

Designing Public Services

ONE-STOP EMPLOYMENT AND TRAINING CENTRE

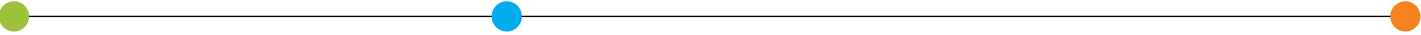


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Policy Agenda, the 2008 – 09 Policy Address

...encouraging the use
of design to add value to
our goods and services and
Government's interface
with the public...

Donald Tsang, Chief Executive,
The Government of the Hong Kong Special Administrative Region

Foreword	3
Message from the Efficiency Unit, The Government of the HKSAR	4
Message from the School of Design, The Hong Kong Polytechnic University	5
Introduction	6 – 7
Project Background	8
Project Scope	8
Design Process	9 – 23
The Projects	
Everybody In – 24-hour job-search service (Gold Awardees) – Han Chao & Zhou Sheng	24 – 27
iHub – A job “shopping” experience (Silver Awardees) – Gao Lin & Michelle Li	28 – 31
Career Community – Community-building job-seeking systems (Bronze Awardees) – Cheng Ting, Liu Xinghua & Omar Ramirez	32 – 35
FlexiSpace – Flexible career training space An Wa & Zhang Min	36
360° Service – All-around job-seeking service Chen Yi & Zhang Ziran	37
eMatch – Online job-matching service He Jianting & Wang Rui	38
Extended Service – Easy job-seeking experience, even at the MTR Jacqueline Mui & Wang Geng	39
Presentation Day	40 – 41
Judging Panel & Awards	42 – 43
Afterthoughts	44
Glossary	45
Acknowledgements	46

The project was executed by the students of Master of Design (Interaction Design), School of Design, the Hong Kong Polytechnic University, as part of their coursework. The observations made, data collected and conclusions drawn as reported in this publication are of the students. The publisher is not responsible for the validity of the data or their interpretation.

Foreword



The success of public services is increasingly measured by their ability to respond to the needs of the users. To do that, both the people who deliver services and the people who use them have to be effectively engaged. This collaborative approach requires those in the public sector to take innovative approaches to the design of its services.

Design is much broader than aesthetics. It is a planning and development process, transforming abstract ideas and concepts into desirable products and services. A user-centred design approach, with its tools and methodologies, can help us develop consumer insights, redefine problems and create systematic solutions. Designers emphasise empathy. Their observation skills and visualisation tools can work well together to develop an insightful, inclusive set of solutions that effectively balance the functional and emotional needs of the users. They are ideally suited to the development of people-centred services.

As an organisation devoted to promoting the wider and more strategic use of design in the business and public sectors, Hong Kong Design Centre (HKDC) is happy to be a key partner in delivering the government's innovation agenda. The Policy Address 2007-08 stated that the HKSAR government would undertake to integrate and enhance the employment and training services provided by the Labour Department, the Social Welfare Department and the Employees Retraining Board. This pilot project to provide a one-stop employment and training support service is a response to this end. It is a terrific illustration of how design can help improve public services by finding new ways to tackle challenging issues.

HKDC is excited to work with the Efficiency Unit of HKSAR Government, Kaizer Innovation and School of Design of The Hong Kong Polytechnic University to orchestrate this meaningful project, which I believe will offer policy makers and civil service executives a vision and a breakthrough approach for the transformation of public services.

This publication, documenting the process of conducting the project, shows how design-specific competences can be systematically developed within the civil service. For those readers in the business sector, we hope this publication can also help them get inspired to innovate and to come up with new goods, services and experiences for their customers.

A handwritten signature in black ink, appearing to read 'Allan Chiang'.

Allan Chiang

Chief Executive Officer
Hong Kong Design Centre

Message From
Efficiency Unit
The Government of The HKSAR



During my days in university, the discipline of service design, let alone “public service” design, was unheard of. There was also no visible demand to benchmark public services against those delivered by the private sector.

But times have changed. The lack of a profit incentive is no longer an excuse for the public sector to remain provider-centric. The fact that we do not need to worry about maintaining profitability or attract repeat customers does not condone caring less for the public’s desire or interest in working with us. This implies a paradigm shift. We are still in the middle of this transition.

In recent years, a key direction from government service has been to raise the general quality of public services, to meet people’s expectations. The emphasis is on customer service. We have worked on the various components in our service delivery, including performance pledges, complaint handling, as well as customer management. But one key area we have only begun exploring is Service Design.

I am pleased to have the opportunity to collaborate with the Hong Kong Design Centre, The Hong Kong Polytechnic University and Kaizor Innovation, as well as the Labour Department, the Employees Retraining Board and the Social Welfare Department, to apply Service Design to the one-stop shop initiative, covering both employment and training services.

This experimental project shows that Service Design places particular emphasis on seeing through the eyes of a user, in order to understand whether a service is accessible, convenient and user friendly or not. The results are very encouraging and the participating departments are impressed with the creative ideas generated from the project.

I would like to take this opportunity to express my gratitude to all the parties involved in this project. Let me also congratulate all the student teams and the winners who have given an innovative touch to the processes involved in a long-standing government service. Their ideas covered all aspects of customer interface, ranging from the environment and ambience, process integration through technology, joined up services and more.

This is a very promising start and we need to bring to fruition the benefits of adopting Service Design in the public sector. The Efficiency Unit will continue to promote this approach and assist departments to deliver more customer-focused government services.

Kitty Choi

Head, Efficiency Unit, The Government of the HKSAR

Message From
School of Design,
The Hong Kong Polytechnic University



Lorraine Justice



Xin Xiangyang

Firstly, we would like to congratulate the cohort of Masters of Interaction Design 2008-09 students for their hard work and accomplishment in this sponsored project. As a new topic in design, Interaction Design is spreading its influence in many areas of design practice, including Service Design.

In keeping with the University's humanistic philosophy, Interaction Design at PolyU is practiced as a new approach in design, one that centres on human needs and problems, and for creating value that is in both the business and social contexts. Instead of developing tangible or digital products to support people's utilitarian or emotional needs, Interaction Design focuses on developing meaningful relationships between people and their surroundings, which may include objects, the physical environment, other people, or even systems. Products are no longer outcomes of a design process, but means for supporting designed relationships.

In this project, students created various service solutions to support the job-seeking effort that Hong Kong's populace was undertaking, supporting the interaction between job-seekers and the designated government agencies. In order to develop appropriate services, where efficiency and mutual satisfaction are crucial, students showed great concern and sensitivity to both the job-seekers and the staff who serve them. Research was conducted to identify problematic areas and needs of people, technology and space integration, and at the micro levels of a simple job card or screen interface design. These are evidence of their deep understanding of Interaction Design and its great potential in our everyday world. Furthermore, important social values were revealed through both people-centric concepts and the developmental process, where the different types of job-seekers and government agencies were invited to share their concerns and make suggestions.

Finally we would like to express our appreciation for the support from the Hong Kong Design Centre, the Efficiency Unit of The Government of the HKSAR, Kaizor Innovation, the Labour Department, the Employees Retraining Board and the Social Welfare Department. The openness and acceptance of new approaches in design from government agencies is a great encouragement to the students and to the design community. In the whole process, from initiating the collaboration to following through in every class, and then this final publication, the HKDC team led by Susanna Pang has acted with enthusiasm and professionalism as a great coordinator between various parties and our school. Ms Elaine Ann, President/ CEO of Kaizor Innovation, was invited as a guest lecturer to lead this project. Ms Ann is a great teacher and project manager and she integrated the educational goals and professionalism of this project very well.

