Customer Centered Design Challenge – Implementing WIOA with the Customer in the Center

Increasing Post Secondary Education Attainment in Appalachia: the 4 Pillars of Success

June 22, 2016
North Central Pennsylvania

- Sq. Mi - 5,100
- Pop - 224,000
- 43 people per square mile
- Roughly the size of the state of Connecticut
Objectives for Today

- Introduce Customer Centered Design and “Design Thinking” concepts.
- Re-imagine the way we approach service delivery by asking ourselves “How might we?”
- Engage in design thinking: Discuss ways we can put the customer in the center of our exploration to improve service delivery and better integrate what we and our partners offer to customers.
- Group Activity – Increasing Post Secondary Education Attainment in Appalachia using the 4 Pillars of Success
USDOL Challenge to the Workforce System: Implementing WIOA with the Customer in the CENTER

- **Five Phases:**
  - A Launch Webinar
  - A 7 week online class focused on one of the three challenges
  - A 5 week experiment and prototype phase.
  - A Learning Exchange and Celebration at the White House
  - Participation in an on-going peer support mentoring effort in our region

- **Challenges:**
  1. How might we improve the customer experience and outcomes for our shared One-Stop Customers.
  2. How might we put employers in the center of our sector strategies and career pathway work?
  3. How might we design services and programs for out of school youth that will engage them and produce great outcomes?
Phase 2 : The Class –

1. The Course for Human-Centered Design - [https://novoed.com/hcd-acumen](https://novoed.com/hcd-acumen)
2. Next class begins September 16, 2016 – November 9, 2016 – FREE!
3. 7 week curriculum working with a group of 2-6 people – you form the team or find a team online
4. Commit approx. 5 hours per week
   1. 1-2 hours individual work
   2. 2-3 hours in-person group work
Receive a Statement of Accomplishment if complete course.
Workshops

1. The Introduction to Human – Centered Design
2. Inspiration Phase
3. Ideation Phase: Synthesis
4. Ideation Phase: Prototyping
5. Implementation Phase
   • All classes have video clips, readings, workshop guides and case studies.
   • Many classes involve brainstorming and other workshop activities that engage team members and are fun.
Brainstorming Rules

1. Defer Judgement – Creative spaces don’t judge – they let ideas flow, so that people can build on each other.
2. Encourage wild ideas as they can give rise to creative leaps.
3. Build on the ideas of others.
4. Stay focused on the topic.
5. One conversation at a time.
6. Be visual – use colored markers and post-its and draw your ideas.
7. Go for quantity. (in a good session, up to 100 ideas are generated in 60 minutes).
Customer-Centered Design Process

A collaborative, discovery-based journey.

- **Research**: Get inspired by the people you're serving. Start by listening to people to get new ideas about how to design for them.
- **Synthesize**: Identify patterns and surprising insights to inspire new opportunities for design.
- **Ideate**: Brainstorm new ways to serve your customers.
- **Prototype**: Try out your ideas and get feedback from customers so you can revise your prototypes and get more feedback.
- **Test**: Try out a pilot program and experiment with ways to implement your new ideas.
What is “Design Thinking”? 

Has this been solved before? 
 discovery of root causes 
 discovery of causes 
 identify the problem 
 research!

Don't reinvent the wheel 
 brainstorm!

Unique 
 Ideation refined 
 sensible 
 fail fast!

Prototype 
 develop

Repeat as needed 
 innovate 
 test 
 evaluate 
 improve 
 implement 
 deliver
HUMAN (CUSTOMER) CENTERED DESIGN

Start with People

Desirable People

Viable Business

Feasible Technology
Look beyond what people say, to understand what they believe.
How We Empathize

- **OBSERVE**
- **ENGAGE**
- **IMMERSE**
What does Design Thinking look like in the private sector?
What does Design Thinking look like in the private sector?
How is Design Thinking being used in the developing world?

Image Source:
Design That Matters
www.designthatmatters.org

Jonathan Schultz – New York Times
How is Design Thinking being used in the developing world?

Image Source:
Design That Matters
www.designthatmatters.org

Jonathan Schultz – New York Times
If the team is too small you may lose the benefits of a multidisciplinary team, but too large and it may be difficult to coordinate schedules and make decisions.

Select people from different backgrounds or of different skill sets, and you'll have a better chance of coming up with unexpected, innovative solutions.

