

# WORKING WELL

## Design Challenge

Helping young people develop  
their talents and make a living

Supported by

nominet trust

**The Working Well Design Challenge** is an initiative run by the Design Council in partnership with Nominet Trust, sponsoring three teams to **design** and launch new digital products and services **to help young people develop** their talents and make a living.

#### **The Challenge**

With record numbers of 16–24 year olds not in education, employment or training, there is a pressing need to improve how young people secure the opportunities they deserve. Jargon such as ‘NEET’ not only does many a disservice, but presents the situation as a problem of economic policy rather than a chance to do something practical to help.

#### **The Opportunity**

Seeing this opportunity for design and digital technology to make a difference, the Design Council and Nominet Trust launched the Working Well Design Challenge. The challenge brought together leading designers, developers and social entrepreneurs to create new ways of using the internet to help young people develop their talents and make a living.

#### **Insight**

Employability comes from more than just the ability to pass exams. Young people also need the confidence, skills and motivation to put their knowledge to good use. We therefore chose to focus our support on solutions that would equip young people with the broader talents demanded by the job market.

#### **The Response**

The three ventures we supported through early development are introduced here. They demonstrate that well designed digital technology can not only confront a pressing social and economic issue, but change the lives of young people for the better.

\* The Work Foundation 2012

\*\* Commission on Youth Employment 2012

\*\*\* Department for Education 2012

**28  
bn**

The estimated cost of youth unemployment over the next decade in the UK\*\*

**48%**

of young people not in education employment or training have no experience of paid work\*

**1  
million**

Nearly 1 million young people are unemployed\*\*\*

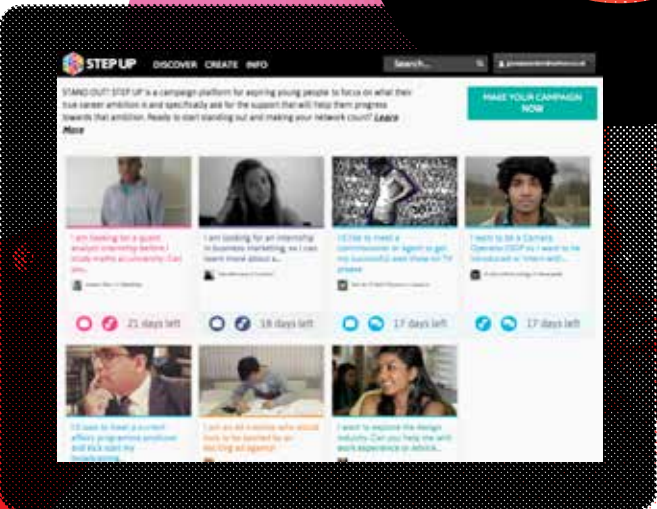


The three teams were selected for their combination of **great ideas**, subject expertise, understanding of technology and young people’s needs.



**Discoverables** /  
Discoverables is a website that helps young people find and develop their key skills and strengths — and share them with potential employers.  
[discoverabl.es](http://discoverabl.es)

**Step Up** /  
Step Up is a website that supports young people to identify their career ambition and connect with people who can help them achieve it.  
[nextstepup.co.uk](http://nextstepup.co.uk)



**The Matter** /  
The Matter is a newspaper run, produced and published entirely by young people.  
Each edition is their public response to a question asked by the government or a business.  
[thisisthematter.com](http://thisisthematter.com)

It’s clear that our current systems are no longer sufficient to create the right opportunities for young people.

We urgently need fresh thinking and new solutions.

Digital technology allows us to explore new ways of helping them do just that in more meaningful and relevant ways.

— Annika Small, Chief Executive of Nominet Trust

# 3 teams

**The Design Council enables people to use design to transform communities, business and the environment for the better.**

As an enterprising charity, our work places design at the heart of creating value by stimulating innovation in business and public services, improving our built environment and tackling complex social issues.

We inspire new design thinking, encourage public debate and inform government policy to improve everyday life and help meet tomorrow’s challenges today.

**Design Council Challenges are open innovation competitions that offer a tried and tested way of creating real, sustainable change. They demonstrate that design can create practical solutions to complex problems and stimulate opportunity for enterprise.**

Working Well follows similar national design challenges run by the Design Council to develop design-led solutions to social and healthcare issues. The Design Council’s Living Well With Dementia challenge recently resulted in five innovative products and services that have been critically acclaimed by dementia specialists and the design community. Other recent examples have addressed reducing violence and aggression in A&E, improving patient privacy and dignity, and reducing health care associated infections in wards.

**Are you interested in running your own challenge?**

**Get in touch with us at:**  
[challenges@designcouncil.org.uk](mailto:challenges@designcouncil.org.uk)

**Nominet Trust is a UK registered charity, which believes in the power of digital technology to improve lives and communities.**

The Trust brings together, invests in and supports people committed to using digital technology to create social and economic value.

Nominet Trust has invested in hundreds of projects since its inception, providing business support as well as financial investment, seeking to make a positive difference to the lives of disadvantaged and vulnerable people through the application of technology.

## Acknowledgements

The Design Council and Nominet Trust would like to thank everyone who has been involved in the Working Well challenge for their contributions. We would especially like to thank the members of our Advisory Board for their invaluable support and guidance.

## Advisory Board

- / Paul Miller, Bethnal Green Ventures
- / Emily Corsellis, Department for Business, Innovation & Skills
- / Mark O’Neill, Government Digital Service
- / Deniz Ucbasaran, Warwick Business School
- / Mary Jane Edwards, The Big Society Network
- / Nina Belk, LBi
- / Naomi Jane, Sponsors for Educational Opportunity
- / Chris Downs, Method
- / Vinny Pattison, Ingeus
- / Nikki Wade & Ginny Lunn, The Prince’s Trust



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# Young. Engaged. Empowered. In Work.

**Design  
Council**

**WORKING WELL**  
**Design Challenge**

Helping young people develop  
their talents and make a living

[designcouncil.org.uk](http://designcouncil.org.uk) / [nominettrust.org.uk](http://nominettrust.org.uk)

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Find us  
[discoverables.es](https://discoverables.es)

# DISCOVERABLES

By Spark+Mettle / Pixelgroup

Helping young people develop  
their talents and make a living

Discoverables is a website that helps young people find and **develop** their key **skills** and **strengths** — and share them with **potential** employers.

#### The Issue

Nearly one million young people are unemployed and the opportunities for paid work experience are narrowing. More aspiring young people than ever are facing a competitive job market with little or no experience and while soft skills are critical to young people's success, they're rarely taught in school.

At the same time, the creative industries, technology sector and new start-ups need more raw talent than ever, but there are few clear ways for young people to find opportunities in these areas.