Lorraine Justice, PhD

Director, Swire Chair Professor, School of Design, The Hong Kong Polytechnic University

Xin Xiangyang, PhD

Programme Leader, Master of Design (Interaction Design),
School of Design, The Hong Kong Polytechnic University



User-Centred Design as an Approach to Designing Innovative New Products & Services

Elaine Ann

Course Leader, Visiting Professor, School of Design, The Hong Kong Polytechnic University
President/ CEO, Kaizor Innovation

“Design” as most people in Hong Kong know, can be about fashion, graphic arts, jewellery and more. These are a design based in aesthetics and is decorative in nature, where the creative output is mainly based on a designer’s self-expression and subjectivity, something closer to art. However, in advanced economies such as the U.S. and Europe, because of the advent of technologies like computers, complex electronics and the Internet, a new approach to design has emerged: User-Centred Design.

Such an approach to design is focused on the ultimate needs and experience of the end user, whether it be Apple’s wildly successful and user-friendly iPods and iPhones, one-click and easy-to-buy transactions through websites like Amazon.com, our easy-to-use ATM machines, an efficient check-in process at Cathay Pacific’s check-in counters, or an unforgettable and comfortable stay at the Westin Hotel. These are all the result of well thought out designs, designs focused on the user’s experience.

Rather than a separate design discipline, User-Centred Design is actually an approach to design that encompasses all of the traditional design disciplines, one that can be strategically applied, as in the example of Apple’s user-centred approach to its branding, products, packaging, software, web site, displays and store designs. These all work to create a unified and seamless user or customer experience.

User-Centred Design is an approach that is methodological, research-based and interdisciplinary in nature, one that integrates the fields of psychology, anthropology, design and technology. Because of its departure from traditional arts-and-crafts design approaches, User-Centred Design, when used as a strategy, creates immense business value for increasing business competitiveness, improve efficiency, and create highly differentiated product and service innovations. “Design” is no longer a subjective and aesthetic opinion, but now has research to back up and justify the decision-making process. This gives immense power to designers, and such an approach to design has been adopted as mainstream design practice in the past 20 years in major multinational companies such as Nokia, Apple, Hewlett-Packard, Samsung, Motorola and others.

In this publication, you will see terms such as User Experience, Interaction Design and Service Design, all of which stem from a User-Centred approach to design. As this approach is relatively new, terms are also evolving as we speak. User Experience describes the various touch points users have with a product, service or company. Interaction Design originally developed as a response to understand and design how people interact with technologies. With the advent of computers, however, as they moved beyond the desktop screen and into various consumer electronics, home appliances, automobiles, smart homes and even massage chairs, the definition for Interaction Design is now broader than ever before. And recently, with developments in more advanced economies that moved them away from manufacturing products and into services, User-Centred Design as an approach has seeped into redesigning Services and Public Policies as well. Hence, **Service Design**. The project in this booklet is a Service Design project for redesigning the job-seeking experience by using a User-Centred process and methodology.

The value of such an approach is best captured from government spokespeople from various European countries. Jørgen Rosted, one of the most influential policy advisors in Denmark under the Danish Ministry for Economic and Business Affairs, stated that, "Companies need to be more innovative and they need to make disruptive innovation. i.e. new concepts for solving real problems. Companies therefore ask for advice on what to produce and no longer only how to produce. **Design plays a crucial role in shaping new concepts, and therefore design plays an important role in the transformation towards an innovative and knowledge based economy.** Special attention will be given to the importance of involving the user in the innovation process and how the user should be involved if the innovation process should be both systematic and market shaking." Similar cases have also been seen in the UK, where the government collaborated with the UK Design Council to bring in designers to work with front-line staff and users to overhaul the new Adult Advancement and Career Service. As the Minister for Innovation in UK Ian Pearson believes, "**Building design into the services of local authorities and Government departments is going to be important for the future.** The contribution of design to innovation hasn't been emphasised enough until now, but user-led innovation always clearly demonstrated the importance of design in developing new products, processes and new ways of working."

Back in Hong Kong, it is a precious opportunity that the Efficiency Unit and various departments / agency of the Hong Kong Government have had the open-mindedness to experiment and explore how this User-Centred approach in design can inspire innovative avenues for improving public services. This booklet is the result after a pioneering collaboration between our company, Kaizor Innovation, the Hong Kong Design Centre, the Hong Kong Government's Efficiency Unit, the Hong Kong Polytechnic University, the Labour Department (LD), the Social Welfare Department (SWD) and the Employess Retraining Board (ERB), where the concept of User-Centred Design was brought into Hong Kong's Government public services. **A team of 15 Masters students at the Hong Kong Polytechnic University's Masters Design course visited and observed 3 different governmental departments / agency, including the Job Centre (JC) of LD, the Training cum Employment Resource Centre (TERC) of ERB, and the Social Security Field Unit (SSFU) of SWD, to conduct research on Hong Kong job seekers and the staff who served them.**

It was through the researchers' observations during actual job searches and in the centres / units of these organisations that they received their direct understanding of the needs and experiences of what happens when people look for work in Hong Kong. These insights served as a springboard for innovating service concepts on how to improve the job-seeking experience and addressing unique local needs. The teams also created future scenarios – in the form of stories, animations and videos – as a way to easily communicate their unique concepts. **This method is unheard of in the traditional marketing approach, one typically based on textual descriptions.** The proposed conceptual solutions included spatial designs, new ways for accessing job information using advanced or existing technologies, and new and compelling services to make job searches much more efficient, effective and even desirable.

The successful collaboration between the parties is very encouraging, and we hope this booklet will further promote a User-Centred approach by businesses or the public sector. The end result is to help service providers add value, increase efficiency, enhance competitiveness, and extend Hong Kong's position as a creative and innovative design hub in Asia.

Last but not least, I thank the partner organisations for their brave and tireless efforts in supporting this project and the fulfillment of this booklet. I extend a special thank you to the hard-working Masters students who helped conduct the research and conceive valuable improvement ideas for our public services. This will both help advance this branch of design in Hong Kong, and help the untold users who search and find the next stop on their career path.

Project Background

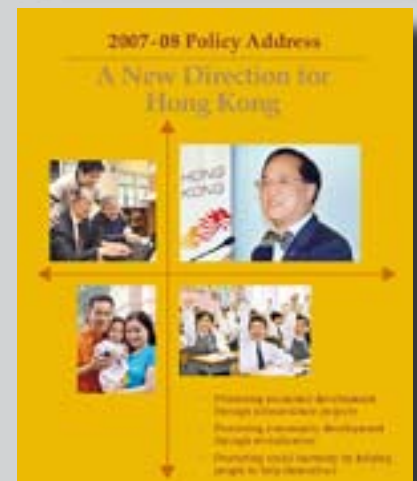
Report of the Commission on Poverty 2007

- Made a number of policy recommendations on alleviating poverty and promoting self-reliance.
- One of the recommendations is: Review **holistically** how to achieve the target of **“one-stop shop”** in the provision of employment assistance, so that the able-bodied persons, especially those who are “difficult-to-employ” can access relevant training and employment assistance easily.



