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Collaborative network platform

Master in Advanced Studies in Design – Barcelona /MBDesign
Contemporary Design – Design, Innovation and Technology

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"We can only see a short distance ahead, but we can see plenty there that needs to be done."

— Alan Turing

Aknowlegements

Through these lines, I would like to thank my professors during these two years of studies. Specially, the directors of both lines of specialization, for their valuable lessons and dedication, and to my FWM directors, for their continuous support and commitment.

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Abstract

The objective of this master's thesis is to introduce a proposal for the design of a service focused on young people seeking employment for the first time, which allows offering them an option to acquire work experience and establish professional contacts, in order to facilitate their insertion in the labor market.

Through bibliographic research, the phenomenon of youth unemployment is explored, as well as the implications of the process of searching for a first job in order to fully understand this problem and thus be able to determine the main actors within this context. Then, based on a user-centered design methodology, it seeks to establish on a personal level which are the most relevant situations for each of these actors, as well as to know their own perception of the problem.

Based on these observations, a tool is proposed as a solution in the form of a service that allows young people to get in touch with others and at the same time to link them with the needs of local companies to improve their commercial offer, organizing them into teams for the development of these projects and providing them with the accompaniment of experienced professionals according to each requirement. The local government is also involved in the financing and monitoring of these projects.

This collaboration system is organized through an application as the main component of the service, designed around the requirements of its main user, which are young people. The prototyping and testing process of the application constitutes the final part of this work and serves to corroborate the feasibility and acceptance of the proposed solution, as a valid alternative that takes advantage, with a systemic approach, of the characteristics and abilities of young people and links them to the current needs of the local market, within a complex situation whose only constant is change.

Keywords: *Service design, Mobile application, Youth, Youth unemployment, Networking, Local commerce, Collaboration.*

Resumen

El objetivo del presente trabajo de fin de máster es el planteamiento de una propuesta para el diseño de un servicio enfocado en los jóvenes que buscan empleo por primera vez, que permita brindarles una opción para adquirir experiencia laboral y establecer contactos profesionales, a fin de facilitar su inserción en el mercado laboral.

A través de la investigación bibliográfica se explora el fenómeno del desempleo juvenil así como las implicancias del proceso de búsqueda de un primer empleo para comprender cabalmente dicha problemática y con ello poder determinar los actores principales dentro de ese contexto. Luego, en base a una metodología de diseño centrado en el usuario, se busca establecer a nivel personal cuáles son las situaciones más relevantes para cada uno de esos actores, así como conocer su propia percepción sobre el problema.

En base a dichas observaciones se plantea como solución una herramienta bajo la forma de un servicio que permita poner en contacto a los jóvenes entre sí y a la vez vincularlos con las necesidades de negocios locales para la mejora de su oferta comercial, organizándolos en equipos para el desarrollo de dichos proyectos y proporcionándoles el acompañamiento de profesionales experimentados de acuerdo a cada requerimiento. Se involucra también al gobierno local para el financiamiento y seguimiento de estos proyectos.

Este sistema de colaboración se organiza a través de una aplicación como componente principal del servicio, diseñada en torno a los requerimientos de su usuario principal que son los jóvenes. El proceso de prototipado y prueba de la aplicación constituye la parte final de este trabajo y sirve para corroborar la factibilidad y aceptación de la propuesta de solución, como una alternativa válida que aprovecha con un enfoque sistémico las características y aptitudes propias de los jóvenes y las vincula a las necesidades presentes del mercado local, dentro de una coyuntura compleja cuya única constante es el cambio.

Palabras clave: *Diseño de servicios, Aplicación móvil, Jóvenes, Desempleo juvenil, Networking, Comercio de proximidad, Colaboración.*

Chapter 1

Problem Statement

1. Problem Statement

1.1. Introduction

The beginning is a constant in life, you are always learning something new, starting a new activity or opening a stage in life. However, not everything is easy or pleasant when the first steps are taken, since depending on what we do and on personal circumstances, there is the risk of a fall. Trying something new can be exciting, but it involves stepping out of a comfortable zone to settle into the new, the unknown. One of these vital milestones, perhaps one of the most important and that therefore one can become one of the most challenging, is the beginning of working life.

Starting to develop a paid activity implies that most of the day will be dedicated to it, that it will constitute the main source of income and that it will bring, hopefully, satisfaction through personal fulfillment. However, many times the main problem when starting the professional career is precisely the difficulty in starting it due to various factors not so much personal as external, which instead of being a pleasant experience can become a source of concern and uncertainty.

According to the current situation in Spain, many young people about to start their working lives state that they have few expectations of finding a job according to their training (Barreno, 2021) due in some cases to the lack of opportunities and in others to the restrictions that they are imposed on job offers, one of which is the lack of demonstrable work experience. To this must be added the lack of professional contacts, which in many cases is the most effective way to get a job (Vacchiano et al. 2018), factors that together with a resilience capacity still developing (Omar et al. 2011), makes young people vulnerable to unemployment.

This, however, is a panorama that contrasts with the skills that the current generation possesses, born within the digital maelstrom that communications represent today. It sounds contradictory then that the society in which young people are the vanguard of technology, leaves them aside at work when in reality it needs them to provide an air of renewal and innovation within its economy.

Over time, the individual initiative has relied on others to carry out its projects: from the most ordinary such as building a house efficiently to others not so humble as establishing a global fiber optic network; The strategy of playing as a team has been successful when efforts are coordinated and there is a common goal. Can this same strategy be applied to help young people get a job, taking advantage of the economic and digital transformation situation?