#### Insights

Research by the Work Foundation demonstrates that soft skills are increasingly important for young people to get a job.

67% of abilities deemed essential for effective performance are emotional competencies. In fact soft skills are twice as important in contributing to excellence as pure intellect and expertise. (Goleman, 1998)

Every month, young people spend over 50 hours online — 74% of that is “just for fun”. Some of this time could be used for more meaningful (but still fun) activities.

Young people find it difficult to identify and communicate the soft skills that employers are interested in.

# soft skills critical to success

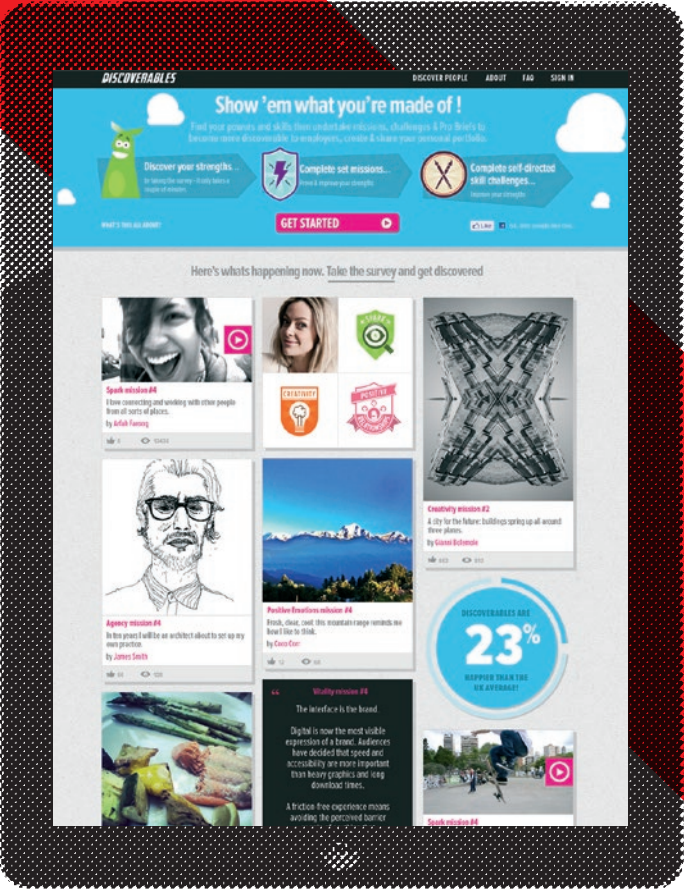




Discoverables takes a game-based approach to helping young people **prove** and **improve** the **strengths** and skills that can significantly increase their **well-being**, success and **fulfillment** both in work and life.

Users earn ‘discoverability points’ and develop their strengths and skills by taking on missions and challenges. They create a rich showcase page they can email to employers or take to interviews.

Potential employers, meanwhile, can discover raw talent through the Discoverables database instead of retrofitting candidates to jobs.



71%  
1m

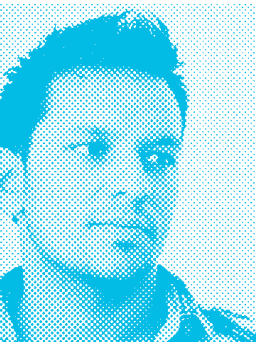
of employers think soft skills need to be increased\*

Nearly one million young people are unemployed\*\*

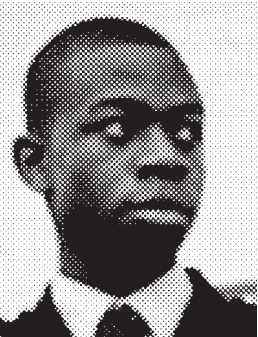


Eugenie Teasley/  
Project Director

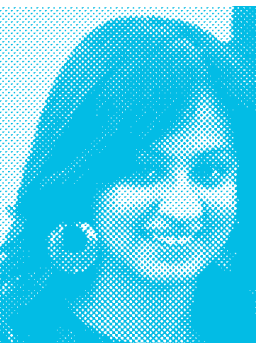
Dilesh Laloo/  
Design Director



Gianni Bolebole/  
Outreach Co-ordinator



Arfah Farooq/  
Social Media and Marketing Co-ordinator



## Our Team

The project is run by aspirations agency Spark+Mettle, a youth charity that likes to help people flourish. The website is being designed and developed by Pixelgroup.

**Eugenie Teasley/Project Director/Spark + Mettle**  
Eugenie is managing the non-design side of the project. An educator to the core, she's focused on developing an innovative learning journey with real benefits that doesn't seem like learning at all. She's also concentrating on turning the platform into a self-sustaining, scalable social enterprise.

**Dilesh Laloo/Design Director/Pixelgroup**  
Dil manages the design and development of the site. He brings his years of online retail design experience to bear on the site build, making it engaging so it holds on to users. He also translates the diagnostic and educational elements of the site into an attractive and clean interface.

**Gianni Bolebole/Outreach Coordinator/Spark + Mettle**  
Gianni develops the training packages being built as wraparound support for the Discoverables platform. Drawing on his own experience of peer learning, he's creating models that put young people at the heart of the training and delivery.

**Arfah Farooq/Social Media and Marketing Co-ordinator/Spark + Mettle**  
Arfah brings her knowledge of social media to the project, helping us build an audience even before we launch. She's focusing on building a community of 'Founding Friends'—like-minded organisations keen to support the aims of Discoverables and share it with their networks.

## Benefits

Discoverables makes candidates who might not have traditional qualifications or a career path more employable.

It encourages employers to hire people based on their skills, not just job roles, and it helps them find new talent.

The tools developed by candidates include a visually compelling accompaniment to a traditional CV.

## Our Goals

**By the end of 2013 we want to/**

- / Have 5,000 users
- / Bring in an average of 500 new users a month
- / Generate qualitative and quantitative data on the impact of the platform on young people (and case studies of those who used it to land a job)
- / Work with 3+ schools and 1+ youth organisations to deliver wraparound training packages
- / Move out of beta mode

**In 2014/**

- / Implement a freemium model for employers looking for raw talent
- / Host an offline Discoverables festival
- / Work with 10+ schools and 5+ youth organisations
- / Bring in an average of 1000 new users a month

**For our future we need/**

Friends of Discoverables — like-minded organisations keen to support the website.

Pilot schools or youth organisations keen to try out the website with extra offline peer support.

**Partners**  
Corporate partners — companies keen to invest in the site and associate their brands with it, in return for access to an engaged and proactive youth audience.