Policy Address 2007-08 Paragraph 77:

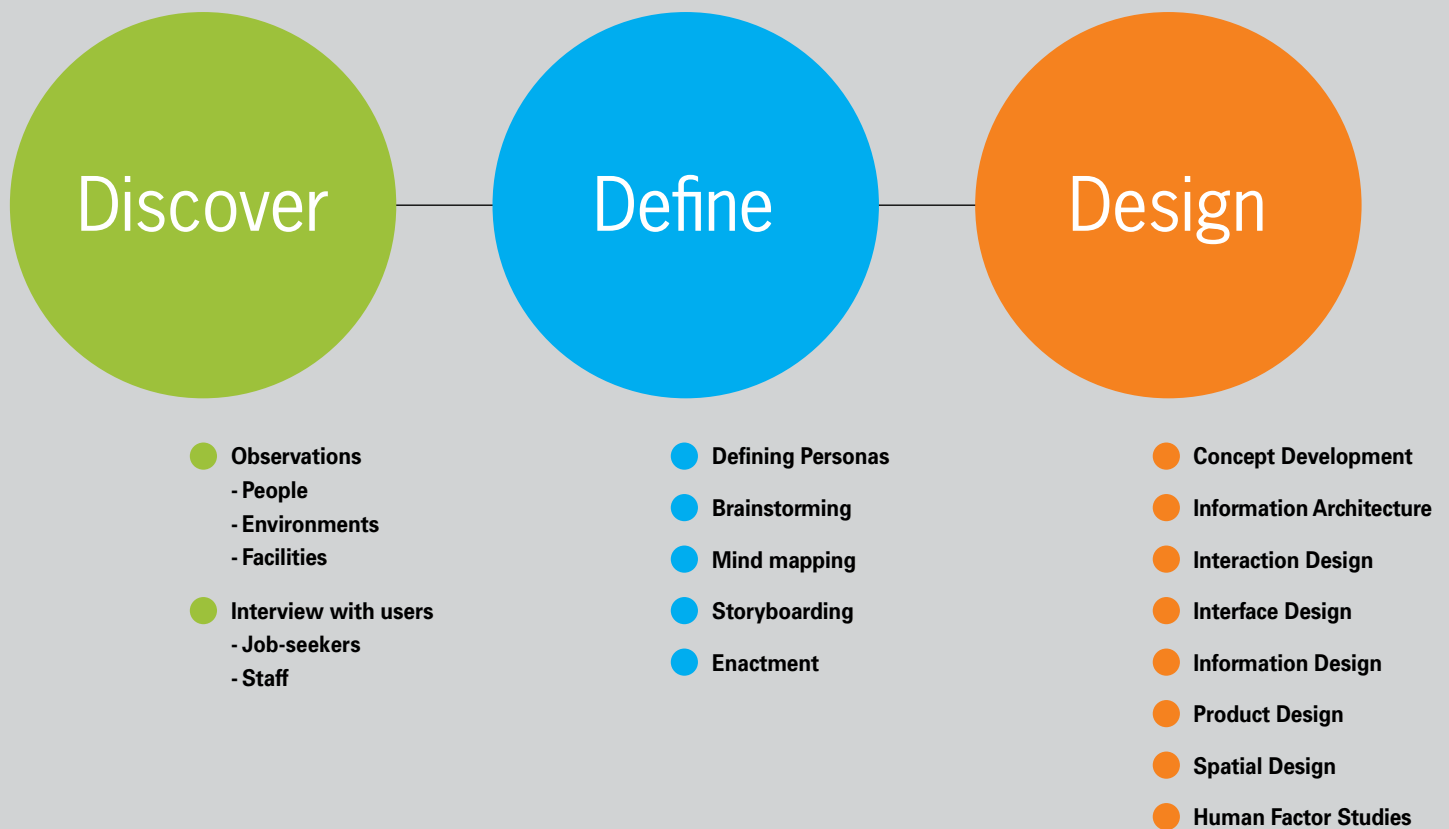
- Examine how to rationalise, integrate and enhance the employment and training services currently provided by the Labour Department, the Social Welfare Department and the Employees Retraining Board.
- Launch a pilot scheme to trial **the one-stop employment support mode**.



Project Scope

- Obtain a general understanding of the employment and training services from the perspectives of external users (job-seekers) and internal users (service providers).
- Develop conceptual ideas which will:
 - Enhance the user experience of job-seekers
 - Improve the operational efficiency of public services

Design Process



* Please refer to page 45 for a glossary with definitions for these terminologies.

Difference between Design Research and Market Research

“Predictive market research is used by marketing to gauge the size of an opportunity. It is primarily a validation tool. **Design research is an inspiration tool.** Designers gain empathy by looking at the world through other people’s eyes in order to understand things at social, cultural, cognitive, emotional, and physical levels.”

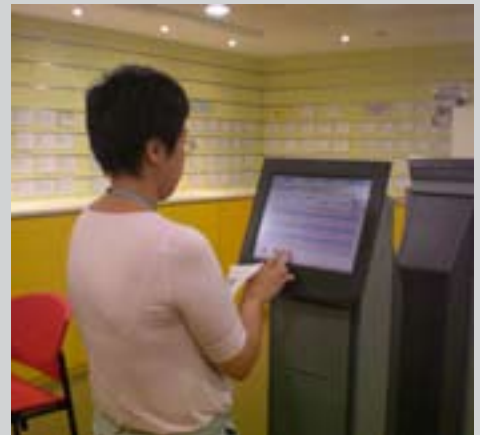
Tim Brown
CEO, IDEO



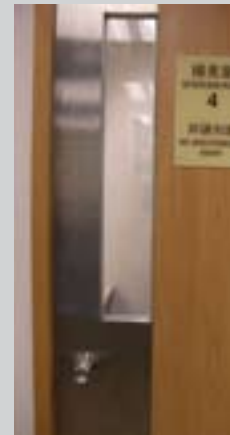
Observations

The following were the snapshot observations made by the students during their 1-2 days' visits to the JC, SSFU and TERC, which should not be taken as representing the typical/actual situation.

People: Understand needs, issues, and expected value from both job-seekers and internal staff members who provide job-seeking support.



Environment: Understand how different spatial arrangements and way-finding systems may affect job-seeking experience, and the interactions between job-seekers and staff.



Facilities: Examine how facilities with different levels of technological complexity can accommodate the needs of different groups of job-seekers, and increase efficiency in the process.



Interview with Users

Interview with Job-seekers: Learn from the immediate target users on their current job-seeking experience, areas that can be enhanced, and things that work well for them; encourage target users to share their vision on preferred future alternatives.



Interview with Staff: Understand internal staff's needs and concerns for developing future concepts; learn about potential constraints and limitations; and better understand the causes of some of the issues.