It is said that a crisis leads to an opportunity within itself, and what has probably facilitated the crisis caused by the pandemic that we recently faced is that we rethink much of what we usually take for granted, from the way we we relate, how we live and of course how we work. In this particular

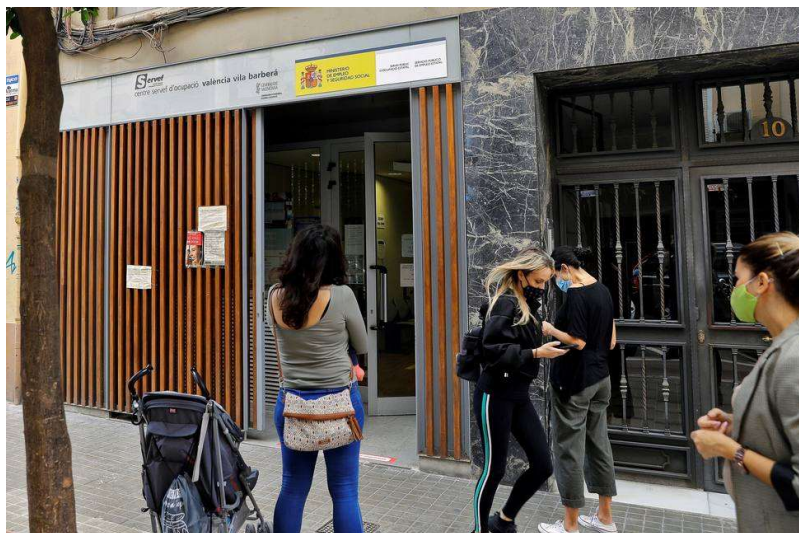
situation we can also try to give a twist to a problematic situation and connect various actors in society to coordinate their efforts for their own benefit while helping young people to start their work path. At a similar juncture, the words of Javier Blasco, director of the Adecco Group Institute, well express this desire for potential synergy: “We have the combination of the most educated generation of young people in our history and the experience and talent of several generations of hardworking people whose experience and skills are more necessary than ever”(Perez 2021).

1.2. Background

The issue of labor insertion is one of the topics present within society at a general level and that after the pandemic, has become more relevant since the crisis caused by it has exacerbated the already difficult task of finding a job (Mongil, 2021). In a scenario of economic contraction such as the one described, the probability of labor insertion becomes especially adverse for the segment of the population constituted by young people who start their working life, since they face the additional difficulty of lack of experience (Romero , 2021). According to this same source and using Eurostat figures, at the beginning of March this year there were around 600,000 young people under 25 years of age who were looking for employment in Spain.

In the case of Catalonia, this situation is just as evident: for the first quarter of this year the unemployment level among young people in this same age group stood at 33.4%, a figure that can easily almost double if the younger segment is considered of 20 years, that is, exceeding 55% unemployment (EPA Catalunya 2021).

This situation can have multiple causes, however according to a study by Bastarreche (2019) it is pointed out that beyond the eventual crises that unquestionably complicate the problem, the vulnerability of young people to unemployment may be due to more permanent and structural causes. , such as the rigidity of the sectors and the temporary nature of the contracts, as well as the long-term unemployment, the high over-qualification, insufficient wages or an imbalance between supply and demand, all of them configuring a not very promising scenario for this group.



People waiting outside a public employment office. (Cadena Cope. 2021)

1.3. Justification

Given that young people, between 15 and 29 years old, make up a considerable part of the population as a whole, around 15% (Expansión 2021), it is important to address this problem by providing alternatives that help facilitate their access to employment, especially those looking to do it for the first time. There are various initiatives of this type proposed both by the government and by local administrations as part of their policy to promote youth employment, one of the latest and most important being the Youth Guarantee Plan Plus 2021-2027, aimed at improving employability and entrepreneurship among young people. In addition, together with the Investments of the Recovery, Transformation and Resilience Plan and other initiatives that are part of the Youth Advance Strategic Plan with a budget of almost 5 billion euros (SEPE 2021).

Many of these initiatives are based on the contract for young people in the public administration, as well as the signing of agreements with public bodies and also with interested companies (Ferrari, 2021). This powerful investment through the allocation of public funds shows that there is a firm will to improve the work experience of young people through the acquisition of skills, taking into account the transformation of the production model, the improvement of employability through incentives with equal opportunity and the promotion of entrepreneurship (SEPE 2021). Within the framework of these public initiatives, it then becomes pertinent and necessary to propose projects focused on a local context that allow achieving these employability objectives.

It has been stated that one of the groups most systematically affected by unemployment in periods of economic crisis is that of young people, due to the fact that they lack the work experience required to apply for a job, and the lack of professional contacts that allow them to join a company or because their personal finances have not yet been established. However, this group of society is also one of the best trained and naturally has, due to its close contact with technology, the technical skills demanded by local companies and small businesses that need to be integrated into a virtual environment. and constant innovation in the offer of its services.

1.4. Objectives

1.4.1. General

Design a meeting platform to facilitate a work-related interaction between young people and put them in contact with businesses and companies for the development of projects and thus facilitate their entry into the labor market.

1.4.2. Especifics

- Study the environment and the general conditions of the problem
- Study the user and the actors involved in the problem situation
- Adequately delimit the opportunities according to the study of the existing reality.
- Propose a solution prototype in order to validate the hypothesis and premises of the investigation

1.5. Hypothesis

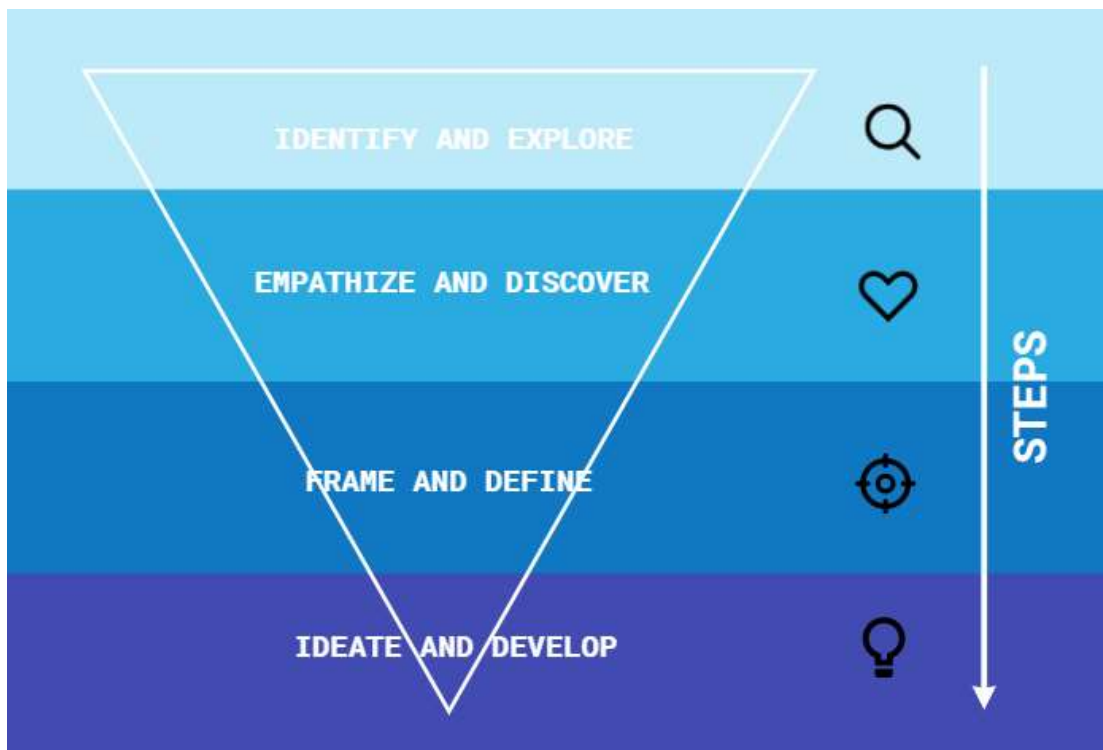
The hypothesis on which the project is proposed is based on the fact that: “The proposal of a virtual meeting platform for young people and small companies can promote teamwork in order to help young people to effectively integrate into the labor market, increase their opportunities to start and help local companies to be more competitive in offering their services”.