**Investment**  
We're looking for about £100k to develop and run Discoverables over the next year. If we reach our modest target of 5,000 registered users by the end of 2013, that's a cost of just £20 per user (and less than half what the government pays out in Job Seekers' Allowance to one young person per week).

\* The Work Foundation 2012  
\*\* Department for Education 2012



# How it works

## User journey

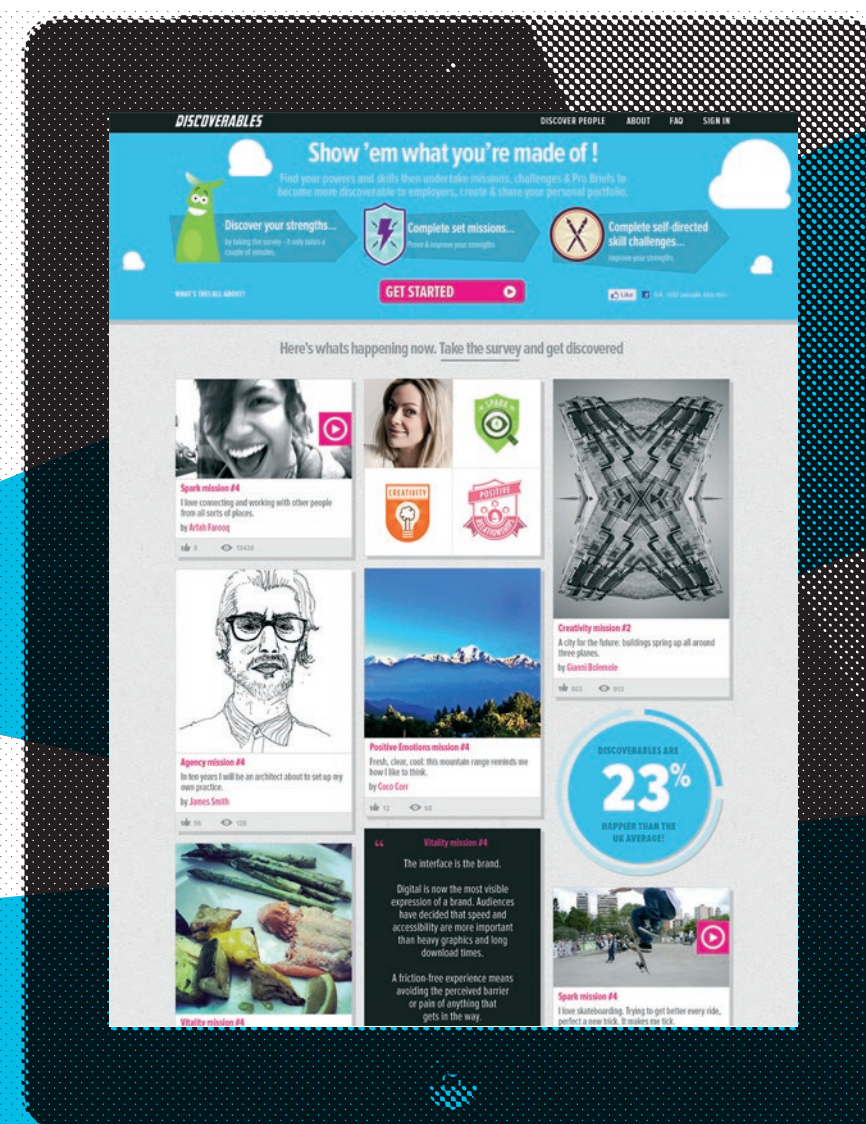
1



A young person discovers their signature strengths through answering a series of interactive questions.

2

They then join Discoverables to undertake missions and challenges that help them prove and improve their strengths and soft skills.



3

They are also able to respond to Go Pro briefs to get experience in the sorts of thinking and work that goes on in real-world organisations.

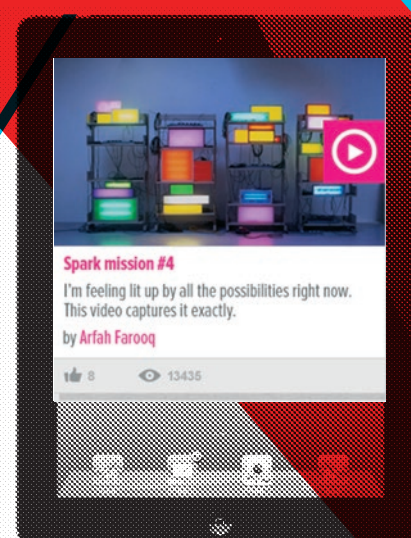


They earn discoverability points for each task they complete which encourages them to do more while boosting them up the ranks on the search results and homepage.

4



5



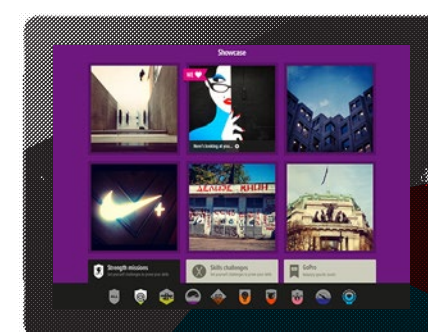
They can share all that they learn, do and produce and they can reach out to their network for ideas and support via social media or in person.



7

Everything that is done through Discoverables enables a young person to build a personal profile, including a rich showcase page of their strengths and skills.

