

Personalised Roadmap for International Jobseekers

Project brief 2.2
Final Presentation Group 2C
Design for Government 2022

We are...



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New Media Design &
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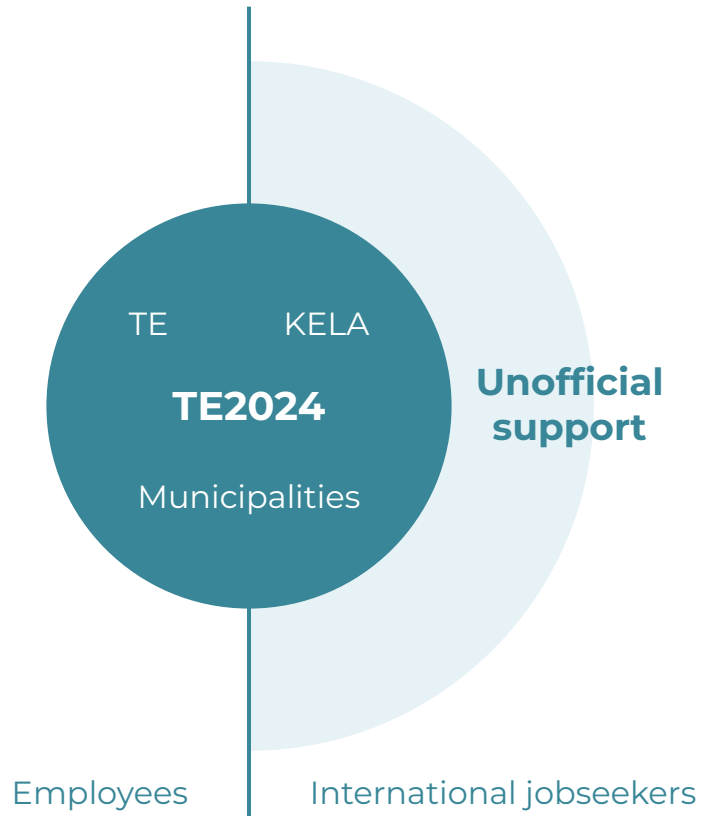
Creative Sustainability



Sera Remes

Collaborative and
Industrial Design

Our specific brief



Our process

Desk research

Brief, TE, KELA, Pilots,
Municipalities

Systems map

Expert interviews

1 Roundtable
+ 8 individuals

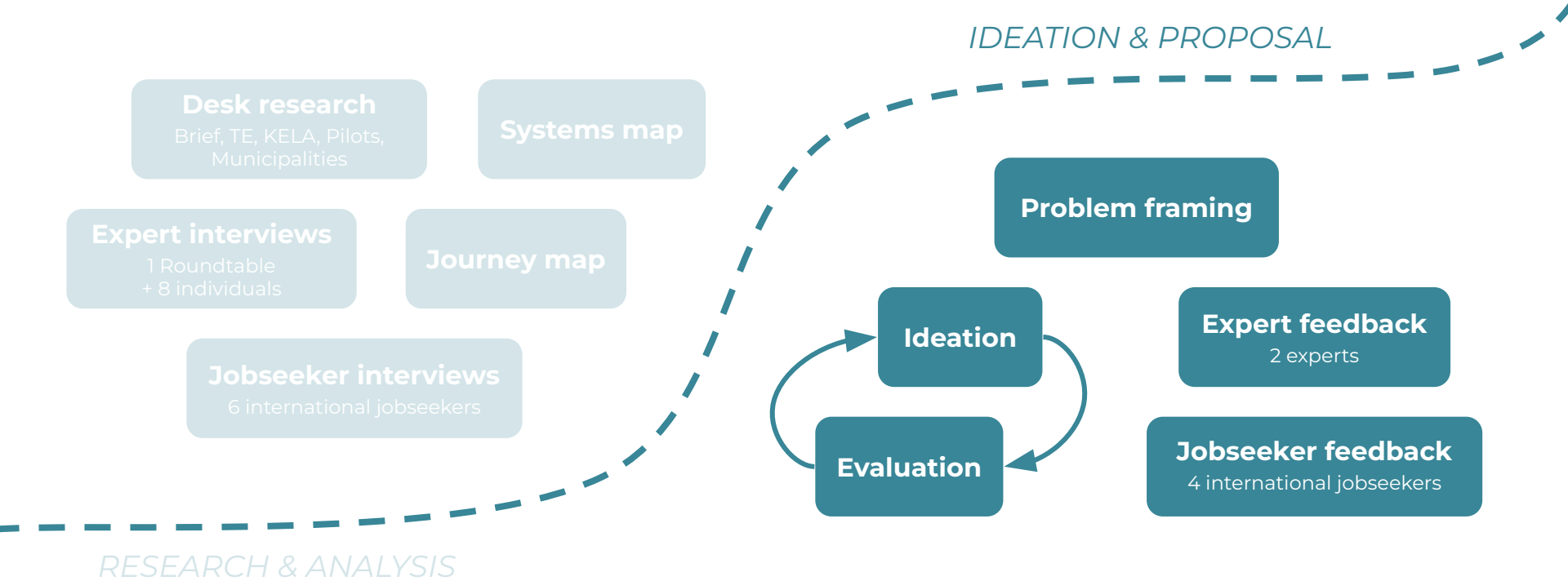
Journey map

Jobseeker interviews

6 international jobseekers

RESEARCH & ANALYSIS

Our process



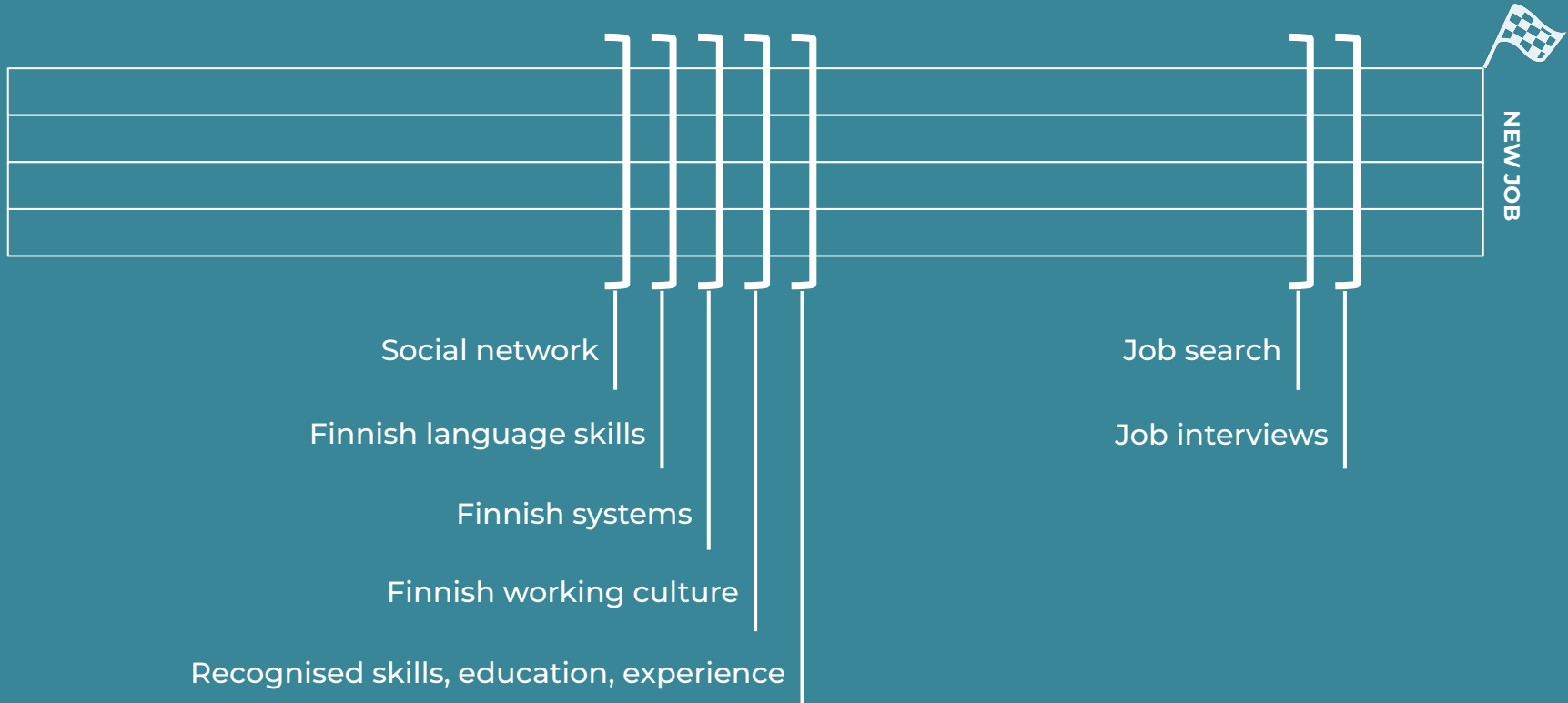
What makes international jobseekers unique?