1.6. Methodology

The methodology selected to carry out this project will be related to the specific objectives and is related to the proposed chapters. It is an exploration with a convergent and divergent nature in an iterative way, since it starts from a general scenario of knowledge of reality towards the specificity of a specific topic. (SDC, 2021)

It consists in the first place of an approach to the problem through bibliographic review and empirical observation in order to precisely delimit its context and determine who are the main stakeholders within it. Then, a more in-depth exploration of the interests and expectations of those involved is sought in order to establish opportunities for action in a general way.

Finally, once this opportunity has been defined, an ideation stage is passed, proposing solution alternatives with several options that will be reduced until the most appropriate in terms of viability and impact on end users is left, which will be developed and refined towards the end of this design process.



Methodology used in the design process.

Chapter 2

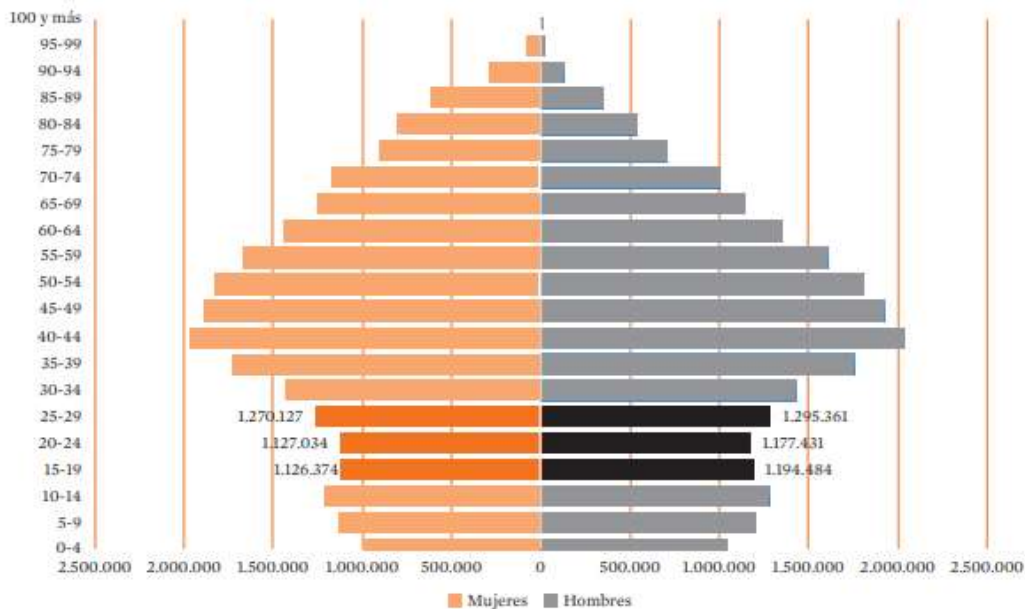
Theoretical Framework

2. Theoretical Framework

2.1. Youth employment overview

Characteristics of youth employment

The Youth in Spain 2020 Report characterizes the young population as those between 15 and 29 years of age. This is equivalent to a value of 10.8% or 10.5% of the population depending on whether they are men or women, that is, around a fifth of the total or 10'094,500 people. An amount that, however, is considered a minority if the population pyramid is observed, which shows an aging of the population due to the increase in life expectancy and the low birth rate in the country, trends that have been sustained from to minus two decades.



Fuente: INE.

Structure of the population in Spain by age, 2019 (Informe Jóvenes y Mercado de Trabajo en España 2020)

One of these factors, the decline in fertility, is explained in addition to cultural changes, by the impossibility of effective emancipation and job uncertainty. The future work, the possibilities of becoming emancipated, finding a partner and starting a family depend on a successful job placement (INJUVE, 2021). It should also be considered that work is the main source of income to

sustain a life autonomously, provides social relationships and contributes to locating the individual in relation to society, as a factor of identity and social reference, being key within the integration process social (CES 2020). Therefore, it is important to analyze what the circumstances of young people are in relation to the experience of getting a job.

Education is the vehicle for integration into the labor market and its culmination, being a predictor of greater job opportunities and economic well-being, improved health and reducer of gaps and inequality (CES 2020). At a basic level, it marks the beginning of work activity that can occur as early as the age of 16, when young people gradually begin to leave the educational system to find a job (INJUVE, 2021). After completing a basic and compulsory training stage, young people can choose to continue their education and continue training in studies leading to a university degree or vocational training studies or jump directly into the world of work.

The decision to continue studies or educational expectations of young people are influenced by circumstances such as belonging to a sociodemographic group, personality, lifestyle or the results obtained in schooling, the most determining by far being the educational level from parents and good grades were obtained in the past (INJUVE 2019). It is important to take this into account, since the educational level is closely related to the position reached in the labor market, and that also the jobs corresponding to higher levels of study (higher than ESO) tend to recover more quickly after crises (CES 2020).

It has also been observed that the choice of one or the other career is determined by gender and sexual orientation, in turn influenced by social norms. Thus, men tend to choose those related to technology and engineering, while women more frequently choose artistic and humanistic degrees; And with respect to orientation, gay and bisexual boys and girls tend to choose careers in the social sciences or arts and humanities more often than heterosexuals. (INJUVE 2021). Common to all these situations is the fact that for training to really make a difference when it comes to being employed, the educational level achieved must be in accordance with the acquired competencies that said level provides, mainly related to non-cognitive skills (CES 2020).