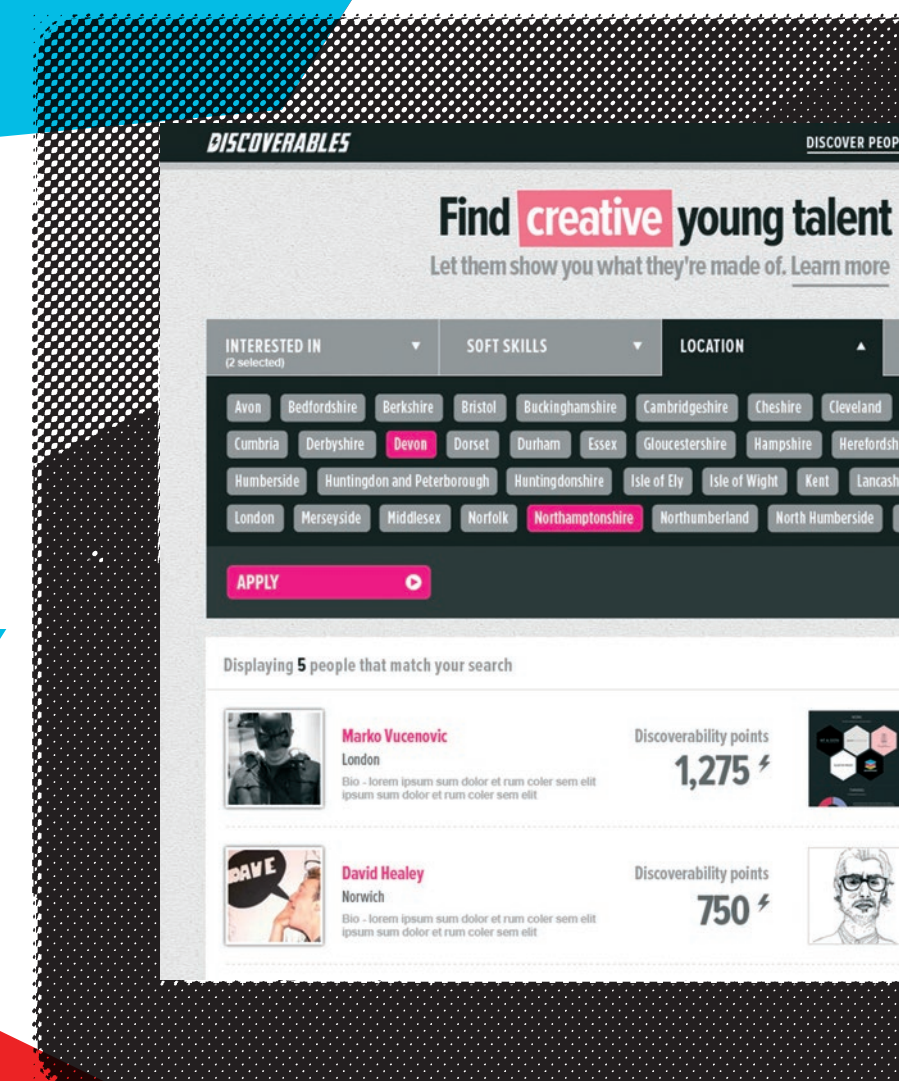
Each user can send their showcase page to prospective employers, or even take it along to a job interview as a complement to a traditional CV.



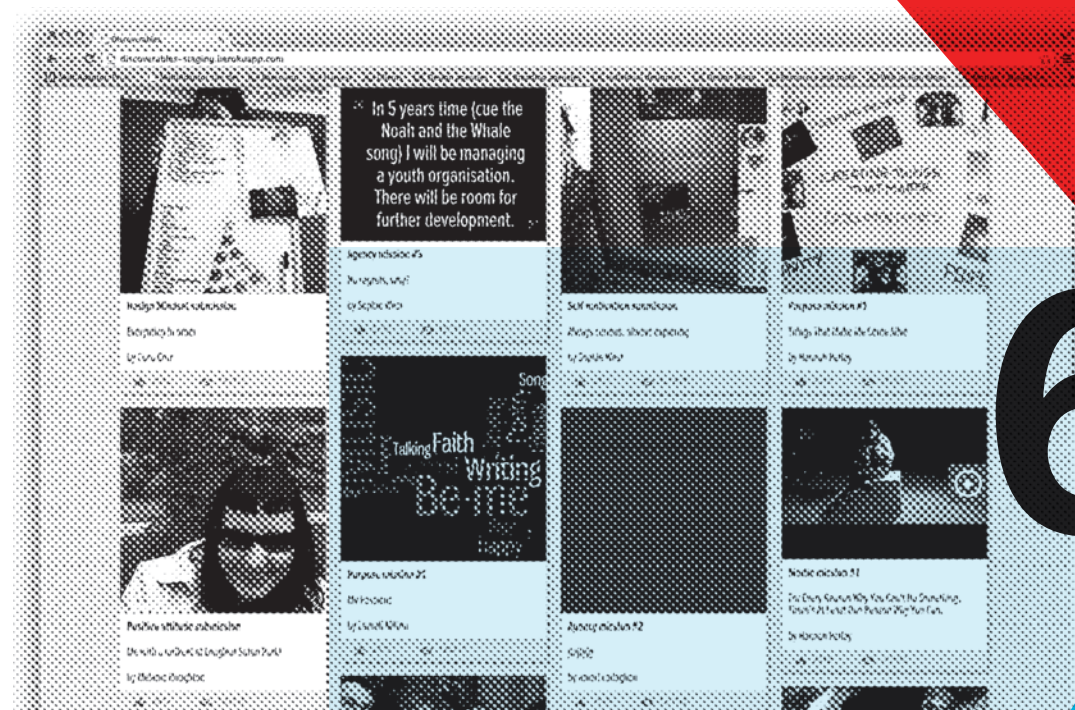
8

The site helps employers discover raw talent through an innovative search function.

It also provides links to other online and offline resources that are useful to young people.



6



They gain inspiration from other people's responses to the missions and challenges, and can rate the ones they like the most.

**“Discoverables is about discovering your own skills — then employers discovering you. It's a way of putting yourself out there. It's fun, invigorating and confidence-boosting.”**

— Leonie, Discoverables tester



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**the Matter**  
You should have asked us ages ago.

Find us  
[thisisthematter.com](http://thisisthematter.com)

# THE MATTER

By Snook / Young Scot

Helping young people develop  
their talents and make a living



**The Matter** is a newspaper run, produced and published entirely by young people.

It gives young people the opportunity to tell the world what they think about problems that matter to them, whilst teaching them skills that are vital for employment.

#### The Issue

The Matter is about solving two problems in one go. Many young people lack the confidence and key skills (like team work and time management) needed to get a job. At the same time, government and business aren't good at finding out what young people think and so often ignore them when making decisions that affect them.

The Matter gives young people an opportunity to learn valuable skills to make themselves employable. In doing so it also gives them a voice that lets government and business find out what they think.

#### Insights

Young people are incredibly smart and produce simple, easy to understand ideas that cut through red tape and bureaucracy.

Young people want to be sure their work is taken seriously, not just given token support.

Having an actual newspaper that can be sent off with a CV or taken to an interview is both rewarding for the young person and impressive to employers.

Both offline and online support is necessary to help young people create the best paper possible.

Government and business find a simply produced, visually attractive newspaper easy to understand and easy to share with colleagues.

# Token support





The Matter is a newspaper run, produced and published entirely by young people.

Each edition is their public response to a question asked by the government or a business.



A selected team produces research, analyses the issue and even proposes their own ideas for how to tackle the problem.

The team meets a Matter facilitator four times over eight weeks to find out how to research, generate ideas, design and produce a newspaper. They work with their client, a designer and a copywriter to make sure the finished product looks and feels professional and, most importantly, that the client sees value in it. At the end of the process they present the paper and findings to the client and other interested parties. Then everything goes online.