Different jobseekers face specific obstacles

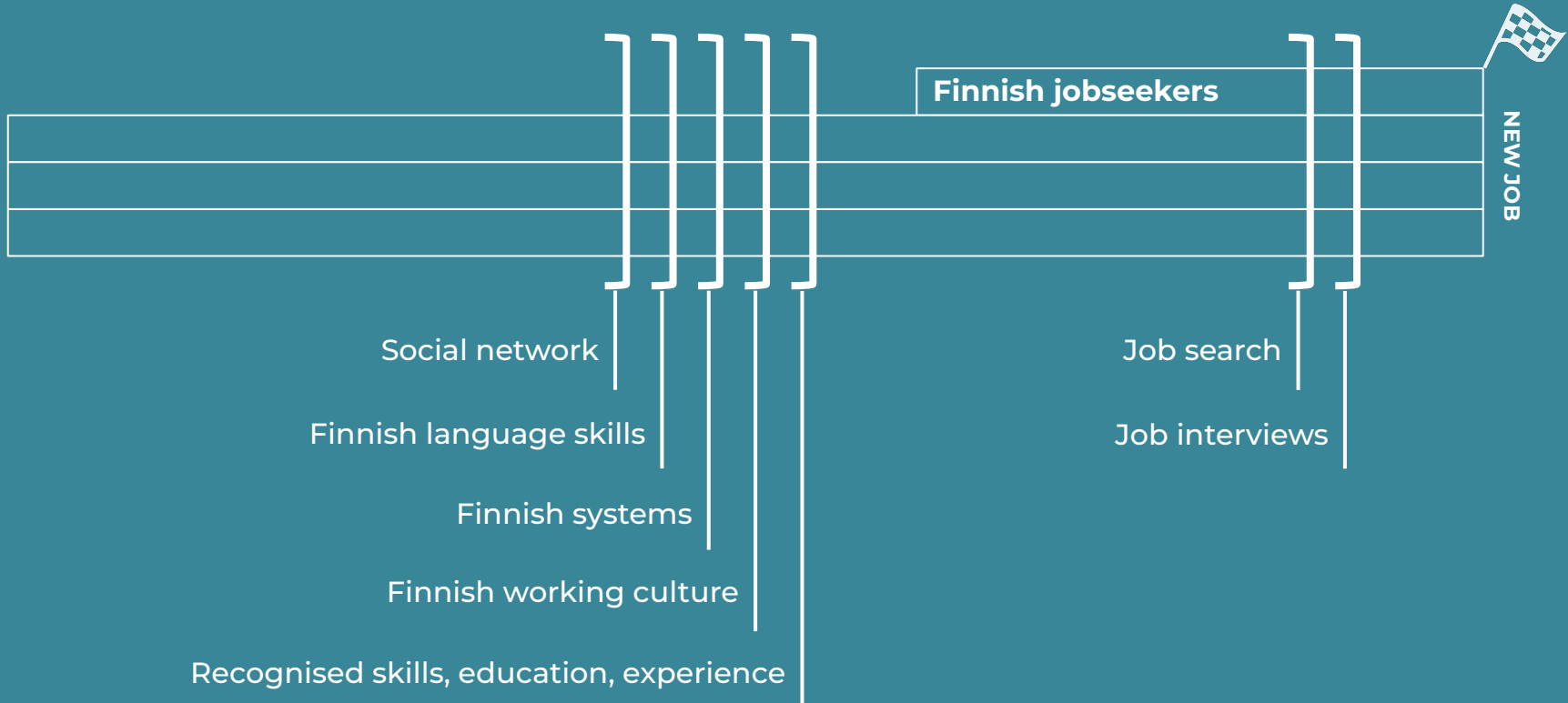


NEW JOB

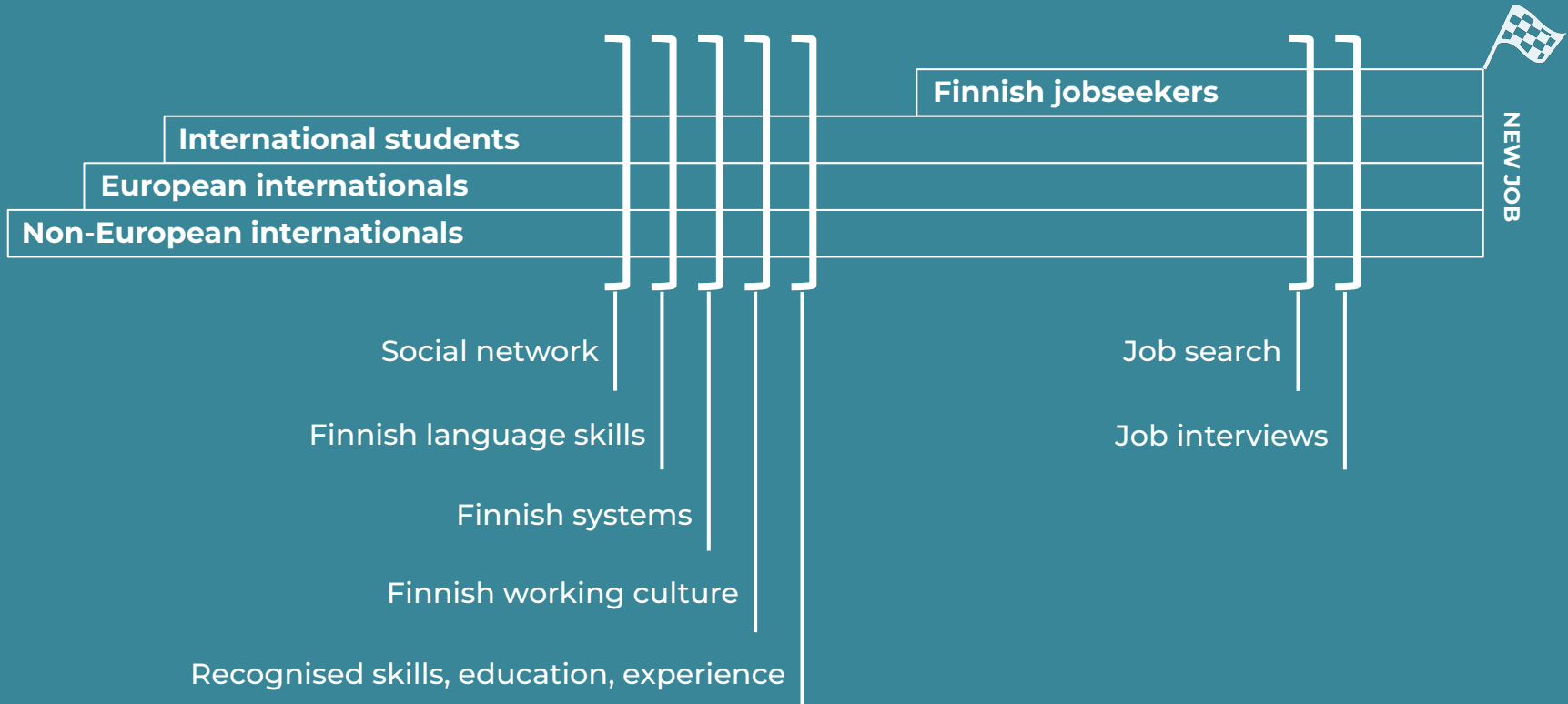
Different jobseekers face specific obstacles