Regarding the first experiences in employment, these are related to the educational and work path: up to the age of 18, most young people dedicate themselves to studies exclusively, from this age onwards the number of those begins to become more evident. to have their first work experiences such as those that combine studies with work, and to acquire professional skills as well as to support themselves financially. From the age of 23, the majority group is those who dedicate themselves exclusively to work, while the group of those who dedicate themselves only dedicate themselves to studying is reduced to a minimum at 29 years of age. Contrary to what is commonly thought, throughout these years the group of those who study and work at the same time is consistently greater than that of those who neither study nor work, known as NEETs or NEETs. The number of these reaches 16% of the total, in many cases related to early school leaving. (INJUVE 2021).

In general terms, youth employment in Spain shows a high presence in the services sector: commerce, hospitality and manufacturing industry, with a decline in the primary productive sector and a large decrease in its participation in the construction sector, when compared to figures prior to the crisis of 2008. In general, a decrease in the young group is observed in practically all economic activities, in relation to the decrease in its weight in the population as a whole as well as the prolongation of the years of training as an additional consequence of the crisis. (CES 2020).

Youth unemployment and underlying causes

It has been mentioned previously that young people are a group significantly more vulnerable to unemployment. This is evident when observing the unemployment figures at a general level, where the group of young people suffers one of the highest unemployment rates comparatively, around 30%, due to economic crises and other more permanent factors, particularly affecting those who enter the labor market for the first time (Bastarreche 2019).

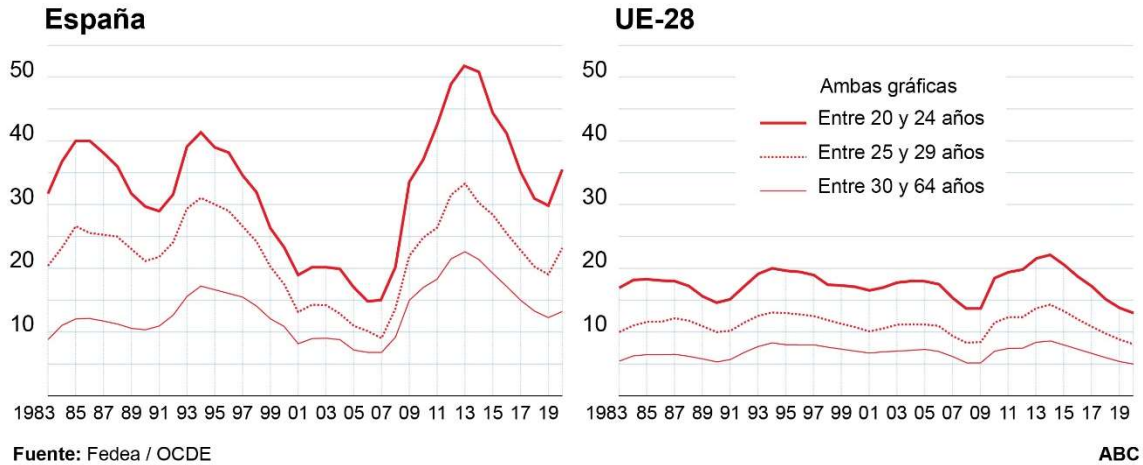
According to what was made public at the beginning of the year, the youth unemployment rate in Catalonia reached the worst figure of the last five years in 2020, 27.3%, and it was found that one of the structural problems of the labor market is getting worse instead of improving. The latest Labor Force Survey (EPA) identified 185,500 people between the ages of 16 and 29 without work, some 55,000 more than a year ago. The pandemic has only further complicated employment opportunities for young people, during the last quarter of 2020 while other age groups managed to reduce unemployment, youth continued to increase by 4,500 new unemployed (El País 2021).

The unemployment figure for people between 16 and 29 years old reaches 27%, and increases to 38.1% when this margin is reduced to 24 years, being almost three times the 13.8% of the group of the Catalan population. As of 2007, according to a report by the Generalitat de Catalunya prepared with the latest data from the EPA, the jobs carried out by young people have gone from 839,000 to 495,200 this year, 41% less, which is also explained by the fact that the population segment between 16 and 29 years old, it has been reduced by 15% since then due to demographic effects (El País 2021).

Before the crisis of 2008 in Spain, a reduction in the sustained unemployment rate was observed as a whole, reaching a historical minimum of 8.3% in the country in 2006, as a result of higher levels of investment and labor reforms initiated. In the past decade they began to show results, however this trend stagnated the following year and as of 2008, when the real estate crisis became apparent throughout the world, it began to revert rapidly, reaching a peak of 26.09% for the year 2013 (Bastarreche 2019).

The fact that the crisis affected employment in turn made evident structural factors within the Spanish labor market that contributed to further job destruction as a result of this event. In the first place, a sectoral component, that is to say, a marked division between the productive sectors, which were affected in a general but unequal way, the most affected being that of construction, which dragged other related sectors such as the manufacturing industry for construction, or to services such as transportation and banking (Bastarreche 2019).

On the other hand, the seasonality of the jobs created destined to fulfill specific or exceptional tasks, which translates into temporary contracts with lower pay and a greater probability of being dismissed in times of economic recession, a situation that in the The span of a decade after the crisis had barely changed. On the other hand, characteristics such as sex are another differentiating factor, showing that the level of employment in men tends to recover faster after crises while in women, despite having a still lower level of occupation, it tends to remain more constant, other factors are age and the level of studies acquired (Bastarreche 2019).



Evolution of the unemployment rate by age groups 1983-2020 in Spain and the European Union. Percentage of the total workforce. (El País 2021)

A high level of studies in the population, which is in itself an indicator of greater employability, can become an adverse factor when the job offer does not correspond to the level of training, causing levels of dissatisfaction among professionals who do not perform tasks according to their preparation and at the same time lower levels of productivity, a phenomenon known as overqualification and which in Spain reached a level higher than that of the European Union.

However, all these factors affect the entire population, but especially in the youth sector, early school leaving must be added due to the socioeconomic context as one of the main causes that makes it difficult to find a job, together with long-term unemployment (at least 12 months), which makes the skills acquired in schooling obsolete, and the decrease in purchasing power that these types of jobs provide with a consequent risk of social exclusion, configure a scenario of job insecurity for young people. (Bastarreche 2019).

Effects of the COVID-19 pandemic

When Spain was still fully recovering from the effects of the first, its economy was paralyzed by a pandemic of unprecedented proportions, which to this day has not yet completely remitted and whose effects it is not yet possible to fully assess. The COVID-19 pandemic originated in late 2019 and was revealed to the world for the first time in the province of Wuhan in China, produced by the SARS-CoV-2 virus, bringing with it an economic crisis comparable to few in recent history (Martinez, 2021).