**Sarah Drummond /**  
Design Director

## Our Team

This Matter is a collaboration between Snook, a social innovation and service design agency and Young Scot, the national youth information and citizenship charity for Scotland.

**Sarah Drummond /**  
Design Director / **Snook**

Sarah is directing the vision that underpins the project. As an ambitious, determined innovator, she's focused on developing a service that leaves the young people it engages knowing they can change the world. She's also concentrating on designing The Matter so it can be scaled and rolled out in a sustainable way.

**Joanna Hill /**  
Lead Designer and Project Manager / **Snook**

Joanna is managing the design elements of the project. As a experienced visual communicator, she's designing every facet of the service to be attractive and functional in a way that fits into a young person's life. She's also managing the build of the digital platform to make the service seamless and meaningful at every stage.

**Zahra Davidson /**  
Designer and Beta Project Manager / **Snook**  
Zahra is delivering the service on the ground. As a social designer, Zahra is working very closely with young people to support them through The Matter service. She's also working closely with clients who pose the questions The Matter addresses to make sure they're integrated in the process.

**Lisa Murphy /**  
Co Design Manager / **Young Scot**  
Lisa represents Young Scot as a partner in delivering The Matter. As Co-Design and Consultation Manager at Young Scot, she sees The Matter as a fantastic way of allowing young people's voices to be heard loud and clear in local decision making processes.

**Lauren Currie /**  
Business Development Lead / **Snook**  
Lauren is building networks of enthusiasm and interest around The Matter across the private, public and third sector. As an avid networker she's forging new directions for the service in different realms and new areas. She's also designing a meaningful narrative around the journey of The Matter and capturing the learning and stories along the way.

**Partners / Snook, Young Scot, Firstport, 6 by 6 Advisors / Working rite, Newspaper Club**



**Zahra Davidson /**  
Designer and Beta Project Manager



**Lisa Murphy /**  
Co Design Manager



**Lauren Currie /**  
Business Development Lead

**102<sub>k</sub>**  
**£28<sub>bn</sub>**

Number of young people aged 16-24 who are unemployed in Scotland\*\*

The estimated cost of youth unemployment over the next ten years in the UK\*

**24%**

Scottish youth unemployment rate\*\*

## Benefits

The Matter helps young people realise they can make anything happen, whilst giving them the confidence to stand up for what they believe in.

It teaches skills that are essential to employers by getting young people to form teams, undertake research, work to deadlines and pitch what they've produced.

For our clients, it's a more innovative and effective way of engaging with young people than traditional consultation.

## Our Goals

**By the end of 2013 we want to /**  
Have worked with 50 young people, and produced 5 editions of the newspaper

Developed the web platform to run multiple programmes at the same time  
Have a full time Matter facilitator and project manager on board

**In 2014 we want to /**  
Publish quantitative evidence that we have helped young people into employment

Launch a training scheme so local authorities can learn how to run their own Matter programmes

Have fifty franchised programmes of The Matter running in the UK

Develop a version of the programme for schools and community learning development programmes

**For our future we need /**  
**Clients**

We're looking for clients with burning questions we can pose to young people, so that we can run more programmes.

**Investment**  
We need investment to develop the platform and expand our team so we can run several Matter programmes at once.

**Partners**  
We'd welcome partners, like youth employment organisations, skills development bodies and educational institutes to run their own Matter programmes.

**Promotion and recruitment**  
We'll also need help to promote The Matter and recruit young people through other organisations' networks so that we get beyond our current pilot mode.

\* Commision on Youth Employment 2012  
\*\* Hudson, N, Liddell, G, and Nicol, S, 2012



# How it works

## User journey

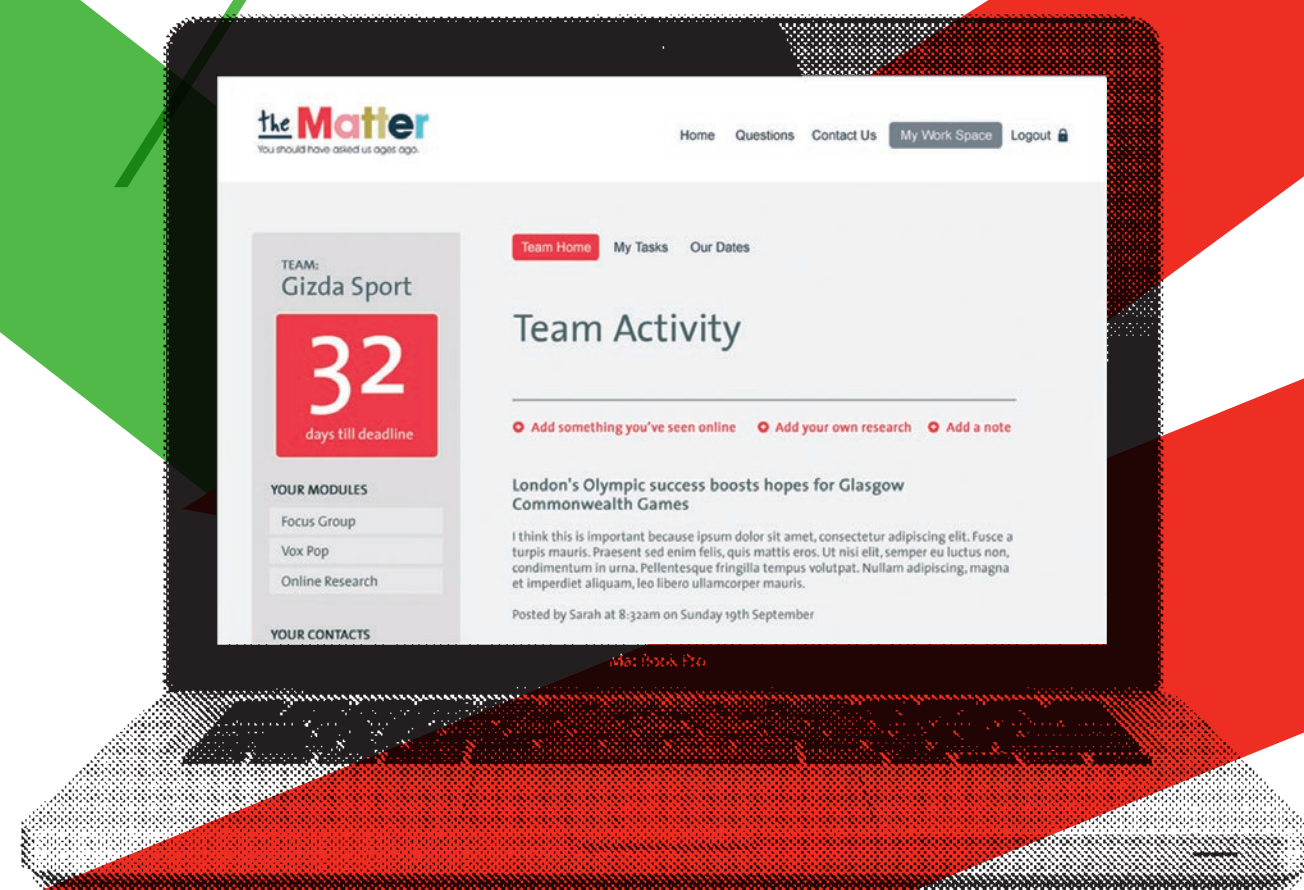
1



The government, a local authority or a company set a question they'd like to get young peoples' opinions on.