Different jobseekers face specific obstacles



Different jobseekers face specific obstacles



What is the current situation?

The current employment services

Stability of being
student/employed

Finding a job

Becoming
unemployed

Registering as
unemployed

Preparing for
a job

Looking for
a job

Kela website

TE application

Language courses

Job boards

TE website

Integration/
Employment plan

Shortcut, Ohjaamo,
Startup refugees...

Events

Kela application

Job application
support

LinkedIn

What do international jobseekers experience?

Jobseeker quotes in different phases



“Finding the right information from the website is impossible!”

Late-20s, moved to Finland for exchange, went through unemployment process several times.

Jobseeker quotes in different phases



“The process is not clear, there is no information on what is needed from me.”

Late-20s, graduate from Finnish university, went through unemployment process several times in different municipalities.

Jobseeker quotes in different phases

Becoming
unemployed

Registering as
unemployed

Preparing for
a job

Looking for
a job

“The language course was not productive in my situation, I would have rather spend my days looking for a job.”

Mid-30s, moved to Finland to be with their spouse, went through unemployment process several times.

Jobseeker quotes in different phases

Becoming
unemployed

Registering as
unemployed

Preparing for
a job

Looking for
a job

“TE doesn’t help you find a job, network opportunities like the Shortcut helped a lot with this.”

Late-20s, graduate from Finnish university, went through unemployment process once.

It's an information issue

It's an information issue

- Information exists, but is **scattered**
- Information **overload**
- **Mismatch** of expectations
- Constant **uncertainty** of next steps
- Support offered is not specific to **needs**

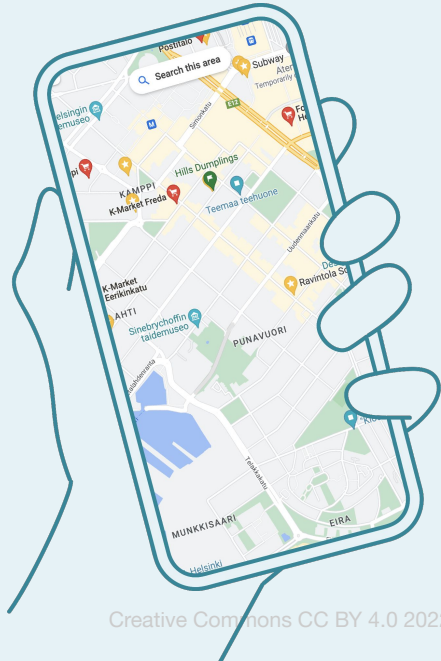
Problem statement

The system of providing and structuring information leaves jobseekers feeling **lost and confused, unable to take control of their journey** towards employment. The problem becomes visible at different steps throughout the jobseeking journey.

What do you do if you get lost?



When we are lost, we use a map to find our way

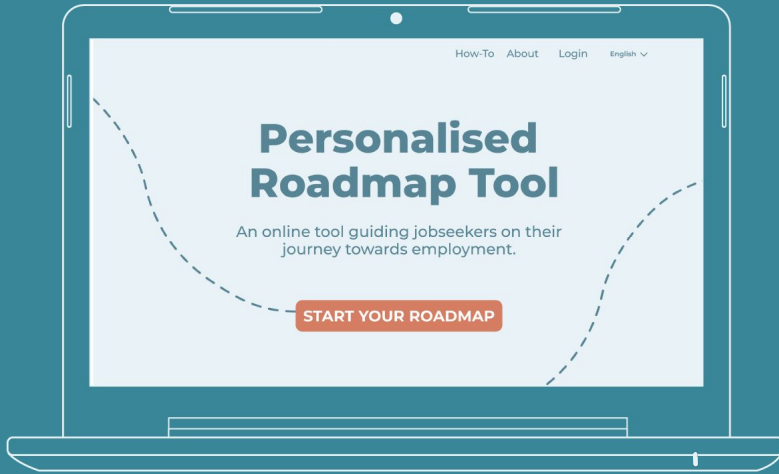


To get on track we use a map, most likely a digital map that **locates our position** and enables us to **filter information** for us.

Personalised Roadmap Tool



Personalised Roadmap Tool



Our tool **guides jobseekers** on their journey towards employment by bringing information under one roof and **filtering** it according to individual needs.

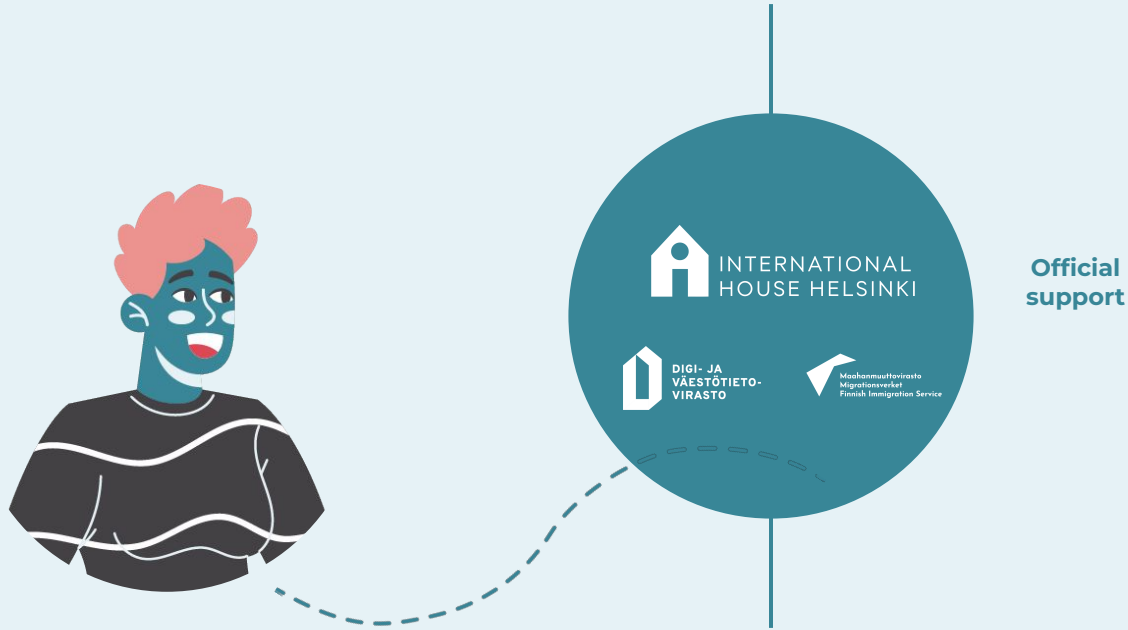
**Let's see how two international jobseekers
get to know about our roadmap tool**