COVID-19 in the workplace has had the consequences of a disproportionate impact on vulnerable groups, worsening of existing problems and gaps, and the emergence of new challenges and scenarios. It harmed those in lower-skilled jobs the most, and women more frequently. In the cases in which the labor situation was not affected due to confinement, it was due to the adoption of telework, which is much more feasible in management positions and in services than in areas that

involve manual labor or those related to the hotel industry or commerce. that implies presence. Many of those workers were laid off or seriously faced unemployment (INJUVE 2021).

Remote working was presented as an attractive option for those who could afford it, being a positively valued experience in general. Among the factors to be highlighted are the number of hours worked, the level of productivity and the flexibility to organize one's time according to personal requirements. Most of them claim to have had an adequate work space and without major inconveniences to work with colleagues, being elements valued by young people to want to continue working in this way after the emergency. The most prominent negative factor is the inability to disconnect with work (INJUVE 2021).



Teleworking or remote work emerged as a viable option for companies whose activities were not considered essential during the state of emergency decreed as a result of the pandemic. (Expansión 2020).

According to the International Labor Organization, the effect of the pandemic has been very negative on youth employment, producing an increase in the intergenerational gap, as well as an increase in the gap within the group of young people itself, between the upper and lower classes. , since they correspond to a greater ease to carry out the work remotely and with a greater probability of losing a job that must necessarily be carried out in person, respectively (INJUVE 2021).

Additionally, the crisis has contributed to an increase in the negative perception of young people about the immediate economic outlook, which leads to lower expectations and efforts to find a job, contributing to increase long-term unemployment and the use of evasion mechanisms such as extension of training (CES 2020).

Official youth employment support programs

Based on the above, articulate economic recovery policies with youth employment programs that address the problems faced in the market and in today's world, taking into account the implications of the transition from the educational world to the world of work.

At the European level, programs were launched to attack youth unemployment such as the Youth on the Move program in 2010, the Youth Opportunities Initiative in 2011 and the Youth Employment Package in 2012. These community-based initiatives led to that the member countries could implement national measures such as combating school dropouts and guaranteeing basic training, favoring access to employment, promoting self-employment among young people and promoting their labor mobility. However, the most important initiative was the establishment of a Youth Guarantee, to ensure that unemployed young people could receive a quality job offer, continuous training or internships after completing formal education (CES 2020).

Although the Youth Guarantee has been valued positively, allowing more than 20 million young people to take advantage of these programs since its implementation, there have been some problems, such as insufficient financing, low coverage in relation to the target population or that initially focused on the most vulnerable youth. Some others are referred to the lack of regulation in the hiring for practices, the duration and their recognition.

At the level of Spain, the 2013 Youth Entrepreneurship and Employment Strategy has been approved, which constituted the first step to fight against youth unemployment, the implementation of the Youth Guarantee in the country focused on young people without employment and who were not training, and in 2019 the approval and initiation of the Shock Plan for Youth Employment, as a structural strategy (CES 2020).

2.2. Youth labor insertion

The educational-labor transition

The decision of when to move from education to the labor market is one of the most important on a personal level, however this transition has become less clear in recent years, since there are cases of combining studies with work and with employment, returning to training after acquiring some professional experience. Despite the advantages associated with working and studying simultaneously, a low percentage of young people choose to do so. This decision is more common in older youth and more common in men than in women.

It has already been mentioned that training plays an important role in job placement, and acts as an element to equalize access opportunities and also improvements in the job position. The quality and duration of the education received and the personal and family motivations have a great effect on the transition from education to work. Obviously the employment context is also important, much more in times of uncertainty. The transition to the world of work has become much more unpredictable and longer, due to a greater number of changes in the job position, which requires more time to establish in the labor market, either by own decision or by the labor market circumstances.

In general, women face greater difficulties in finding a job than men, also those who do not reach a specific educational level and more specific factors such as nationality, the educational level of the parents or not being able to afford certain training also influence the process and can determine available job opportunities. For this reason, it is not possible to speak of a common itinerary for all people to enter the world of work. However, types of trajectory can be distinguished according to their level of success: those with high and rapid labor insertion according to the educational option chosen, those that require more time in training and must progressively adjust to the circumstances of the work, those with high qualification but with little or inadequate accumulation of professional experience and other erratic ones marked by premature abandonment of studies, prolonged unemployment and with low expectations of getting a job (CES 2020).

Transition of graduates

The insertion of those who have degrees is usually easier than for other lower educational levels. In the case of FP, they are in greater demand, although only for certain degrees, related to production, maintenance, logistics and technology, although some disagreements of a horizontal nature (referring to the labor field) or vertical (position within the organization tend to occur occasionally).

University graduates tend to be easily inserted as well, although this depends to a greater extent on the economic situation, and also according to the sector for which they have been trained. Overqualification is usually a problem initially for young graduates, although this anomaly tends to be overcome over time. The proportion of people employed according to their qualifications grows over the years, although comparatively this better adaptation tends to occur more quickly in times of economic growth than of recession. It has also been observed that although the percentage of university graduates who decide to self-employ is small, this proportion is higher some years later among graduates immediately after an economic crisis than among those graduates in more favorable situations (CES 2020).

Differentials in university education

Within university training, different aspects such as the branch or the chosen institution determine greater or lesser opportunities for labor insertion, due to aspects such as the quality of the training, financial resources, the educational program, the institutional organization, as well as the characteristics of students and teachers. Complementary aspects such as stays abroad, carrying out professional internships, knowing several languages or having command of computer tools are additional points in favor (CES 2020).

By branches of training, in general a proportion of graduates of health sciences programs was observed, followed by engineering and architecture and science branches, and to a lesser extent by arts and humanities and social and legal sciences. Of these, those who manage to effectively enter work after four years, verified by their affiliation to social security, also correspond to the health sciences and engineering, a little lower are the social sciences and sciences, and in a position clearly adverse those who opt for the arts and humanities, which leads to situations of horizontal labor mismatch. In the case of science, the growing demand for these professions, specifically those

related to mathematics, puts these graduates in a preferential position in relation to other branches of study, especially during the first year after completing their studies (Rius , 2015).