2

A young person logs on and chooses to respond to that question as part of a team.



3

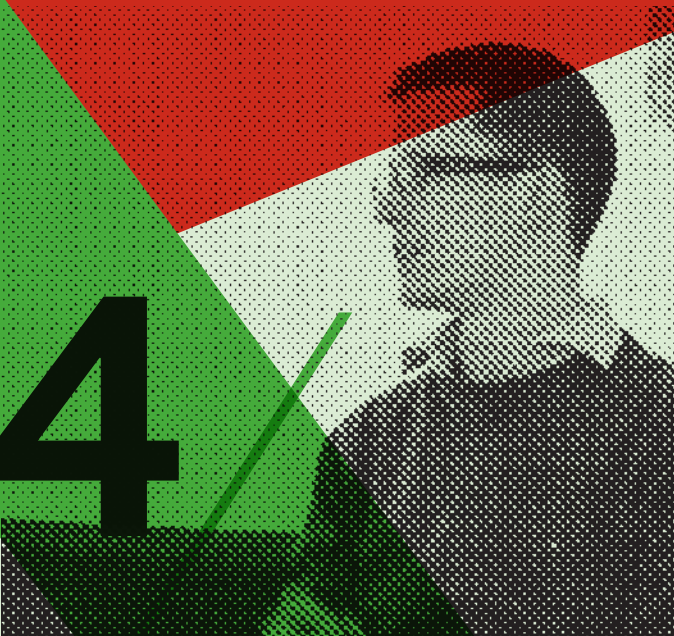
A Matter facilitator guides the process over an eight week period. There are four face-to-face meetings during this time.

It starts with a kick-off meeting, where participants meet each other, learn about research techniques and create a plan for who will be doing what, and when it will happen.



They also meet the client to pick apart the question and put their spin on it.

4



They then go away and research the topic by themselves.

5



8



The final session is a launch event where the paper arrives and the team present their findings to the client.

9

The paper is then put online and the team are supported to reflect on what they have learnt.



6



Next they meet up for an ideas and synthesis session, where they decide what the content will be.

7



The third meeting is a production meeting where the young people commission professional designers and copy writers to produce the paper.

“The newspaper took them from ‘I will be on benefits for the rest of my life’ to seeing a better future and getting stuff done”

— Tim Packer, Edinburgh Council



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**STEP UP**  
FUELING YOUR FUTURE

Find us  
[nextstepup.co.uk](https://nextstepup.co.uk)

# STEP UP By The House

Helping young people develop  
their talents and make a living



**Step Up** is a website that supports young people to identify their career ambition and connect with people who can help them achieve it.

#### The Issue

Young people often find it difficult to decide what they want to do for a living and can find it hard to ask for the support they need to achieve their goals. By being clear about what they want to do and the support they need to do it, young people can use the people around them to get the support they need.

#### Insights

It's hard for young people to decide what they want to do when faced with a blank sheet of paper.

Lots of young people find opportunities and gain confidence from their friends and family. However, many feel uncomfortable asking for help from those around them.

People are keen to help a young person if they are asked clearly and reasonably. They also want to see the results of their support.

Employers are always on the look out for enthusiastic and hard-working people. However, CVs are rarely enough by themselves to mark talent out.

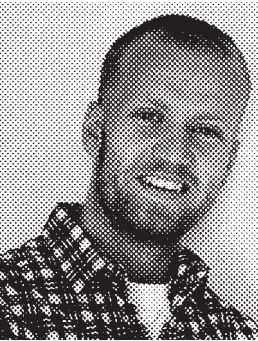
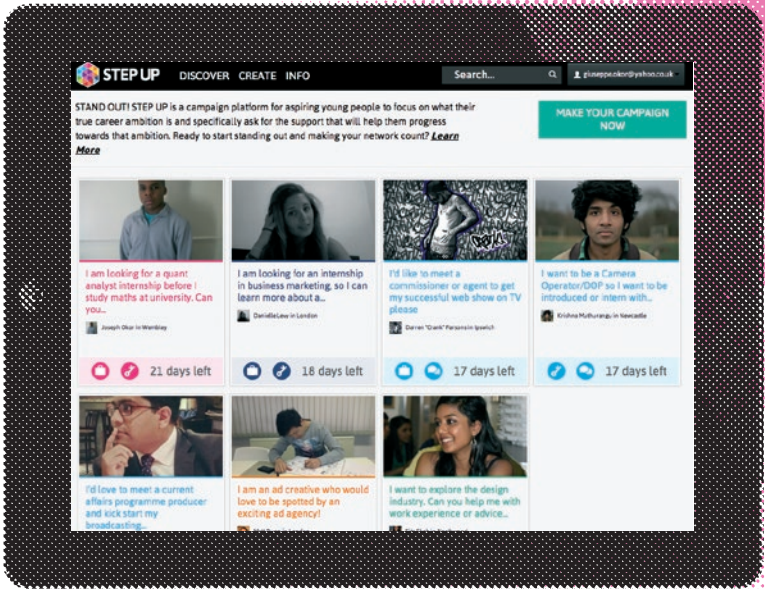
young  
people  
+ support  
network  
= success





Step Up is a website that **supports** young people to identify their **career ambition** and **connect** with people who can help them achieve it.

The website guides young people through a series of steps that help them to clearly define what it is they want to do and what help they need to do it. It gives them the advice and inspiration they need to create a personal marketing campaign that is hosted for 21 days on the site. During this time the site nudges them to promote their campaign to people that might be able to help and suggests tasks that they can undertake to build their confidence.



**Michael Murdoch /**  
Founder,  
Creative Director

## Our Team

The project is designed and run by a team spun off from design, innovation and communications agency, The House.