Robyn recently moved to Helsinki from outside the EU



Robyn, mid-30s, new to
Finnish system

Robyn hears about the roadmap tool at the International House Helsinki



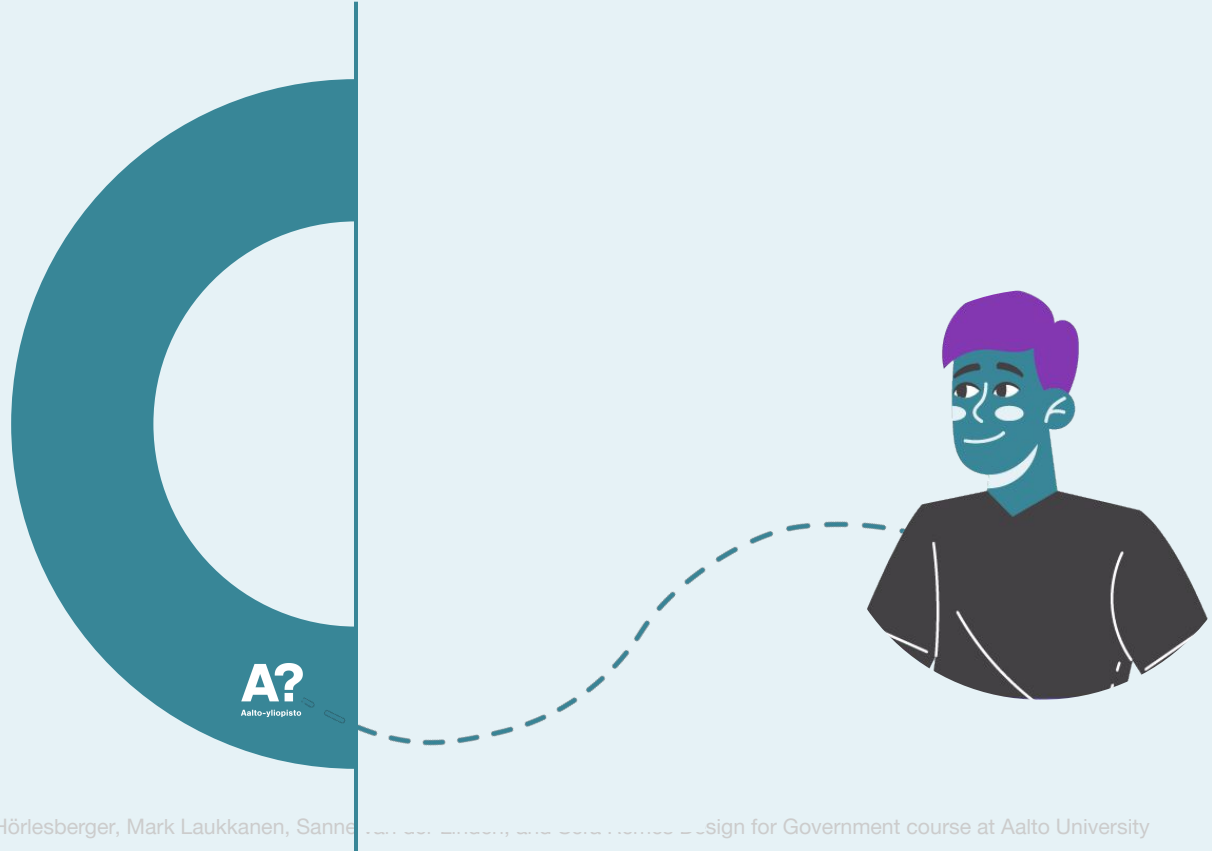
Alex is an international student about to graduate from a Finnish university



Alex, mid-20s, familiar with Finnish system


Aalto Career Services recommend the tool to Alex

Unofficial
support



Every users starts with the same set of questions about their life situation

Generic Tool Name

 **Life Situation**

Life Situation

Profession

Education

Skills

What is your current situation? ⓘ

I am a job seeker.

I am new or moving to Finland.

I am finishing my studies in Finland.

I will become unemployed.

Select what is most suitable to your situation

continue

screen 1: general set of questions.

Robyn answers that they are being new to Finland



Generic Tool Name

Life Situation

Life Situation — Profession — Education — Skills

What is your current situation? ⓘ

I am a job seeker.

I am new or moving to Finland.

I am finishing my studies in Finland.

I will become unemployed.

Select what is most suitable to your situation

continue


screen 2: case-specific selection

Alex selects that they are graduating from a Finnish university

Generic Tool Name

Life Situation

Life Situation — Profession — Education — Skills

What is your current situation? 

I am a job seeker.

I am moving to Finland.

I am finishing my studies in Finland.

I will become unemployed.

Select what is most suitable to your situation

continue

screen 3: case-specific selection



Alex answers that they are from outside the EU and doesn't know about graduate residence permits

Generic Tool Name

Life Situation

Life Situation — Profession — Education — Skills

I am finishing my studies in Finland change

Select what is most suitable to your situation

I am an EU or EFTA citizen	I am from outside the EU
I have applied for the a residence permit to look for work or to start a business	I don't know about the residence permit to look for work or to start a business

