>
<td>1. no dependents, alone</td>
<td></td>
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<td></td>
<td>2. no dependents, alone</td>
<td></td>
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<td></td>
<td>3. no dependents, 2 roommates</td>
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<td></td>
<td>4. no dependents, alone</td>
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<td>Do you hope to stay in the same industry in your next role?</td>
<td>1. yes - on a furlough</td>
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<td></td>
<td>2. not sure - may use her degree (B.S. Sports Med)</td>
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<td>3. yes - but not long-term</td>
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<td></td>
<td>4. yes</td>
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<tr>
<td>Are you currently hoping to find a new job in the same or similar role?</td>
<td>1. not sure - I’d love to take on an incubator project with some local startup / VC fund, or maybe as a project basis – also lots of networking</td>
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<td></td>
<td>2. different role</td>
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<td></td>
<td>3. different role - might continue teaching yoga PT</td>
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<td></td>
<td>4. same role</td>
<td></td>
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<tr>
<td>Do you feel that developing new skills would help you reach your goals?</td>
<td>1. no</td>
<td></td>
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<td></td>
<td>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”</td>
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<td>3. no - not for my career aspirations</td>
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<td></td>
<td>4. yes - continuing education related to acupuncture - but “I get antsy, can’t focus in front of a computer, hate emails”</td>
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<tr>
<td>When you hear the term “digital skills” – what comes to mind?</td>
<td>1. coding, knowing what a full stack is, programming languages, Word, Excel, Mural, how a computer works, how to</td>
<td></td>
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</tbody>
</table>
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

- Financial Aid Application
- Temporary Employment
- Online Monetization
- Getting Ready for Post-Corona World
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.

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 -- "Sponsor" a non-salaried worker through a web profile for others to connect directly and donate to this person.
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 Iterations**

- **We believe that...**
  - people want to help others affected by Covid
  - receiving support
  - a match is made and candidate receives funds
  - matches are made and $$ or goods are provided

- **will result in...**
  - candidate will complete a sponsorship application
  - providing them $$ or goods
  - a sponsor Venmo's/gives money to a validated non-salaried worker
  - people seeking new ways to support others with their existing skills
  - people would sponsor someone affected
Sponsor Idea - Solution Hypothesis - Storyboard

- Individual donors
  - A Donor wants to help individuals (Joe) who have been affected by Covid19 and searches "how can I help Covid19?"
  - They select "Sponsor Covid19" website and learn various ways they can donate through $s, supplies, etc.

- NGO
  - The system connects Joe. Reviews his eligibility and shares the match with Joe. If Joe wants the $100, Donor is willing to provide.

- Small business owner
  - The system notifies the Donor that Joe has accepted the donation (eg, food boxes)

- Corporate donors
  - Joe starts to receive weekly food boxes from Donor

- Non-salaried worker
  - Based on what they can donate, the system finds them a match

He feels safe and thinks that he and his family can get over this situation with this support.
**Sponsor Idea - Solution Hypothesis - Prototype**

### Sending a Needed Item Flow

**Support a Laid-Off Worker**
- Send Needed Item
- Donate Money

### Money Donation Flow

**Support a Laid-Off Worker**
- Send Needed Item
- Donate Money

Sponsor Idea - Solution Hypothesis - Test Results

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
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.
- Hypothesis 3
  - 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