**Michael Murdoch /**  
Founder, Creative Director / **The House**

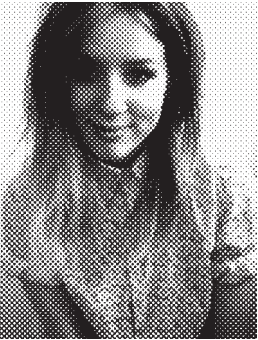
Michael helps organisations find their full potential whatever the project. He has over 10 years experience, working in London and Hong Kong with everyone from large corporations like HSBC to small start-ups.

**Darshan Sanghrajka /**  
Founder, Product and  
Marketing Director



**Darshan Sanghrajka /**  
Founder, Product and Marketing Director /  
Step Up

Darshan loves making big ideas happen with behavioural economics, creativity, and strategic thinking. He has been developing the Step Up concept and is in charge of product, marketing and PR. He is going to be spinning off from being the co-founder of The House, to run Step Up.



**Kerry Squires /**  
Design Intern

**Kerry Squires /**  
Design Intern

Kerry has been working on the graphic design for Step Up. Kerry is a talented graphic design graduate and during her final year of university she won a prestigious RSA student design award and is now proudly an RSA fellow.

**Fiona Maguire /**  
Marketing Intern

Fiona is a keen linguist, having studied Spanish and Politics at the University of Edinburgh, she is now studying Mandarin and German. She is keen to see young people succeed and has been instrumental in the marketing efforts for Step Up.

**Fiona Maguire /**  
Marketing Intern



**Simon Brown /**  
Lead Developer / **The House**

Simon's passion lies in building intuitive websites and great mobile apps. He's always on the lookout for the next greatest use of technology and he loves his gadgets too.

**Adam Walden /**  
Designer / **The House**

A graphic design graduate with significant industry experience, Adam can tackle a wide array of creative briefs with talents from illustration and web design to animation.



**Simon Brown /**  
Lead Developer

**Abizer Kapadia /**  
Head of Development / **The House**

Abizer combines a passion for innovation and design with knowledge of web technologies. Abizer is currently also Head of Technology for Flare and has helped artists, writers, photographers, and start-ups get the most out of technology.

**1 Million**  
Nearly one million young people are unemployed\*

**48%**

of young people not in education employment or training have no experience of paid work\*\*

## Benefits

The website supports young people to step up and stand out to people who can help them achieve their goals.

It creates new opportunities by giving young people the means and confidence to ask for help, whilst also showing potential employers how determined and focused a young person is.

For a person's friends and family, it's a great way to help, because it allows them to understand exactly what that person wants and needs.

## Our Goals

By the end of January 2013, we'll have piloted the website with 25 young people. After that we intend to roll out across the UK, and by the end of the year we want to be fully established.

**By the end of 2013 we want to /**

- / Have 500 successful campaigns
- / Be showcasing the impact of the campaigns on the young people taking part
- / Partner with other youth organisations and schools to create a support network all young people can use to develop themselves and find a job
- / Launch an official partner network to roll Step Up out nationally and move beyond our beta phase

**In 2014 we want to /**

- / Start generating additional revenue through a talent discovery service for employers
- / Create a documentary on the positive impact of Step Up
- / Work with schools, colleges and universities to make Step Up a major part of the support they provide to young people

**For our future we need /**

### Promotion and recruitment

Organisations providing careers guidance and advice to young people that would like to use Step Up as part of their offer.

### Partners

Partnerships with organisations that can endorse and promote Step Up to young people and potential customers.

### Investment

Financial support to allow us to grow the Step Up team, market the service to customers and develop the website.