Think about people from...

- Core partner organizations
- Stakeholders that "touch the customer"
- Front line staff
- Business services staff from various partners
- Customers
Our challenge was:

"How might we design services and programs for out-of-school youth that will engage them and produce great outcomes?"
The Design Process Begins.....

Icebreaker – draw person to your right!

What do we hope to get out of this course!?

- See more success with GED program
- Develop a consistent process when serving youth.
- A Successful, fun youth program.
- Doing something different to help youth be successful.
NCWDB - Define Our Audience...

- Out of school youth – aged 16-24 disconnected from education and workforce.
- Agencies / representatives who serve youth with barriers
- Parents / guardians / grandparents
- Significant others
- Co-workers
- Peers
- Neighbors
NCWDB - Experts to speak to...

- Probation Officers / jail staff
- Office of Vocational Rehabilitation staff
- Women Infants and Children (WIC)
- Project Rapport (serve pregnant and parenting youth)
- GED Teachers
- Employers
- Independent Living / Homeless Programs
- Good will
- Secondary Research!!!!!
Immersion Locations....

- McDonalds, Sheetz and other eating places
- Parks
- Shopping Centers / Malls
- Community Centers
- YMCA and YWCA
- Libraries
- Downtown – main street
Synthesize
NCWDB - Themes

- Transportation
- Relationships / Connection
- Welcoming Environment
- Self Esteem
NCWDB - Insights

- Youth want to be part of something
- Community involvement
- Incentives such as gas and gift cards are not that important to them.
- Like a fast flow – don’t drag things on!
- Job Club – meeting with peers
- Don’t come back for services after a short term goal is met
- Like group / hands on activities
- Desire for personal connections.
Learnings

- No real surprises
- Youth want instant gratification – GED, Job and then don’t come back.
- Entitlement attitude
- Never held accountable
- Referrals not being made to other programs.
- Interagency communication – after care plan
- Won’t work for minimum wage
- Lack social norms / etiquette
- Being available
- Contradiction with desire for confidentiality – some want it some don’t care.
Ideation

Brainstorm new ways to serve your customers.
Ideas

- Mobile Van – WIOA on Wheels!
- Satellite Meeting Locations and Web Based Instruction – go to where the young adults are
- Utilize what is available – Transportation Mapping
- Support Group
- Volunteer Work – Community Service
- Marketing – Flyers
- Invite a Friend
- Review the process young adults need to navigate and simplify
- Youth space – smiling faces
- Hands on interaction
How Might We Questions

- **How might we** minimize the impact of limited transportation on youth participation in the youth programs?

- **How might we** create a positive support network to assist young adults in overcoming the “life happens” events?

- **How might we** create a more welcoming environment and time schedule to serve young adults?
Prototyping

Try out your ideas and get feedback from customers – so you can revise your prototypes and get more feedback.
WHEN IT’S ROUGH, WE SEE POTENTIAL.

WHEN IT’S POLISHED, WE SEE FLAWS.
Prototyping

- It’s rapid
- Fail quickly
- Keep what works
Workshop 3: Sharing Stories and Insights

- Sharing Stories / insights
- Clustering into Themes
- Create insight statements
- Create “How Might We Questions”
- IDEAS!
Workshop 4 - Part 1 – Ideation! Via Technology!
We were having so much fun with storyboards (and had so many great ideas) that we decided that we should each do one!

You are going to love our Storyboards!

This team loves our young adults and our excitement shows in each workshop!

During this workshop we were asked to keep the noise down by another office! 😊
Blythe’s Story Board

Idea – Invite a Friend

05 Create a Storyboard

**Invite a Friend**

- Blythe, the Customer
- Sharing Information
- Getting Something
- Spreading the Word

- Blythe goes to her friend for help about what she got at the market. Blythe invites her friend to go with her to the next event: the Connection Cafe.

- We listen to the youth to keep them talking and telling their friends about the positive experiences they are having.

- Get a job and come back to share their story.
Teresa’s Storyboard
Idea – Connection Café

Create a Storyboard

The Boss

Awareness increased
PA связан

Meet in Youth

Attend Connection Café

Volunteer Work

Connection Café

Volunteer night at Community Center

Volunteer work

Volunteer work

Volunteer work

Volunteer work

Volunteer work

Volunteer work

Volunteer work

Volunteer work

Volunteer work

Volunteer work

Volunteer work

Volunteer work

Volunteer work
Troy’s Storyboard

Idea: Marketing Pamphlet
Pam’s Storyboard

Idea: Satellite Meeting Locations
Deciding what to prototype: Time to Vote

- We like all of our ideas and want to implement everything!