Designing User Experience

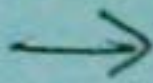
“Service Design concentrates on creating a **functionally** and **emotionally satisfying experience.**”

Birgit Mager

Professor of Service Design, Koln International School of Design,
Cologne University of Applied Sciences, Cologne, Germany

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job seeker



Staff

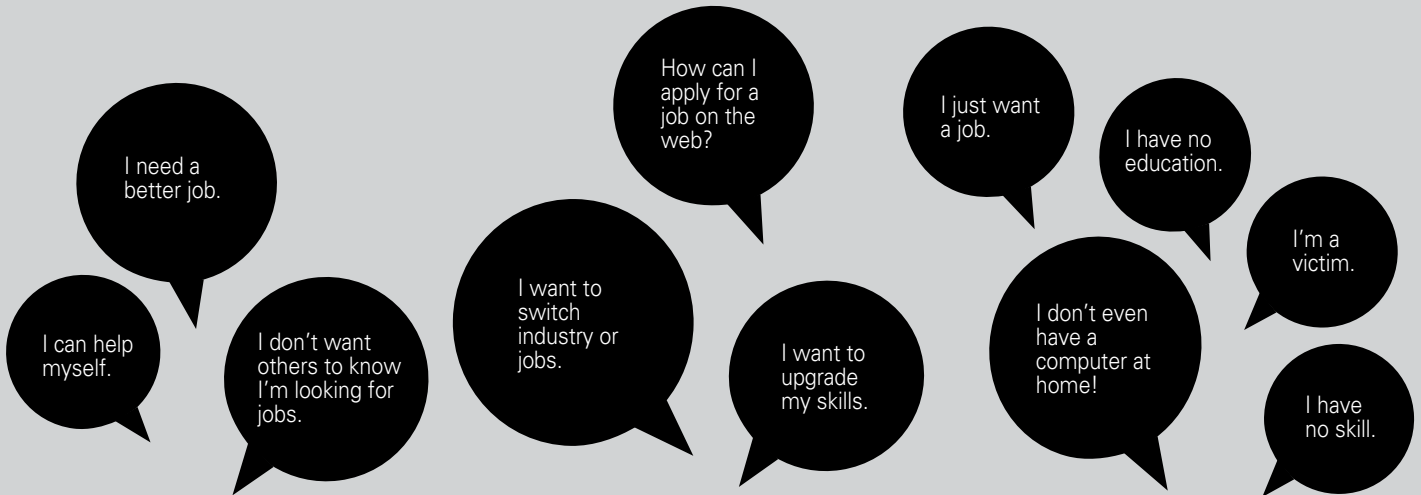


Company



How to Find Job

Defining Personas



Group 1:
Self-help/minimum level of support

- Highly motivated.
- Wide range of job seekers under different age groups, education levels and skills.
- Some with necessary skills and education.

Group 2:
Medium level of support

- High-to-medium motivation.
- Low skills & low education level.
- Have limited work experience.
- Displaced workers.
- May need assistance in career counselling.
- May need assistance to instill change to attitudes.

Group 3:
High level of support

- Low motivation.
- Low skills & low education level.
- Low self-esteem.
- Long-term social welfare recipients.
- May need assistance to overcome personal and family issues.
- May have financial troubles.

Mind Mapping



Storyboarding



Brainstorming



Enactment



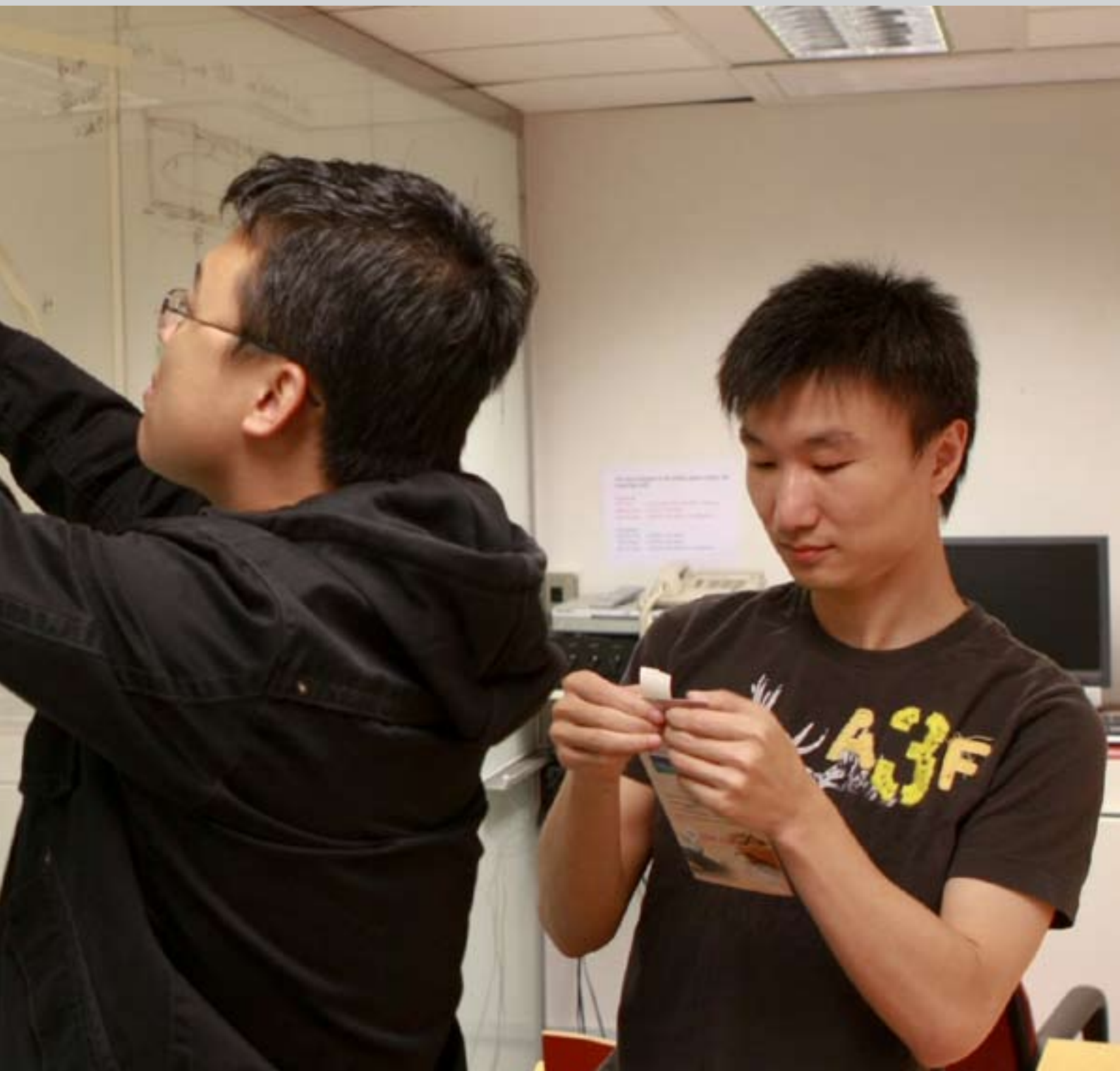


Design

Designing Better Public Services

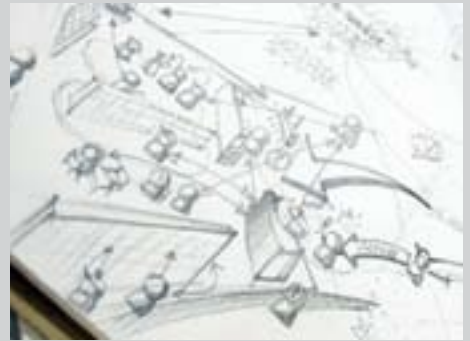
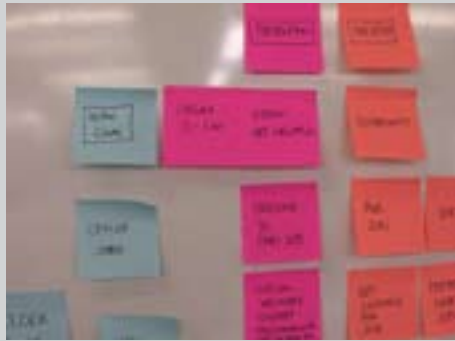
“... If you put the money in, public services will improve, but it will be incremental, not transformational, especially if you are putting money into services that are themselves badly designed. You have to **innovate** and one of the best ways to do that, I believe, is to **use design**...”