The selectivity exam is one of the filters to access university education and choose a career according to the score obtained. (As.com 2021)

Non-labor professional practices

The periods of practice are a hinge between the educational world and the work world and are generally included as part of the study plans, in order to adapt the training to the needs of companies and public administrations, and to complement the training acquired. Although it is not necessarily limited to formal education, it is also a vehicle for the reintegration of unemployed people. Although with a predominance of the educational aspect over the productive one, the practices are aimed at improving the employability of young people and improving the coordination between supply and demand of work.

The internships are carried out within the framework of official training through an agreement between the educational entity and the company, endorsed by a certificate or recognition of the internships and with the mandatory nature of social security contributions in the case of an economic consideration. , requirements in which in theory they should guarantee the quality of practical training. In the case of unemployed people, the agreement is made between the company and the public employment service. There are also practices carried out without the intermediation of an agreement, offered by employers and voluntarily assumed by young people, which are not regulated in relation to their academic objectives.

Scholarships are another modality of labor insertion for young people, intended to provide financial aid in exchange for a training activity in a work environment, convened and financed by a public or private entity, being the convening entity who determines the conditions of the scholarship, such

as duration, services, rights and obligations, establishing a wide margin in the absence of specific regulations or statutes for scholarship holders. (CES 2020).

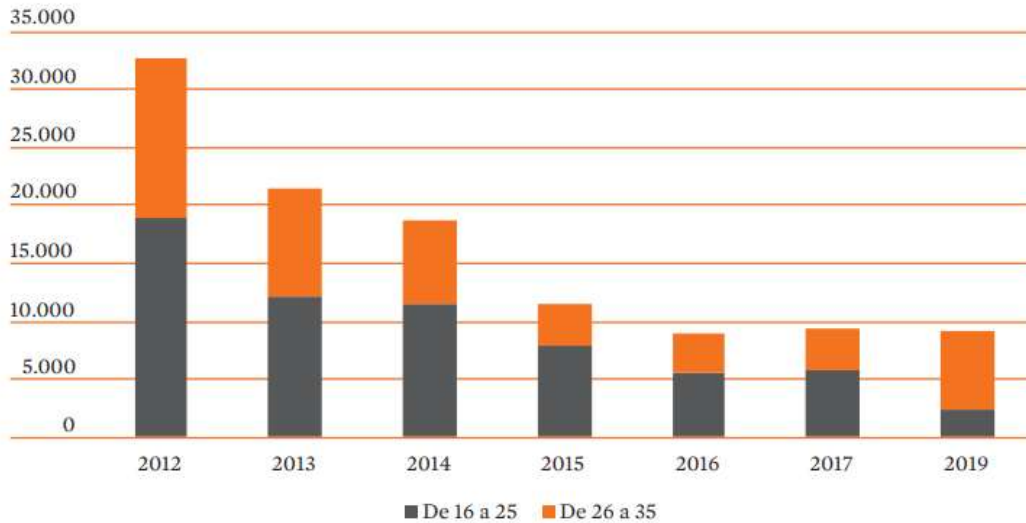
Guidance and job placement

Guidance is a fundamental step in the transition to the world of work for young people, but it is confirmed that it is one of the aspects that needs to be emphasized. According to the EPA (Survey of the active population in Spain) it is known that, in general, young unemployed people actively looking for work do so by consulting a family member, friends or unions (84%); establish direct contact with the company (75%); they post or answer advertisements (47%) and in a minority they go to a public employment office or agency as a means of placement (39%). (CES 2020).

The low percentage, in comparison with other age groups, in which young people turn to the employment offices of the public administration is directly related to the fact that they also have access to unemployment benefits to a lesser extent. With which the mere fact of considering the public employment service as an initial option already constitutes an advance in the process of being employed, from which several points must be considered in favor of greater effectiveness of insertion, starting from knowing individually the reality of young people in this regard to offer them more appropriate care that improves their employability, allows them to achieve job stability or helps them develop an entrepreneurial initiative.

The product of a personalized action of this type would be a better orientation on training according to those that are most required and best fit with their skills and preferences, that is, a profiling of each of the applicants. This can especially help young people with greater insertion difficulties with a personalized follow-up in order to solve possible disadvantages, counting on the necessary resources for this work, especially counselors. In fact, there is a great margin of action considering that around 90% of people up to 34 years of age indicate that they have not been assisted in their job search and only 5% say they have received information in their search for work or for improvement of their employability.

The fact that stands out in any case is the lack of promotion of these services, since existing at different levels and regardless of their effectiveness they are not yet used or demanded by young people due to ignorance of them. Among the initiatives to promote employment, orientation programs such as Orientajoven have been considered, which functions as a single portal where all the necessary information related to job offers, training alternatives or areas of demand are gathered to facilitate the search process. Again, greater dissemination of this and other portals is necessary, as well as greater coordination between employment services, career guidance providers, educational centers, universities, local governments and youth service entities for this purpose (CES 2020)



Para 2018 los datos no reflejan participantes.

Fuente: Fundación Estatal para la Formación en el Empleo (Fundae).

Young participants in specific training programs offered 2012-2019 in Spain. An inverse proportionality relationship is observed between the demand for this type of program and the recovery of the economy. (INFORME JÓVENES Y MERCADO DE TRABAJO EN ESPAÑA 2020)

Contact networks

Traditionally, to get a job, personal contacts have been used, in fact they are the most used resource in the European Union, with 71% of job seekers using it, although with marked differences between regions: countries in the south of Europe such as Spain or Italy use this means to obtain employment in a percentage higher than 80%, a figure that tends to decrease towards the north of the continent, as in the United Kingdom (45%) or Sweden (25%), where they choose to be placed through the public employment office.

This difference is nothing more than the result of the application of different social and labor market models between countries, and is an indicator of the weight that the local context assumes when analyzing the process necessary to access employment. Thus, some particularities of the economic context in Spain can set a pattern in labor insertion: a high number of small companies and their importance within the production structure, a large percentage of job insecurity and a greater impact in the face of economic crises, which favor the use of networks of labor contacts.

Therefore, given the importance of contacts when looking for a job, it is convenient to know who uses this resource, what jobs can be found through contacts and what types of contacts are the most favorable to find according to what type of job.



Family, friends and fellow students are part of the network of contacts that many young people use when looking for a job. (El País 2017)

According to various studies it is known that the use of contacts is similar in the various segments of society, however others point to a tendency to use them by the poorest social strata, which would be equivalent to saying in this case which are those with less education and no work experience. Young people, people with low qualifications and with a low academic level are representative of this group in Spain.