- The vote was in: 2 ideas tied for first so we decided that we could test both:

  1. Marketing / Pamphlet for youth
  2. Café Connection – (addresses several of our ideas!)
Test and Get Feedback

Brochure / Pamphlet

Connection Café

---

**Housing/Homeless:**
Bradford Housing Authority
11 Campus Dr., Bradford
802-255-33

McLean County Housing Authority
58 E. Water St., Normal
802-255-33

**PATH:** Projects for Assistance to Transition from Homelessness
94 Hospital Rd., Normal
773-7753

**Salvation Army**
111 Jackson Ave., Bradford
388-792

**YWCA “Housing Assistance Program”**
24 West Water St., Bradford
556-4255

**Thursday**
Oct 1st
4:30 to 5:30 pm
Punxsutawney Memorial Library

COME JOIN OTHER YOUNG ADULTS TO DISCUSS LOOKING FOR A JOB, BUDGETING, AND HOW TO HANDLE TOUGH SITUATIONS AT WORK.
## Testing and feedback continued...

<table>
<thead>
<tr>
<th>Brochure / Pamphlet</th>
<th>Connection Café</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Initial draft of pamphlet</td>
<td>• Initial advertisement of first “café”.</td>
</tr>
<tr>
<td>• Shared with PA</td>
<td>• Shared with team</td>
</tr>
<tr>
<td>• Shared with team</td>
<td>• Shared with co-workers</td>
</tr>
<tr>
<td>• CareerLink staff and other agencies serving youth</td>
<td>• First “café’ held</td>
</tr>
<tr>
<td>• Shared with youth</td>
<td>• Feedback received from youth and documented – see next slide</td>
</tr>
<tr>
<td>• Feedback received and documented – see next slide</td>
<td></td>
</tr>
</tbody>
</table>
Brochure / Pamphlet

- **Who, What, Where:** Deliver to agencies for distribution (or email to them). Deliver to youth in places where they hang out. Do this consistently with each place.

- **The Good:** Just the right amount of information for youth; not too overwhelming; positive quotes / encouragement are a plus. Personal touch can be added depending on staff in each location. Goal is to engage youth to come in for the first meeting!

- **The Bad:** Will take some time to see if the pamphlet increases awareness of the programs; must be revised to reflect each area;

- **The Unexpected:** Despite there being several large resource guides youth were not aware of the other programs available to assist them in meeting their goals until they received the pamphlet.
Connection Café – Testing our Prototype

- **Who, What, Where:** Punxsutawney Memorial Library, Invited 10 out of school youth – 2 attended! YEAH! 😊
- **The Good** – Sharing of information, how to get a photo ID; they were excited when I asked them “what they wanted”; meeting with other young adults/ learning other services such as banking and healthcare information.
- **The Bad** – not too many attended; having event on a Mon. or Tues may be better; having guest speakers or business owners participate; offer food! And make phone calls the day before as a reminder!
- **The Unexpected?** – both youth were eager to give suggestions! And both are committed to volunteering at upcoming community events.
Our solution

- We will continue to prototype, test and improve the Marketing Pamphlet and the Connection Café.
- We will continuously improve the ideas with continued, consistent feedback.
- The Connection Café as it develops can address many of the other ideas developed during this process:
  - Addresses transportation issues as we can take the program to the youth and can be moved to different locations.
  - Provides a peer support network for the youth.
  - Hands on learning activities can take place during the meetings.
  - Connections to employers / mentors as guest speakers will be made.
  - Community involvement activities can be planned.
  - Provides the foundation for WIOA youth programs.
• 4 Young Adults and a baby attended!
• Provided hot chocolate, coffee and homemade cake.
• Discussed jobs, applications, update on the work experience 2 are currently participating in through WIOA!
• Had fun sharing experiencing and catching up.
• Relationship building!
• Will be held weekly
• All in attendance committed to coming back and were encouraged to bring a friend!
The Result...