continue

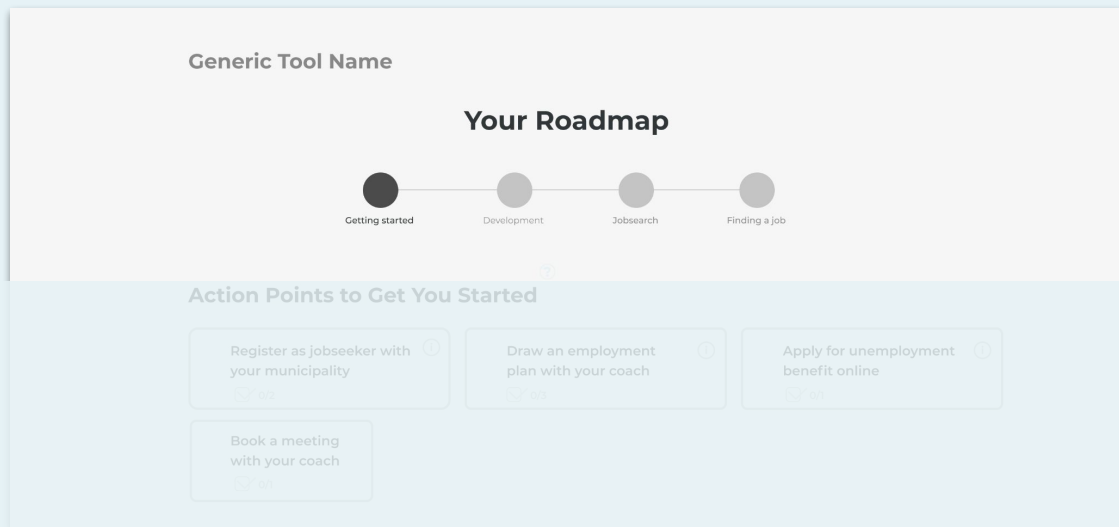


screen 4: labels to select depend on previous answers

**After the questionnaire,
Robyn and Alex receive their
personalised roadmap**

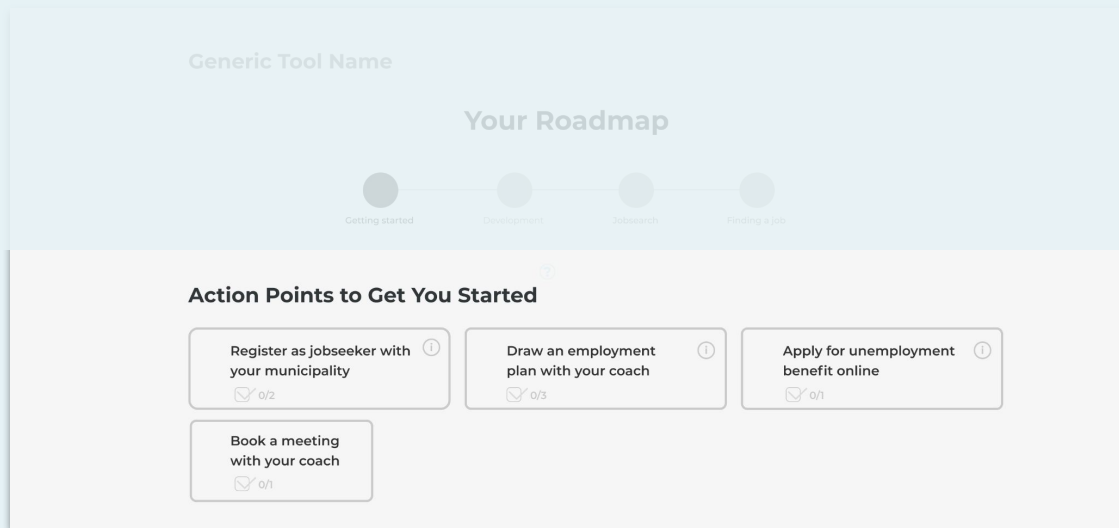


Robyn's roadmap highlights procedural steps to register as a jobseeker



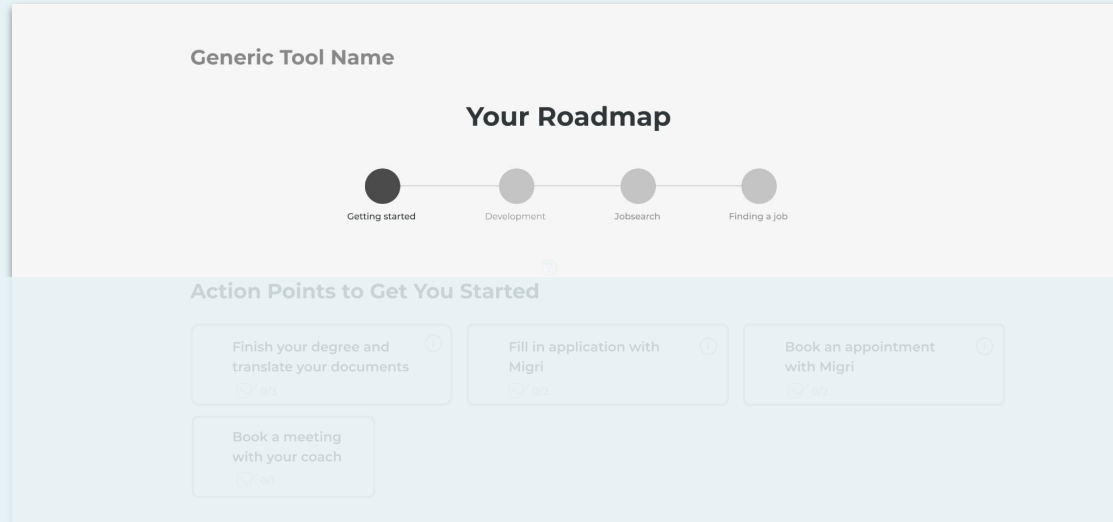
screen 5: roadmap suggesting action points to register as jobseeker and apply for KELA benefits

Robyn's roadmap highlights procedural steps to register as a jobseeker



screen 5: roadmap suggesting action points to register as jobseeker and apply for KELA benefits

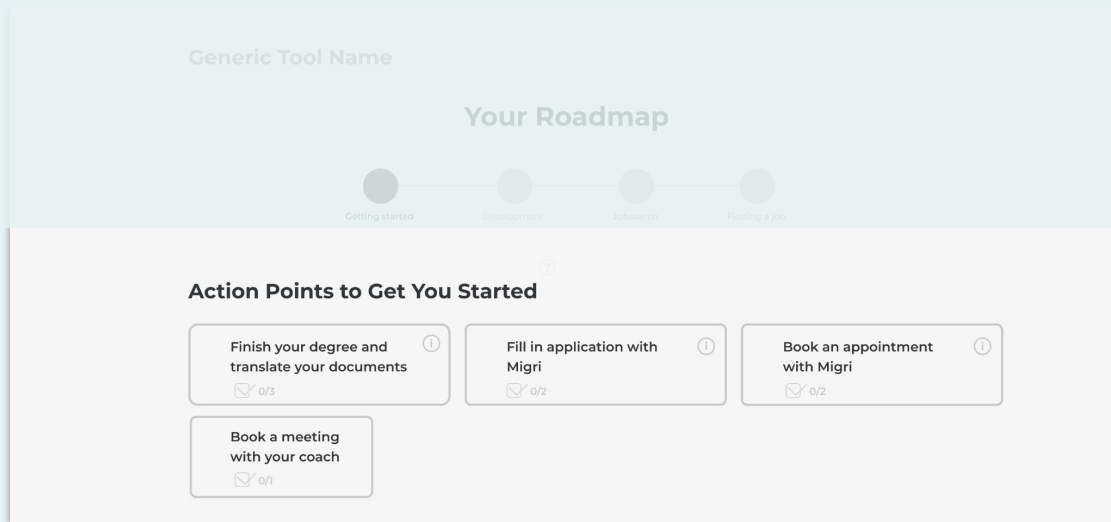
Alex' roadmap provides information on a new residence permit for graduates



screen 6: roadmap with action points specific to a graduate who wants to obtain a graduate residency