The contacts for this group determine the type of employment accessed, although a distinction must also be made between the type of contact and the channel through which employment is found, formal when it comes to discerning between candidates with specific qualifications within a fully regulated and informal work environment that favors candidates with less credentials and experience, which nevertheless give access to precarious and poorly regulated jobs generally focused on young people.

However, the use of precarious employment contacts is not synonymous. Contacts are also used on the other side of the socioeconomic spectrum, when the employer seeks a specific candidate profile to fill a highly specialized or managerial position through professional networks. Therefore, it is not an advantage or disadvantage to use contacts when evaluating the quality of employment, but this depends more on the type of contact you have.

The quality of the contacts then becomes "social capital" for those who have them, since they can determine access to a better or worse job, remembering that this kind of advantage can only be obtained in closed processes of talent acquisition or that they open expressly, not in open and fully regulated selection processes where knowing someone beforehand is irrelevant. The English term bridging is illustrative of this situation, although it could have the negative connotation of passing over others (which is not the intention of this analysis either).

What then determines access to a higher quality contact, and with it, a better chance of getting a better positioned and paid job? Once again, the correlation between social level and the quality of contacts is direct: groups with lower economic incomes tend to withdraw in themselves and establish 'strong' (transitive) ties with each other, which do not allow them access to job opportunities other than those of its surroundings. On the other hand, greater economic resources represent weaker ties (bridge), which allow access to contacts other than one's own, which in turn provide diverse information and thus access to better (or more specialized) jobs.

2.3. Challenges and opportunities in youth employment

Youth leisure and digital uses

Activities carried out during free time are especially important during youth, as this is the time when the transition to adult life takes place and individual values are shaped. Today young people show much more diverse social behaviors supported by the use of new technologies. Given the innate technological nature of these young people, an important part of their leisure is developed through technological means. (Simon 2021).

In order to have a complete picture of the daily activity of young people with regard to leisure, it is necessary to mention that the time they dedicate to personal care, that is to say, to sleeping activities, having a social life and consuming media is greater in relation to previous generations, accordingly, young people spend more time on fun and sports than adults, that is, they are more integrated into their daily routine. However, strictly speaking of leisure, this constitutes a small part of the total time that is mainly devoted to work and studies. It is important to note that leisure activities are related to new technologies, which may explain the increase in time spent.

Among the preferred activities as a means of leisure are, from highest to lowest depending on the activity carried out, listening to music or radio, watching television or internet series, going to bars or discos, doing sports, cultural or intellectual activities, drinking bottles and participate in volunteer activities. These preferences vary according to sex and age, for example, it is preferred with greater intensity to make a bottle until the age of 19 than after 25, and on the contrary, there is a greater willingness to volunteer in an NGO from this age than among the youngest. However, it is interesting to note that preferences about listening to music or watching series remain constant or do not show great differences, regardless of the sex and age of the young people.

In the case of digital leisure, that is, that carried out by means of electronic devices connected to the internet, with the Smartphone as the main vehicle, used to connect to social networks, share content, listen to music or watch series through digital platforms, among others. uses apart from the original communication function that is now also used as a form of leisure. To highlight three characteristics that define this type of entertainment: the immediacy in its access, the permanence of the connection and the construction of an identity through these platforms to connect and in turn to a larger interactive community.

For more than half of the young people who enjoy a permanent broadband connection, time spent accessing the Internet is more than 3 hours a day, and three-quarters of them do it between 2 and 3 hours a day, with which that interconnectivity is a main characteristic of young people. Much of this time is spent on social networks, listening to music, watching movies, checking news or information for jobs, and to a lesser extent for video games, chats or relationship pages. In these categories, some biases in relation to sex and age can also be noted, such as the fact that more women than men make use of social networks, the fact that there is a clear majority of men who opt for video games or who increasing age is a factor that favors greater consumption of news on the internet.



Young people are one of the segments that most use mobile phones in their day to day. (EL Norte de Castilla 2019).

Tranversal skills and new profiles

Faced with the remains that digitization and globalization demand from new members of the workforce, a new training approach is necessary to equip young people with greater basic as well as professional and transversal skills. Both communication skills as well as technological and digital ones acquire greater importance. The speed with which changes occur in the workplace requires young people to acquire transversal skills that help strengthen their job performance.

These necessary skills are emotional intelligence, teamwork, people management, critical thinking, complex problem solving, creativity, speed of learning, negotiation skills, focus on service and analysis and decision making. With them, young people can acquire or increase their versatility, flexibility, versatility and ability to adapt to new scenarios. Many of these competencies are included in the current curriculum, however their effective acquisition is not evaluated. Given that these characteristics are highly valued and increase the level of employability, it is necessary to reinforce them throughout the individual professional career (Simón 2021).

On the other hand, a greater demand for certain profiles is expected for sectors that emerge and in some cases increase their demand after the pandemic (Bosada 2021):

- This is the case of ICT, which requires more specialized profiles in data science, big data, computer engineering and programming. Also those experts in cloud computing, artificial intelligence and machine learning, as well as in the development of robots and algorithms. Likewise, professionals in cybersecurity, digital marketing and electronic commerce have to increase.
- In the field of care and health, the most requested training will be geriatrics, rehabilitation and physiotherapy, as well as nutrition, cardiology and pharmacy, highlighting the demand for nurses. Mental health also takes on greater relevance, for which more psychotherapists, psychiatrists and psychologists are required to attend to the needs of the population.
- Renewable energies also require filling new jobs with engineers and renewable energy systems, photovoltaic systems technicians, wind turbines and biomass. Also architects with the Leadership in Energy and Environmental Design (LEED) certification, environmental engineers and experts in waste management and water quality.
- The technical industrial area, therefore, related VET degrees will also be in high demand: profiles related to administration and management, electricity and electronics, mechanical manufacturing, installation and maintenance, and information technology and communications, along with more qualified industrial operators.
- Other fields have also experienced growth and with it a greater demand for specialists, such as digital education, educational innovation, 3D printing, and professions related to logistics and electronic commerce, in positions of commercial management, purchasing, logistics platform operations and import and export.