Sir Michael Bichard
Chairman, Design Council UK

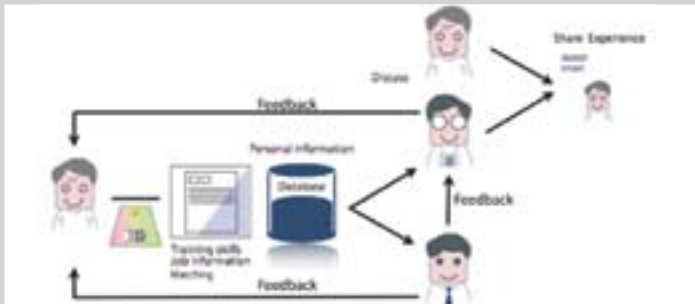


Design

Concept Development



Information Architecture



Interaction Design



Interface Design



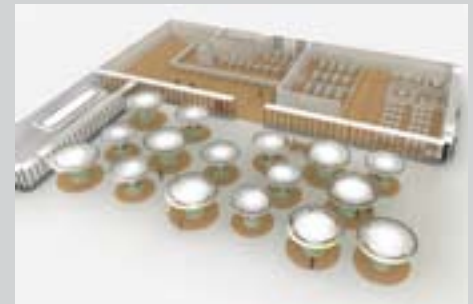
Information Design



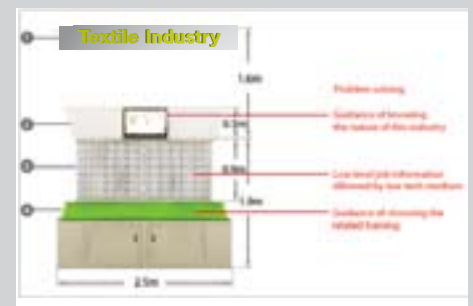
Product Design



Spatial Design



Human Factor Studies



**HAN Chao
&
ZHOU Sheng**

GOLD AWARDEES

Everybody In
24-hour job-search service

餐飲業 Catering Industry

紡織業 Textile Industry



DESIGN GOALS

This project aims to propose a new job-seeking experience to different job-seekers currently served by various government departments / agency, including the JC, TERC and SSFU. A combined one-stop shop service was developed to address the needs of different groups of job-seekers, to achieve better coordination among the functions and responsibilities of different governmental agencies, and to increase the efficiency between the departments.

Our project adopted the principles of Inclusive Design - a design approach that takes into consideration a broad-spectrum of users including all the different groups of users and their needs. A people-centred approach focusing on the user was also adopted by developing concepts based on results from User Research. This involved understanding users' needs and including end users' feedback on desired solutions.

DESIGN SOLUTION



Our final design consists of three parts:

- 1) 24-hour access job information pillars and kiosks in a semi-open space area;
- 2) A more private area that streamlines the job-seeking process (Case Management);
- 3) Training area for job-seekers to take courses for self improvement and skills upgrading.

SEMI-OPEN SPACE AREA

Kiosks

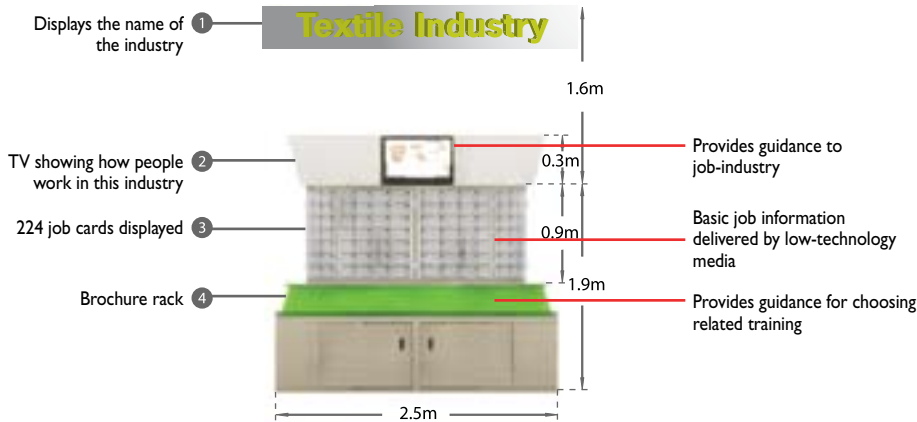


Information Pillars



One of the key insights from User Research is that Hong Kong people work long hours and hence after office hours service is necessary to cater to their busy lives. The semi-open space is thus proposed so that it can serve job-seekers 24 hours a day, allowing people who are busy during the day to come to the One-stop Centre after working hours or during weekends. The job information pillars in the semi-open space area provide more basic-level job information to Group 2 and Group 3 users, delivered through the traditional medium of paper job cards with flat TV on top showing industry information and brochures displayed at waist level. The 24-hour job information kiosks would potentially fulfill the needs of all types of users. The kiosks functions like ATM machines where people can access job information via easy-to-use touch screens.

Information Pillar design



Job Card Design



STREAMLINED JOB-SEEKING CASE MANAGEMENT AREA

The streamlined job-seeking case management system provides guidance throughout the whole job-seeking process and is mainly catered to Group 3 users. It is a service that includes 1) a simple job selection card for users to fill in, 2) a card reader that connects to a back-end system that processes job information submission from the card 3) an automated newsletter-like printout is generated which informs job-seekers suitable jobs, events and staff recommendations based on individual preferences submitted. Since this process of updated job information is automated, staff resources could be used more efficiently and more users could benefit.

Storyboard



Entrance to the streamlined job-seeking case management area



Taking application cards



Filling in the card



Taking the card to the card reader



Receiving a customised newsletter like printout containing job information and staff recommendations

會員號碼		工作行業	
0	<input type="checkbox"/>	紡織業	<input type="checkbox"/>
1	<input type="checkbox"/>	服裝製品業	<input type="checkbox"/>
2	<input type="checkbox"/>	塑膠製品業	<input type="checkbox"/>
3	<input type="checkbox"/>	金屬製品業	<input checked="" type="checkbox"/>
4	<input type="checkbox"/>	電子製品業	<input type="checkbox"/>
5	<input type="checkbox"/>	批發業	<input type="checkbox"/>
6	<input type="checkbox"/>	零售業	<input type="checkbox"/>
7	<input type="checkbox"/>	進出口貿易	<input checked="" type="checkbox"/>
8	<input type="checkbox"/>	飲食業	<input type="checkbox"/>
9	<input type="checkbox"/>	酒店業	<input type="checkbox"/>
方式	薪酬	倉庫業	<input type="checkbox"/>
自取 <input type="checkbox"/>	5000 以下 <input type="checkbox"/>	通訊業	<input type="checkbox"/>
寄送 <input checked="" type="checkbox"/>	5000-8000 <input type="checkbox"/>	金融業	<input type="checkbox"/>
電郵 <input type="checkbox"/>	8000-10000 <input type="checkbox"/>	保險業	<input type="checkbox"/>
	10000-20000 <input type="checkbox"/>	地產業	<input type="checkbox"/>
	20000-30000 <input type="checkbox"/>	服務業	<input type="checkbox"/>
	30000 以上 <input type="checkbox"/>	建造業	<input type="checkbox"/>
		政府部門	<input type="checkbox"/>
		醫院	<input checked="" type="checkbox"/>
		運輸業	<input type="checkbox"/>
最多只能選取三個			

APPLICATION CARD

The application card uses the same technology concept as the current one used by Hong Kong's Mark Six lottery card system. Users simply mark the box with pen or pencil, and then the card reader reads the application information. This concept is low-tech and also user-friendly.