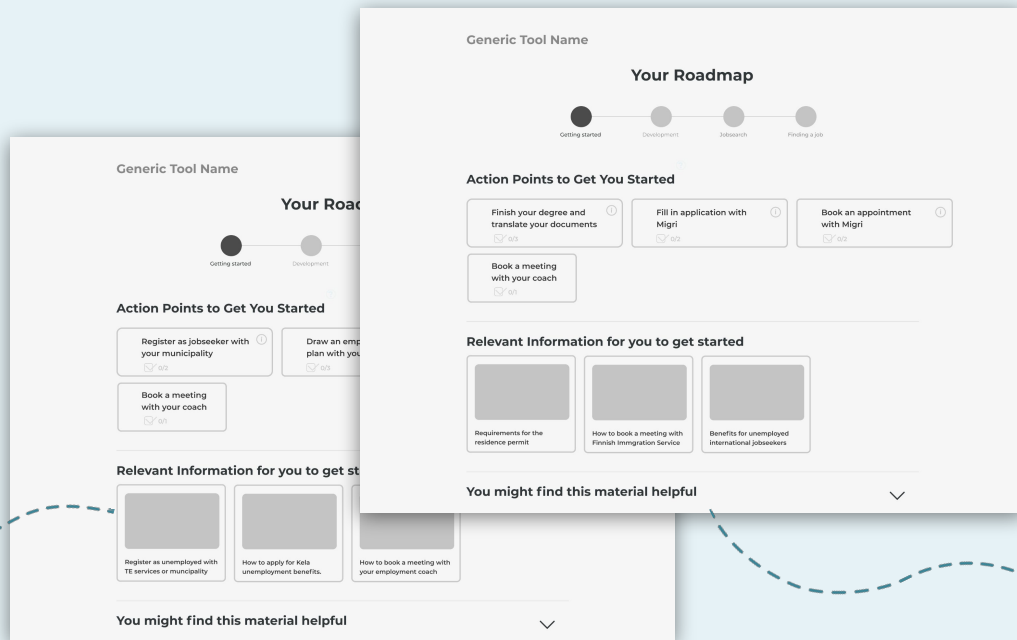
Alex' roadmap provides information on a new residence permit for graduates



screen 6: roadmap with action points specific to a graduate who wants to obtain a graduate residency



Despite the same phase, each roadmap is curated according to individual needs

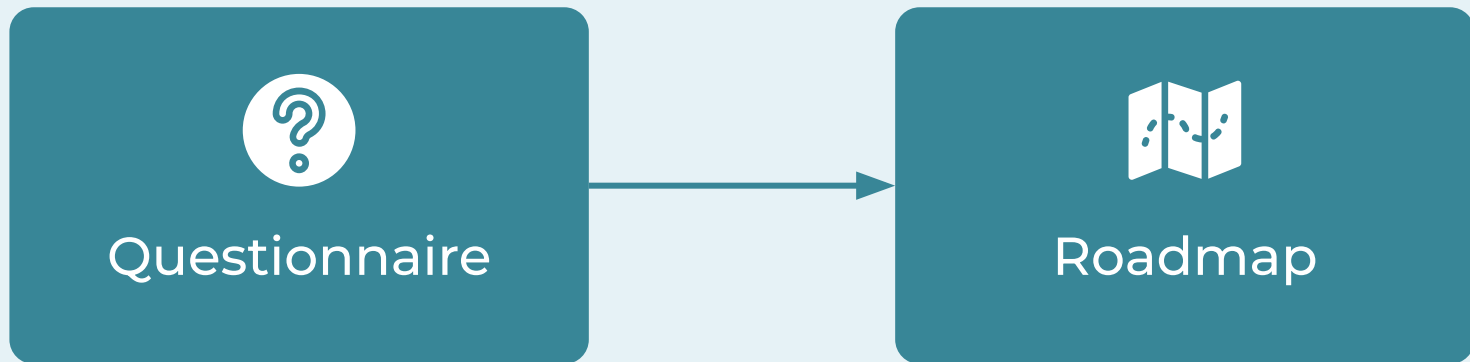


screen 7 & 8: roadmap overview with different tasks and content

Robyn and Alex continue to use the tool throughout their journey, because the tool adapts to their changing needs.