\* Department for Education 2012

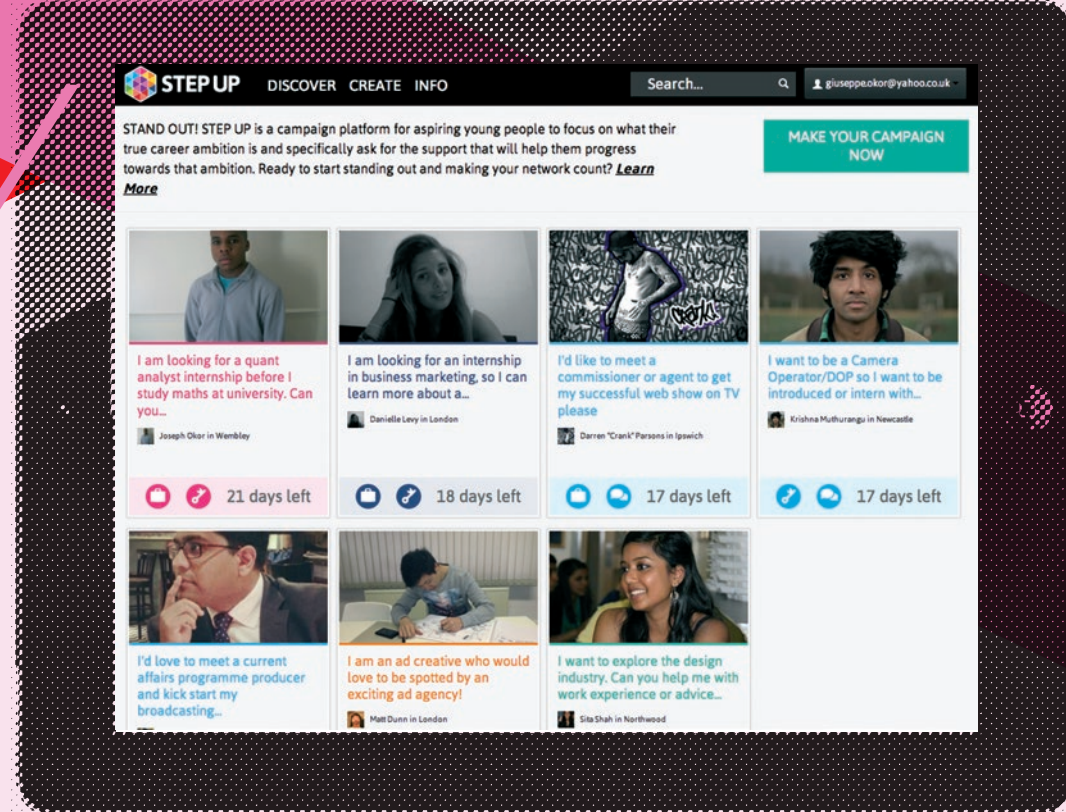
\*\* The Work Foundation 2012



# How it works

## User journey

1

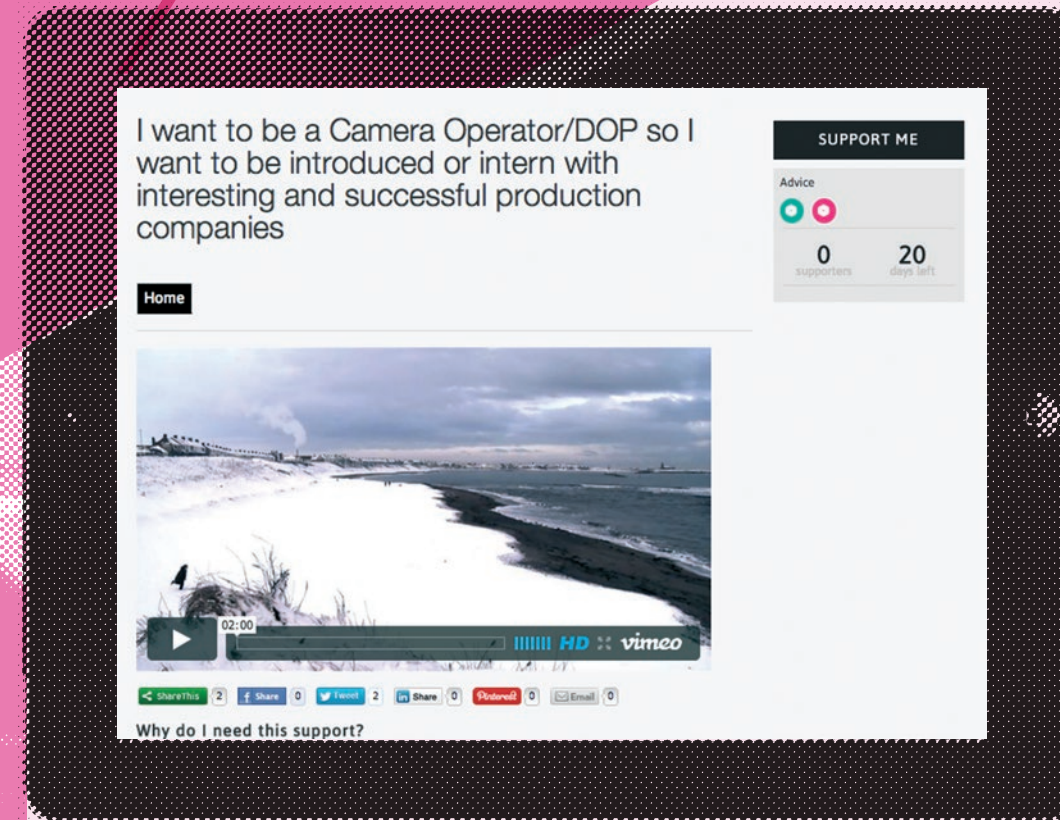
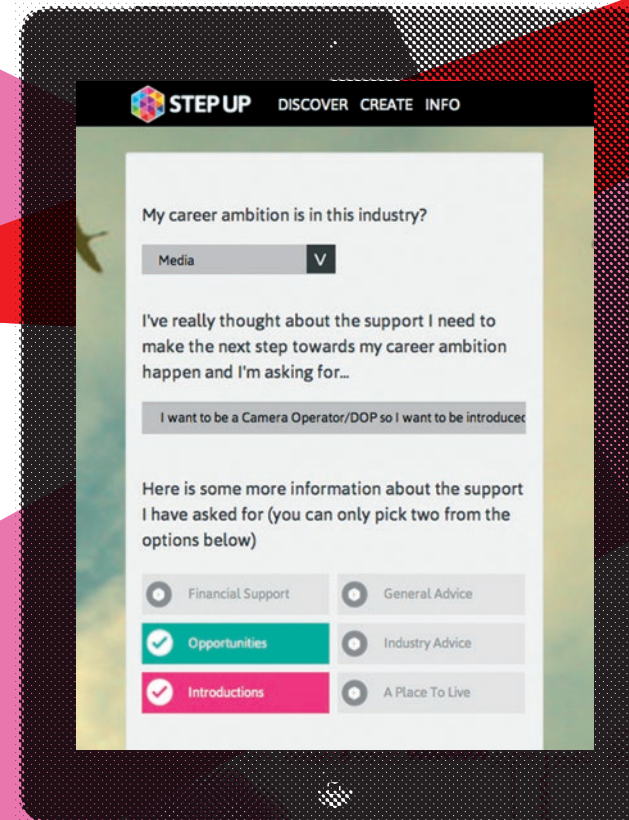


A young person signs-up to the site and creates a campaign specifically telling the world what they want to achieve in their career and what help they need to reach the next step.

2

They're presented with several options for things they might need: career advice, financial support, industry introduction, general information or help with accommodation. They then choose any two of these to focus their campaign on.

3

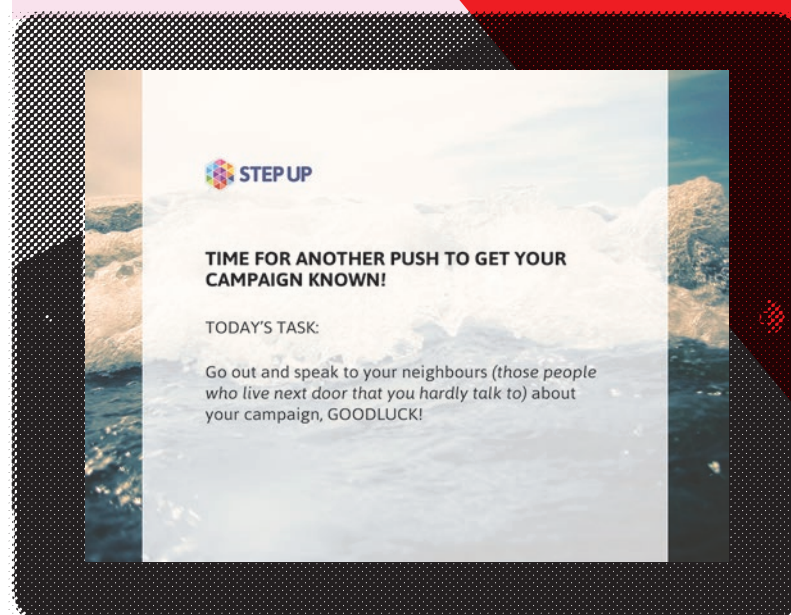


Their choices are summarised into a 'postcard of ambition.'



4

They then have 21 days to promote themselves through their social channels and make themselves stand out to those around them.



Step Up nudges the candidate every day with tips on how to be creative with their promotion.

5

6

# Request achieved

## Better understood

## Alternative advice

After 21 days, one of three things will have happened: the person has achieved their request; people in their network know more about and understand them better; or they get support they didn't realise they needed or have asked for.

“This is a really exciting idea to support young people in their quest to stand out!”

— Matt Dunn, User