JOB-SEEKER'S INFORMATION BOARD

Provides job-seekers' information to companies via both the job-seeker's information board and also the Labour Department's website.

Value:

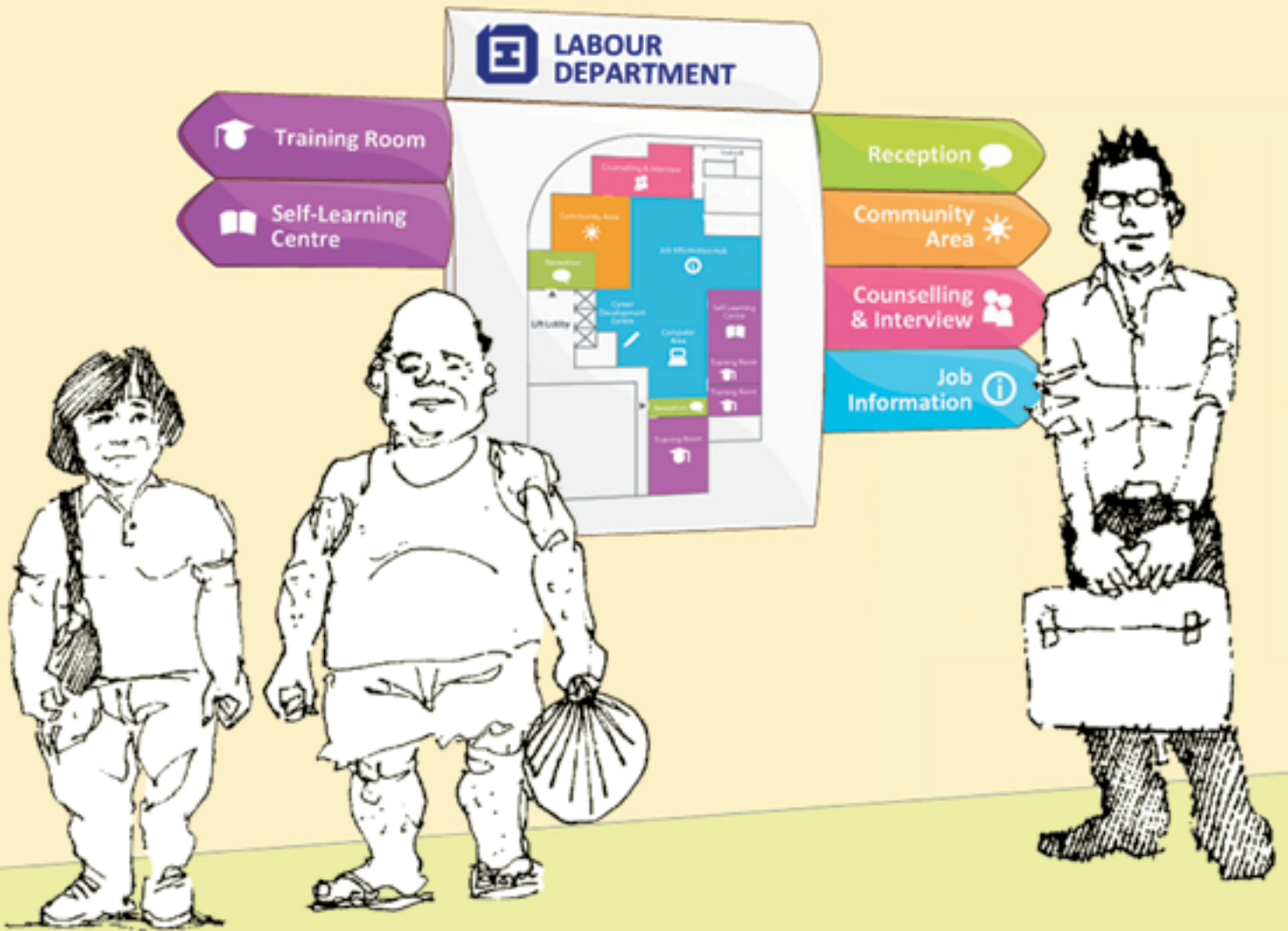
Job-seekers need employment and employers need to find the right employees. The notion of self-promotion can create mutual communication between job seekers and employers, thus providing a two-way communication channel.

**GAO Lin
&
Michelle LI**

SILVER AWARDEES

iHub

A job “shopping” experience



DESIGN GOALS

Based on the common goal of information sharing, the solutions we designed bridge technology, the environment and information delivery. These goals included:

- more visible, accessible and understandable information
- more user-friendly and simplified digital interfaces
- centralised information through an appropriate database
- enhanced communication among job seekers, staff, and employers

DESIGN SOLUTIONS

We proposed a new brand for the One-stop Centre's communications, using bolder icons and colour schemes. These changes ranged from displays and maps to information and computer interfaces. The One-stop Centre combines all the services that meet the needs of all our user groups. Our designs aim to make information easier to see and read, uses larger font sizes with big blocks of colour, and has recognisable icons that work better to simply, easily and quickly deliver information to the job-seeker.

SPACE



The reception desk is located at the entrance of the centre, where service staff greet visitors as they enter. First-time visitors receive a Welcome Bag that is filled with brochures, and they get help with the registration process and in recording their information onto a smart card.



The communal area promotes social interactions, where peers can motivate each other in the job-seeking process and provide moral support to one another. The space also allows better interaction between job-seekers and Centre staff in a friendly way like in a coffee shop.

INFORMATION



Maps and displays are clearer and more visible at the entrance. Using large type and easy-to-understand signs so users can easily find their way around.



A digitised job-card wall grouping jobs by colour. Connected to a centralised database, job postings are accessed and updated as they change, keeping information up-to-date.

JOB INFORMATION HUB KIOSKS

The interface design for kiosks and the website are “clean”, user-friendly and easy to use. We featured a Web 2.0 style of design, where information is better shared and social networks are created to enable a richer user experience.

JOB SEEKER INTERFACE

The kiosk interface is extremely easy to use, mainly designed for users with little computer experience. For searching jobs, there are two options available: browsing and searching. The browsing function is an interactive alternative to the digital job board, so users only need to browse and select what appeals to them. Users can apply for a job directly at the kiosk by simply swiping their smart card, which immediately submits their personal data.

The website highlights the job-search function and lets users browse jobs by category. Visitors can also build an online resume and access career centre resources. The search results page let users refine their results by title, company, job type and education. After selecting a job to view the details, the user can apply for the job online.



The job-information hub redefines the concept of kiosks by providing a seating arrangement that lets staff circulate and help users who may need assistance.



STAFF ENTRANCE INTERFACE

Additionally, staff have their own internal website that allows them to manage job-seekers, employers and job postings. Staff can edit jobs posted by employers and update information before publishing to the public sites.



EMPLOYER INTERFACE

The employer site allows employers to post and manage jobs, as well as search for candidates.