Let's take a closer look at our proposal

Elements of the proposed tool



Roadmap features and content



Location in
journey



Services, events
& more

Generic Tool Name

Your Roadmap

Getting started Development Jobsearch Finding a job

Action Points to Get You Started

Register as jobseeker with your municipality
✓ 02

Draw an employment plan with your coach
✓ 03

Apply for unemployment benefit online
✓ 01

Book a meeting with your coach
✓ 04

Relevant Information for you to get started

Register as unemployed with TE services or municipality

How to apply for Kela unemployment benefits

How to book a meeting with your employment coach

You might find this material helpful

Events in your area you might find useful

Frequently Asked Questions



Action
points

Personalisation

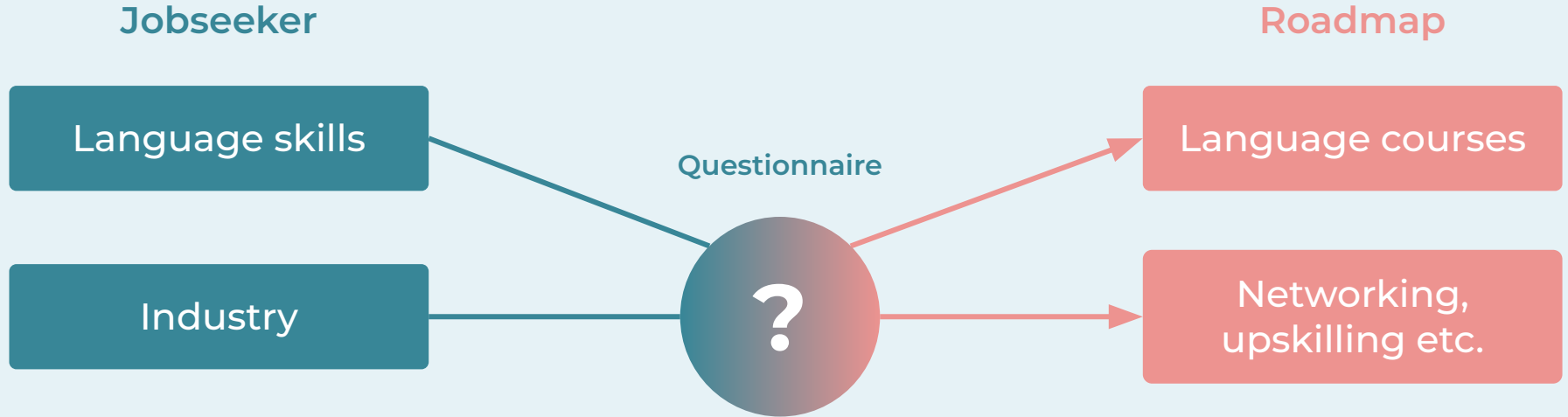
Questionnaire



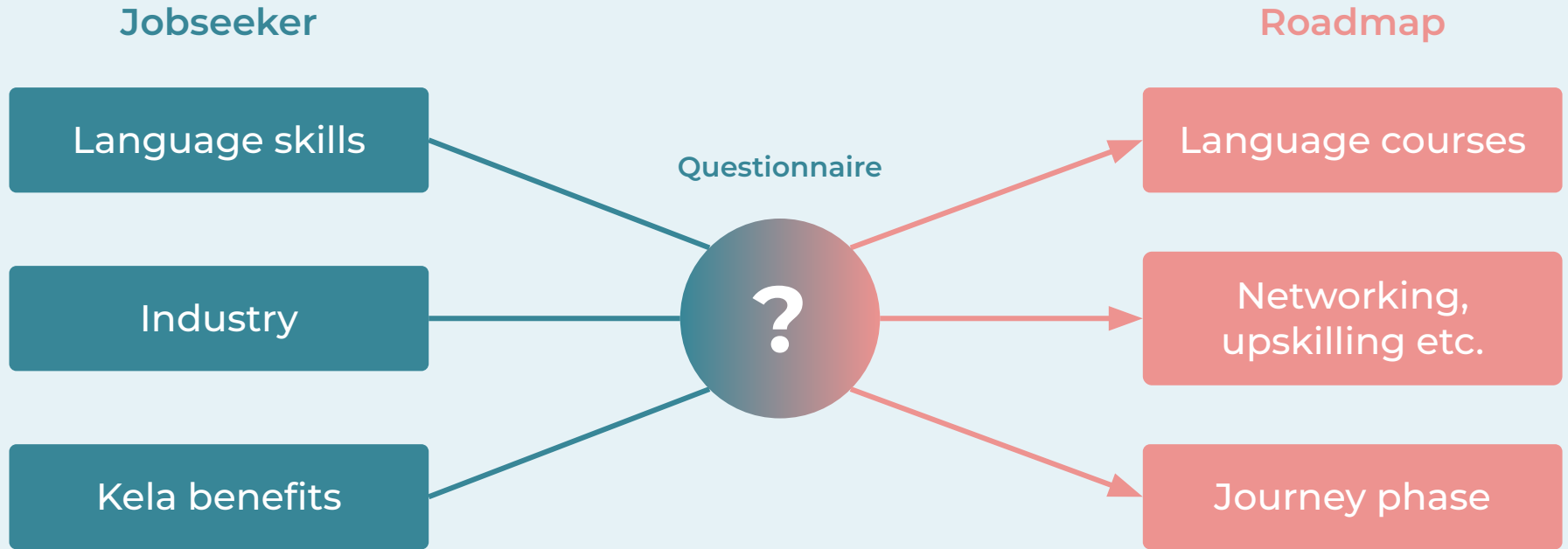
Personalisation



Personalisation



Personalisation



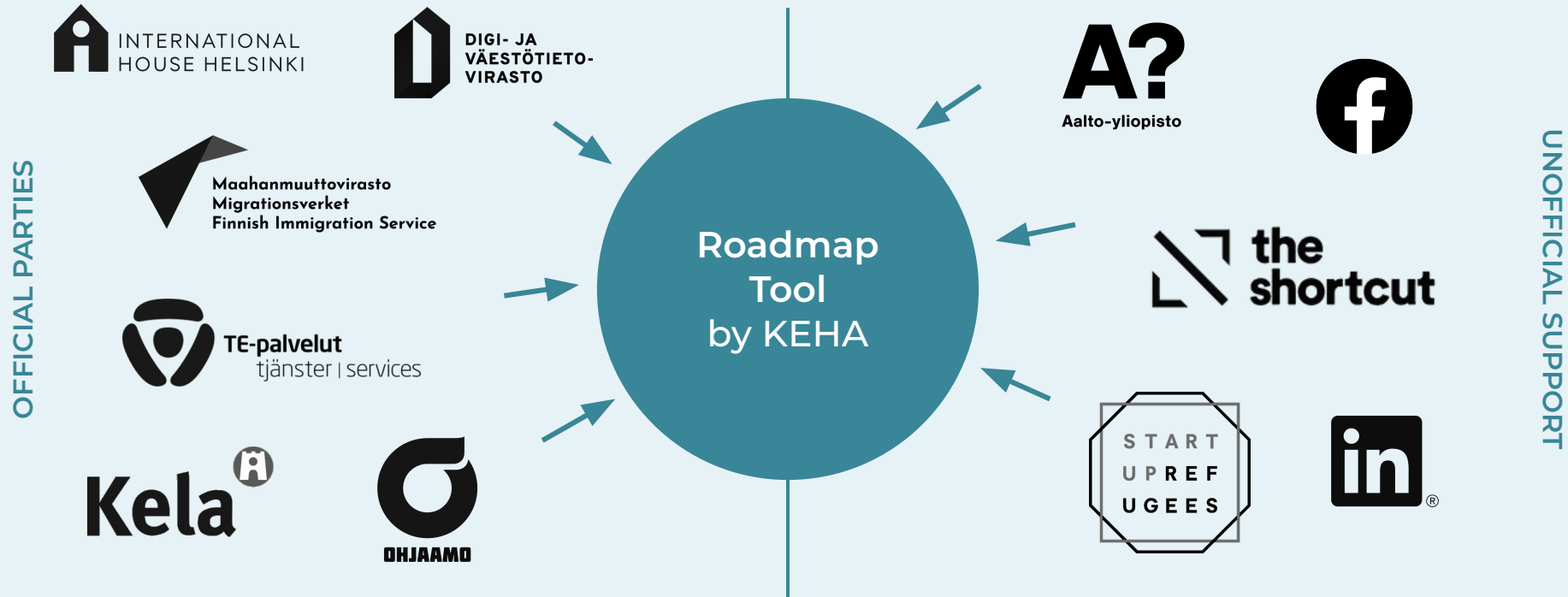
Entry points and collaboration



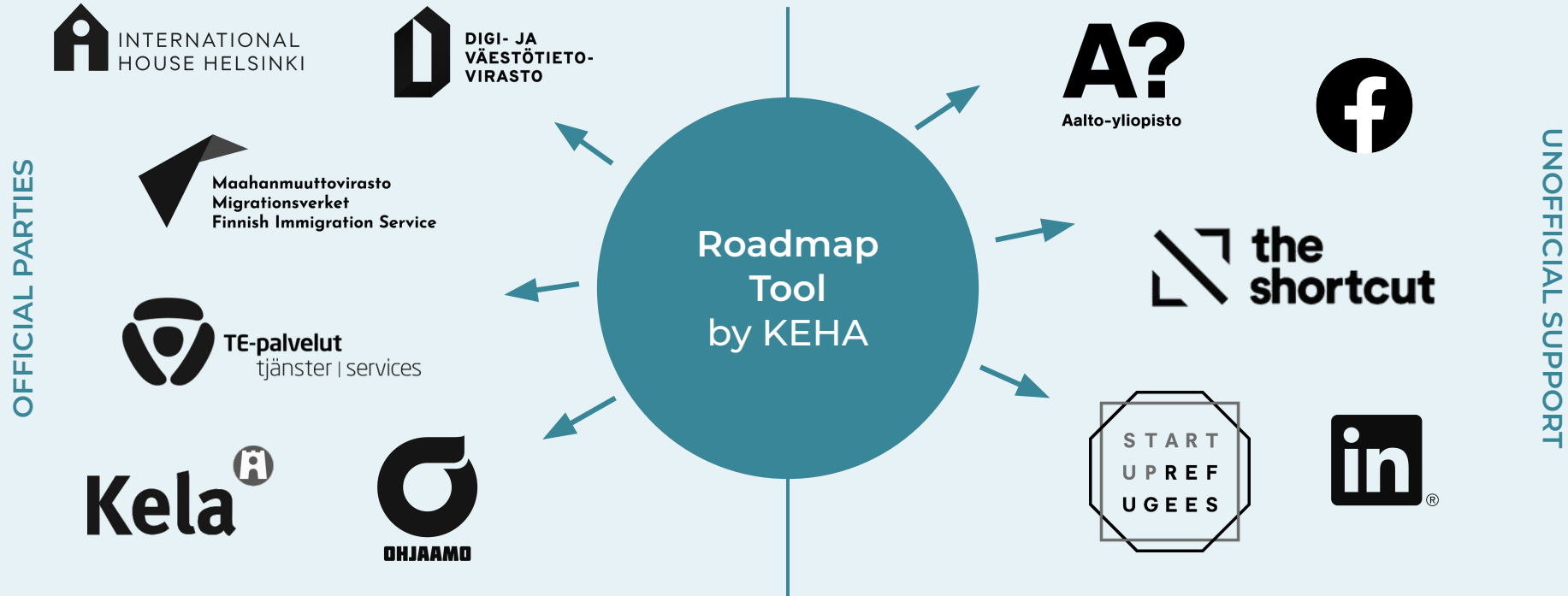
Entry points and collaboration



Entry points and collaboration



Entry points and collaboration



Value and benefits for jobseekers

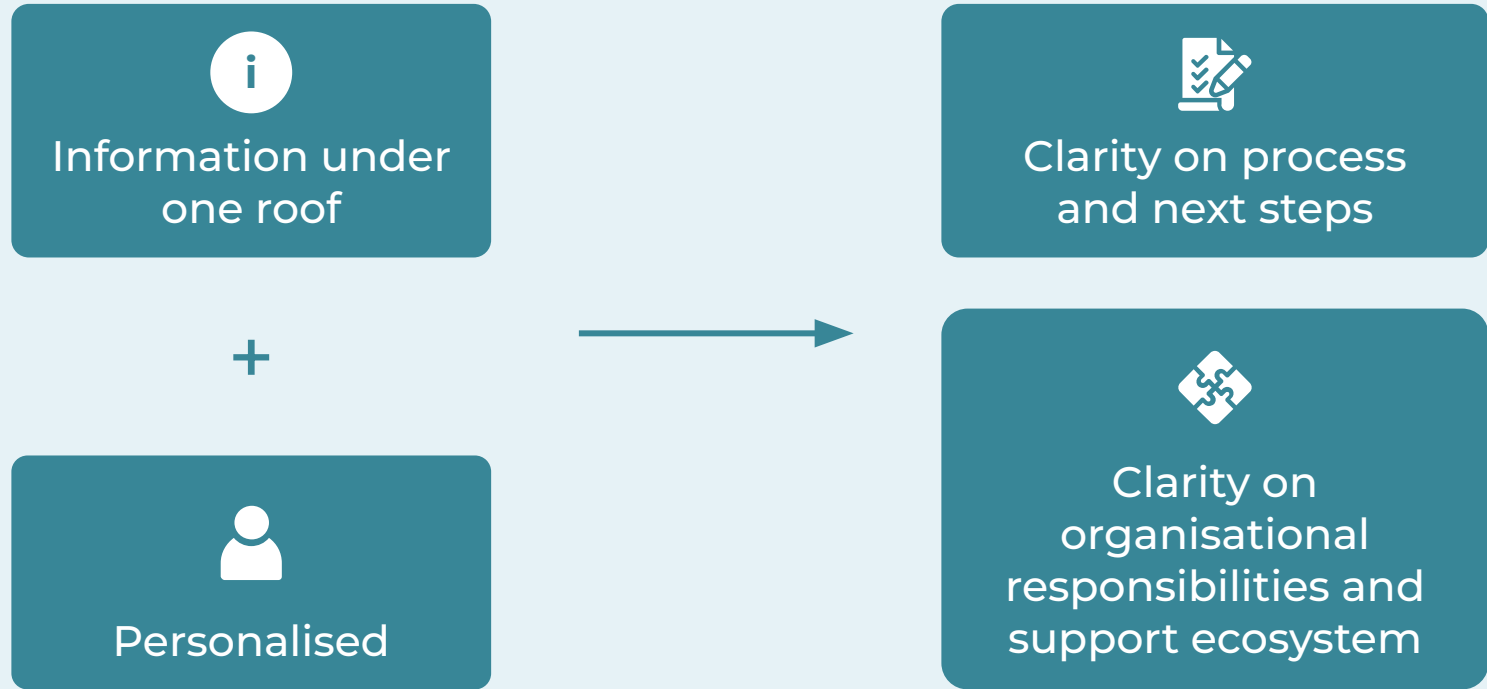


Information under
one roof



Personalised