- Implementing WIOA with the Customer in the Center
- Services and programs for out of school youth that ENGAGE them and produce great OUTCOMES!!!
Connection Café participant, Bandon Collins, seated left, is an Out of School Youth. Brandon is speaking to guest speaker, Tharren Thompson, Enrollment Services- Special Population Penn State DuBois Campus. Brandon was discussing his interest in Bio Engineering and Tharren explained how Brandon can enter his field at Penn State and about the supportive services Penn State provides. Brandon learned a great deal about how he can start his education. The meeting took place in the lounge at Penn State and Brandon appreciated the casual environment, he stated "It helped me to relax and focus".
Sam Banks, Brittany Taber, Hunter Jordan and Jeffery Wood (2 other youth were not in the picture) attend the Connection Café. Talked about work experiences, that next week there will be open interviews for Beacon Light. As we were ending our group a supervisor from holiday Inn Express stopped in and 2 youth were set up with interviews. Both started this past week.
Prototyping in Additional Counties – Elk County – November 4 and 18, 2015

Justine Paget, Elk County Youth Counselor discusses financial literacy and local jobs opportunities.
Melissa Franklin from OVR discusses programs available to youth. Those attending openly share why they are not working and talk with each other about possible jobs. Attendance is improving – encouraging participants to bring a friend.
Design Thinking & Other Resources

**Design Kit | What is Human-Centered Design? (Vimeo)**
- [http://www.designkit.org/human-centered-design](http://www.designkit.org/human-centered-design)

**Sean VanGenderen | What is Design Thinking? (YouTube)**
- [https://www.youtube.com/watch?v=a7sEoEvT8l8](https://www.youtube.com/watch?v=a7sEoEvT8l8)

**Daylight | What is Design Thinking (YouTube)**
- [https://www.youtube.com/watch?v=Ee4CKIPklik](https://www.youtube.com/watch?v=Ee4CKIPklik)

**ION Community of Practice | WorkforceGPS**
- [https://ion.workforcegps.org/](https://ion.workforcegps.org/)

**Act Now: Customer Centered Design | WorkforceGPS**
- [https://ion.workforcegps.org/resources/2016/04/15/15/45/Webinar_Series_Act-Now_Customer_Centered_Design](https://ion.workforcegps.org/resources/2016/04/15/15/45/Webinar_Series_Act-Now_Customer_Centered_Design)
Motivated and encouraging team leaders and members are a plus!

A team leader that kept everyone on track. Is extremely important.

Sending meeting notes (bullets) out within one or two days after each workshop.

Keep the IDEO Techniques for Brainstorming out at all meetings and review them prior to each workshop. There are 7 rules – which include deferring judgement and encouraging wild ideas – “embrace the most out-of-the-box notions and build, build, build” IDEO.

Using visuals and keeping it active – use a lot of Post-its with colored markers. Be creative – make it fun!
What Worked Well

- Follow the workshop guidelines as closely as possible – keeps team on task by providing structure.
- Have members take turns leading a workshop.
- Schedule all workshops as far in advance as possible – if something comes up and 1 or 2 members cannot participate hold the meeting anyway. The team leader or other members can catch the members up!
- Use technology for meetings if necessary and possible – video conferencing worked well for us due to distance between members.
- View this opportunity for a “free” training for which you get a certificate of completion – make sure once you complete the course that you put a copy in your HR file at your place of employment.
Your Turn! (group activity)
how might we (HMW) … Increase Post Secondary attainment in Appalachia using the 4 Pillars of success?

1. HMW engage families to Increase Post Secondary attainment in Appalachia?

2. HMW engage the community to Increase Post Secondary attainment in Appalachia?

3. HMW engage institutions to Increase Post Secondary attainment in Appalachia?

4. HMW engage students (self) to Increase Post Secondary attainment in Appalachia?
Now What?

- Break into groups – choose a note taker and a reporter! (we will be videotaping your 1 minute report!)
- Choose a question
- Brainstorm for 5 minutes – use post-its and markers and be visual. Don’t forget the other rules of brainstorming.
- Vote for the idea that you would like prototype.
- 15 minutes to build this using the supplies provided.
- Report out – 1 minute per group!
Contact Information

Susie Snelick, Director
North Central Workforce Development Board
814-773-3162 ext. 3058
ssnelick@ncwdb.org

Pam Streich, Director of Planning
North Central Workforce Development Board
814-773-3162 ext. 3022
pstreich@ncwdb.org
Question & Answer Session