**CHENG Ting
LIU Xinghua &
Ramirez OMAR**

BRONZE AWARDEES

Career Community

Community-building job-seeking systems



You chose Domestic Services

Occupations

Door Man	8
Services Mechanic	2
Maintenance Worker	3
Domestic Helper	155
General Office	8
Cleaner	22
Labourer	2
Driver	38
Attendant	6
Counsellor	2

Salary

2000 -- 4000

4000 -- 6000

6000 -- 8000

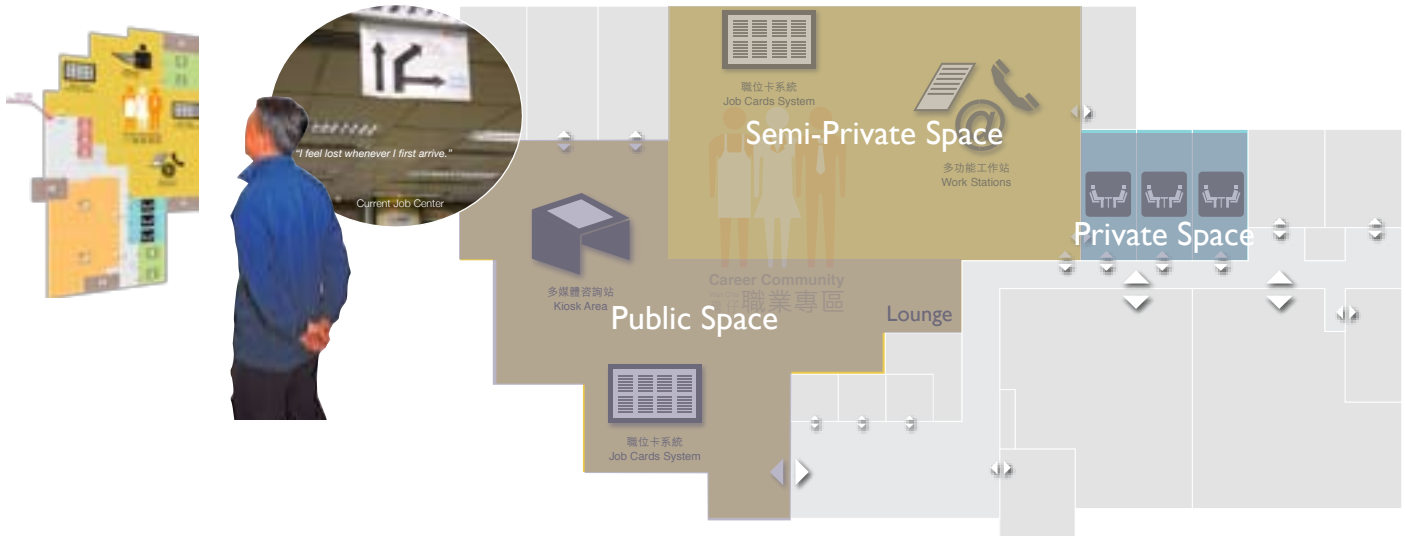
8000 -- 10000

10000 -- 12000



DESIGN GOALS

We proposed to create an enhanced job-seeking experience for job-seekers where a space will be provided to job-seekers to enable them to feel welcomed and actively engaged as they look for employment. Thus, this space becomes more than a One-stop Centre and evolves into a career community.



DESIGN SOLUTIONS

The overall design strategy is to make the space more efficient, inviting, comfortable and one that fulfills the needs of the users. We incorporated a new map design with proper colour distinction for a more visual, informative and clearer presentation. We integrated our design to provide public, semi-private, private, quick help, and training spaces – each of which caters to the needs of the 3 groups of users.

ELECTRONIC JOB CARD SYSTEM

Each individual screen is colour-coded and with icons of the top-ten job listing categories. Job-seekers can easily spot the category and start searching. Whenever there is no one standing in front of the screens, they automatically go into screen saver mode and display the current job booklets and information.



NEW SIT DOWN KIOSKS

Our solution is to create comfortable environment and well-designed kiosks, such as recessing the kiosk features into a table. We could create an environment that allows users to use the technology in a more relaxed manner and in the form of a communal space.



NEW KIOSK INTERFACE

Here, we propose a new interface that is designed to better meet the users' needs. We foresee that this interface will be featured in both the kiosk and the website.



Home Page



The "By Industry" button



By selecting the "Occupation" tab, the user can see the positions available and also the number of jobs within each category. Then, the "Salary" option is filtered based on the selected "Occupation".



The Job locations – This is important as one of the insights from User Research is that most of the job-seekers who finds jobs at the Job Centre are relatively low income groups and hence they opt to find jobs near their residences for cost reasons.



The "Search" option



A List of jobs

STAFF ASSISTANCE BUTTON AND NEW WORK STATION



The graphic and hierarchical design of the Job Cards categorises the most important information, based on colour and font size to better facilitate the search.

When job-seekers require assistance, they can now simply select the "Assistance" button directly on the kiosk interface. Instantly, the staff member sees the user's request and can attend to it easily.



Also, we suggest locating all the facilities including computer terminal for sending email and resume, phone, fax, and printer together to create a more efficient work experience for the user. In addition, by designing the work stations so that they are next to each other, it creates a work-community from which a sense of community may be built.

AN Wa
&
ZHANG Min

FlexiSpace

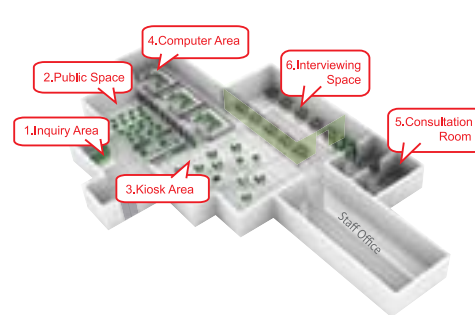
Flexible career training space

After examining different possibilities, our team decided to focus on maximising space utilisation, thus improving the job-seeking experience.

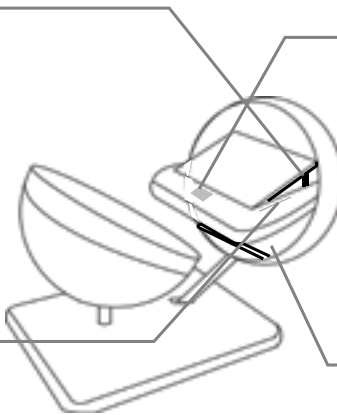
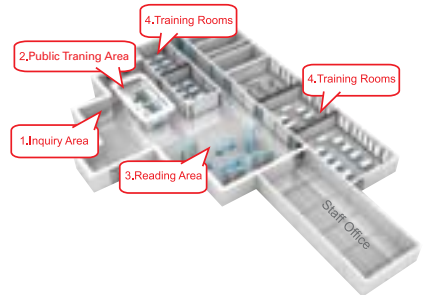
FLOOR PLANS

In addition to clear mapping and displays, we separated job seeking (3/F) from training (4/F), and used colour codes to reinforce the different functions carried out on the different floors. Green is for job-seekers, on the third floor, and blue is for training, on the fourth floor.

3/F SERVICE FLOW



4/F SERVICE FLOW



KIOSK AREA

The new kiosks will allow users to sit while using the kiosks. This is supported by hand-writing input devices for a more natural, smoother person-to-machine interaction. While job-seekers can use their job ID cards to record their personal job-related information, potential employers can also access the system to find desirable employees.

PUBLIC TRAINING AREA

On the fourth floor, a flexible space with curtained walls hanging from the ceiling is designed to form temporary spaces for accommodating different training programmes.

Curtained walls can also be used as screens for projection.



**CHEN Yi
&
ZHANG Ziran**

360° Service

All-around job-seeking service

We identified the users' needs in four main areas:

1. Most preferred easy-to-access facilities.
2. Many preferred low-tech facilities to receive job information.
3. Some needed tutorials after their training courses.
4. Some needed counselling and emotional support.