Value and benefits for jobseekers



Value and benefits for jobseekers

The system of providing and structuring information leaves jobseekers feeling **lost and confused, unable to take control of their journey** towards employment.

Value and benefits for jobseekers

The system of providing and structuring information leaves jobseekers feeling **confident and empowered to take control of their journey** towards employment.

Benefits for TE/Kela/Municipality Employees

Benefits for TE/Kela/Municipality Employees



Jobsearch help vs.
process guidance

Benefits for TE/Kela/Municipality Employees



Jobsearch help vs.
process guidance



Support for those
who need it most

Benefits for TE/Kela/Municipality Employees



Jobsearch help vs.
process guidance



Support for those
who need it most



Shared information
structure

Benefits for TE/Kela/Municipality Employees



Jobsearch help vs.
process guidance



Support for those
who need it most

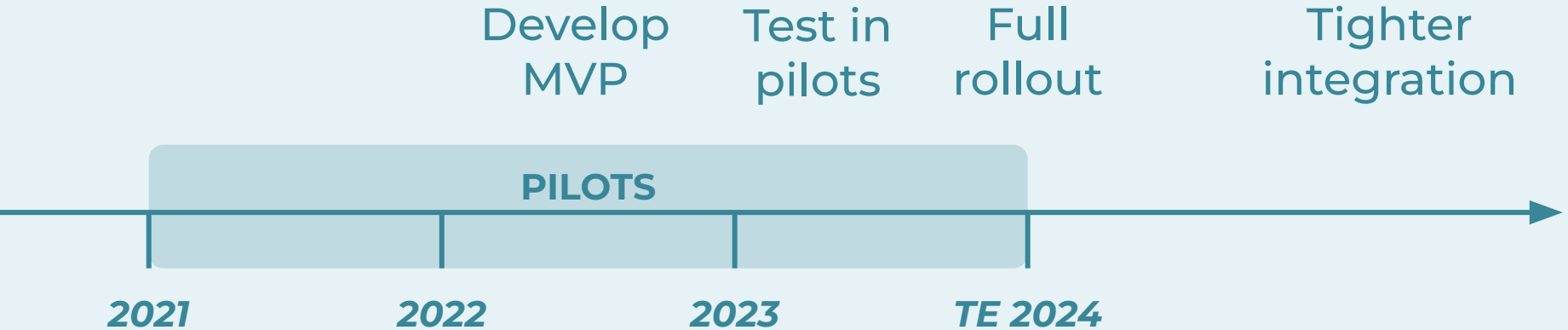


Shared information
structure



Shared support
responsibility

Timeline for implementation



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Icons, Illustrations, Images

Icons by Flaticon

Illustration by freepik

Illustration by mamewmy

Illustration by storyset

Image by senivpetro