FROM OBJECTS TO SERVICES

Our goal was to make these kiosks, job cards, and newspapers useful and accessible to job-seekers, and to build enhanced hardware and software systems to further support a more holistic service to serve different job-seekers.

Through an evolving research, design, and feedback gathering process, we developed the following strategies:

Guidance Service:

Provide additional help desks and service counters.

Keep Low-Tech Facilities:

While high-tech is often used as a strategy to increase efficiency, keeping low-tech devices such as job cards posted on walls is also important to accommodate the needs of job-seekers who are less comfortable with using computers or the Internet.

After-Class Tutoring:

Job-seekers who participate in the training course often need after-class tutoring in order to digest the information from intensive training sessions. Providing this tutoring can help reinforce learning and increase competencies.

Volunteers:

A volunteer programme not only helps increase needed manpower, but also creates a positive social network with a sense of care, love and responsibility.



Counselling:

Counselling and emotional support are very important to those who may be depressed, lack confidence, or have heavy family responsibilities.

Enhanced Hardware and Software System:

An enhanced hardware and software system enables services to be delivered everywhere and anytime by establishing newspaper/magazine information; displaying job information at community centers, shopping malls, public libraries, and others; and developing information-rich online programmes, distance learning and so on.

HE Jianting & WANG Rui

eMatch

Online job-matching service

After conducting research at the JC, TERC, and SSFU and interacting with job-seekers, we found that increased efficiency and emotional support were the most common expectations shared by different of job-seekers.

SERVICE BOOKING SYSTEM

Job-seekers to select and make an appointment with any available officer at the One-stop Centre, which not only saves time but also promotes job-seekers' confidence and the friendliness of services.



REDESIGNED KIOSK INTERFACE

The new kiosk reads the personal job ID card, records job-seeking history, develops an understanding of individuals' job seeking preferences, and supports quick and relevant job matching.



VOLUNTEER PROGRAMME

Volunteers would help others, share personal experiences, give advice and provide emotional support. Such a community programme would significantly ease the anxiety and difficulty experienced by job-seekers.

SELF-PROMOTING PROGRAMME

This programme encourages job-seekers to actively promote themselves at the Centre. This would include advertising, giving speeches, or becoming volunteers, which helps develop confidence, provides better self-awareness, lets people feel acknowledged and sheds negative self-image, and helps people find suitable jobs.

Jacqueline MUI & WANG Geng

Extended Service

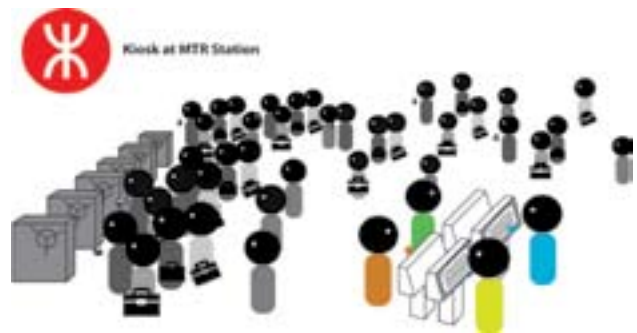
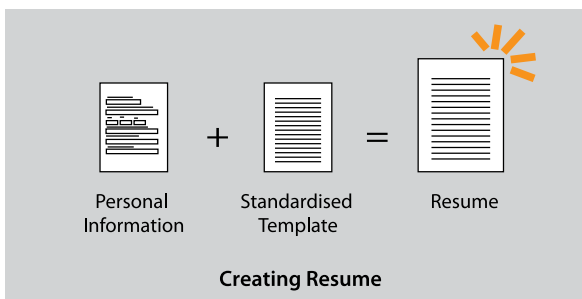
Easy job-seeking experience, even in the MTR

Through our research we found that confusion and frustration with technologies is a common issue. Some are willing to try new technologies but eventually get frustrated; some can learn the technology and operate the machines with support from staff members; and others feel completely out of place.

Our concept consists of three parts:

EASY JOB APPLICATION

This includes a smart card that contains personal job-seeking information and a database owned by the One-stop Centre to support job matching. A standardised template may be used to formulate personal information into a more professional-looking resume. Job-seekers can use kiosks at the Centre or kiosks located in MTR stations.



EASY COMMUNICATION

Using the smart card, people can enrol in an Easy Communication programme that helps build a community of job-seekers, with support from the One-stop Centre and among participants.



TRAINING AND PERSONALISED CARE

Job-seekers are free to use the computer rooms for Internet-based job searches when no classes are held. Lecture rooms should be used for holding personal development seminars, as well as more skills-based training. These may also be used to hold more interesting group activities to help participants expand their social networks. Job consultants at the Centre not only help out on job seeking but also give job-seekers more personal consultations.

PRESENTATION DAY





JUDGING PANEL & AWARDS





“User-Centred Design is a proven process used by many multinational companies that can help government and businesses create highly innovative and competitive products and services meeting end-users/customers needs.”

Elaine Ann
President/CEO,
Kaizor Innovation; Course Leader,
Visiting Professor of School of Design,
The Hong Kong Polytechnic University



“Interaction Design has moved beyond human-computer interactions. It applies from screen to objects, and now to Service Design. So you ought to have a holistic approach.”

Xin Xiangyang, PhD
Programme Leader
Master of Design (Interaction Design),
School of Design,
The Hong Kong Polytechnic University



“I really appreciate people presenting by doing diagrams, 3D charts, videos, cartoons. The mundane PowerPoint presentations which comprises only words and figures could be boring sometimes. So, you really impressed me.”

Allan Chiang
Chief Executive Officer
Hong Kong Design Centre

AFTERTHOUGHTS



“For me, I think the most important part is to understand what the users need. And actually, we spent a lot of time on the flow of the whole design process.”

Gold Awardees
Han Chao, Zhou Sheung



“I thought of Interaction Design as a way, a User-Centred Design process, that would support human activities and tasks.”

Silver Awardees
Michelle Li, Gao Lin



“Through this process, I see more of the design thinking, the higher level thinking of why things are designed the way they are, and I see it more now as a creative business solution.”

Bronze Awardees
Cheng Ting, Liu Xinghua, Ramirez Omar

Brainstorming

A creative problem-solving technique used within groups whereby members come up with as many spontaneous ideas as they can think of, regardless of how probable or practical they may be.

Concept Development

The creative process of designing and refining an idea as a solution to a product or service challenge.

Enactment

Acting out design solutions, whereby someone acting as a persona shows a user's behaviour before others.

Human Factor Studies

The study of people's behaviour in the context of tasks, products, environments and physical or information systems.

Information Architecture

A hierarchical model describing activities or behaviours in a sequence.

Information Design

Design of data or knowledge transmission so that this information can be efficiently and effectively received and used.

Interaction Design

The process of creating new behaviours, processes or tools around observed and analyzed current user behavior.

Interface Design

Design of computers-based applications and software that is concerned with how users experience and interact with the programme.

Mind mapping

Visually representing the hierarchy of needs, expectations or behaviours of a target user with the defining persona at its core. This shows how solutions may develop within changing contexts.

Personas

Descriptions that describe the qualities common to a subgroup of members within a larger study group.

Product Design

The design behind the construction of physical objects or services, such that they are used effectively or lead to predetermined outcomes.

Spatial Design

The concepts and construction of an environmental space, with specific attention to how people will use and interact within this environment.

Storyboarding

Visually showing the behaviour of users in a sequence, one panel at a time.

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