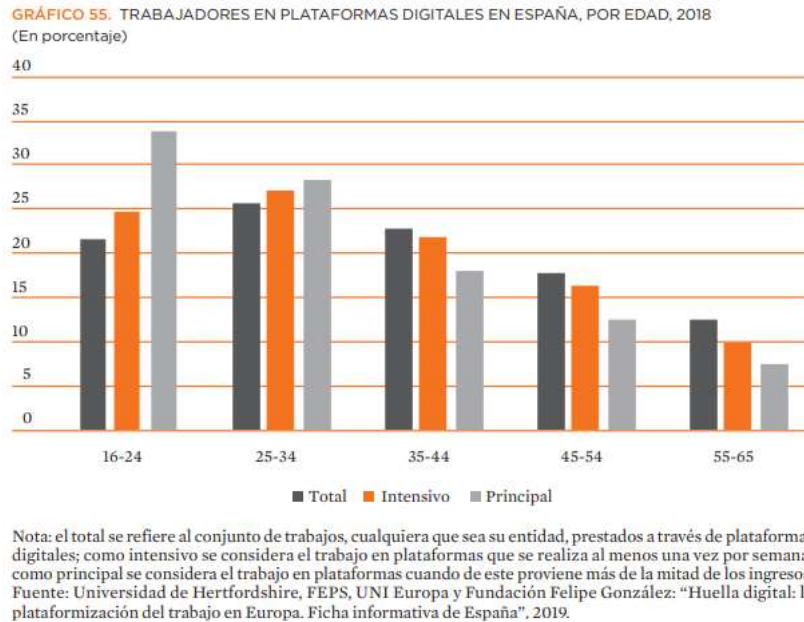
The Gig economy and youth

As a result of the changes produced by digitization, there have been changes in the forms of work and working conditions, mainly due to the possibility of permanent connectivity, flexibility in terms of time and place of service provision, and greater degree of autonomy for the worker, all of which implies both favorable and unfavorable aspects. The connection of supply and demand for goods and services through digital platforms has given rise to new forms of employment, becoming a new labor reality within the digital context.

Among the positive aspects of this new reality, greater accessibility is pointed out for people with difficulties in accessing the traditional labor market, in addition to making possible a constant innovation of the labor offer through the initiative of companies that are integrated into this economic dynamic. . However, it can also bring with it difficulties for workers such as lack of adequate working conditions in terms of regularity of work, insufficient income, absence of social protection and other benefits of formal work.

There is currently a whole debate for the regulation of this type of work, tending to the presumption of an employment relationship between the platform and the workers, which has recently been specified in Spain in a law to solve the situation of vulnerability in which it is considered these workers (Haro 2021). However, it is necessary to consider the variety of work modalities to which

the platforms give rise, according to the economic activity and the type of provision that is carried out, therefore a diversity of conditions is generated in the created labor market and in which it could potentially develop, given its rapid growth (CES 2020).



Workers on digital platforms in Spain, by age, 2018. The graphs are shown in percentages. (INFORME JÓVENES Y MERCADO DE TRABAJO EN ESPAÑA 2020).

Although, due to their nature, they are work platforms for universal and massive use, young people in general are the main users of these platforms, and of these, men under 34 years of age are the ones who have a higher prevalence. For the 16 to 24 age group, this type of bring constitutes their main activity and they do it intensively, that is, at least once a week, while for those between 25 and 34 it does not constitute their main income, but it is done more frequently than the youngest (CES 2020).

In summary, despite the negative aspects of this form of work and that it still does not have a very relevant participation within the Spanish economy and neighboring countries, it is undeniable that its rapid growth and the complexity of the forms of organization companies to which they obey make a complete reassessment of the labor panorama necessary for a comprehensive and adequate regulatory framework aimed at guaranteeing the rights of workers but also contemplating the need to create wealth and jobs for the population as a whole and especially for the youth (CES 2020).

Traditional businesses in crisis

One of the sectors affected by the Covid-19 pandemic was small businesses, a situation that became especially evident during the confinement stage in 2020, when practically all non-essential business sales were carried out online. -line, with which many of them were forced to close permanently (Velarde 2020). Local commerce or proximity commerce, seriously affected by the confinement, as

well as any other non-essential activity, was prevented from opening its doors to the public for several months, but even as in the case of bars and restaurants, with reduced attention Due to schedule and capacity restrictions (Pons 2021).

An additional factor in the case of local commerce must also be considered: in addition to being an industrial and service city, Barcelona relies heavily on tourism, receiving almost 9.5 million tourists the year before the pandemic (Díaz 2021). It is logical that with these restrictions many businesses directly or indirectly dependent on this activity have been affected, or have directly ceased to exist due to the impossibility of dealing with accounts with little income. And like other cities with similar characteristics, the pandemic had the same effects in this sector: cancellation of tourist and restaurant activity, of events of all kinds and a dramatic reduction in activities in public spaces, being also under the weight of the restrictions to control the spread of the virus.

As the crisis was overcome, businesses began to reopen timidly, at the rate of the de-escalation ordered by the central government and the Generalitat, with limitations in capacity and opening hours, to the extent that the outbreaks or waves that They were happening, but with a tendency towards a return to normality, taking into account that despite some fears, a scenario similar to that of the first moments of the pandemic was not experienced again (La Sexta 2021). The image that remains after what happened is of businesses that, although they are recovering little by little, have lost their way to a situation that caught them off guard, limiting their possibilities of generating income, while electronic commerce has benefited the most in a scenario of uncertainty and lack of contact at street level, moving the business directly to the doors of the houses through courier and package delivery.

The lack of digital tools to adapt in a timely manner to the panorama cannot be attributed solely to the businesses themselves but to an exceptional and abrupt conjunctural situation such as the outbreak of the pandemic, being the accelerated reflection of a more structural change that has been taking place since for some time now, related to new paradigms in terms of the offer of services, mainly that of digitization.

Service economy

Against the current of the whole world, while the strongest economies were falling apart, during the pandemic there was a sector that not only did not register losses but also experienced extraordinary growth in its sales, accumulating historical profits and increasing its value in the market: electronic commerce (Rubio 2020) and within it the Amazon company as the largest competitor. The rise of this company is not something that is surprising since from its beginnings as an online store dedicated to the sale of books, it knew how to adapt quickly and evolved to expand into other markets to position itself at the head of all of them (San Juan 2020), based on the strategy outlined by its founder: to provide the customer with the best possible service.

While it is true that the development of the Internet has enabled the growth of Amazon, as in many other types of technology companies such as social networks or search engines, it is no less true to say that its vision of focusing on the customer as the axis core business (Lee 2019) was instrumental in making his company the spearhead of e-commerce. At the same time, it is an example of the

transformation of a traditional business to a massive one with the potential for scalability and global reach.

However, traditional commerce has some advantages: not every type of product or service is capable of being wrapped and delivered at home, as in the case of food, when it is preferred fresh or freshly prepared. Nor is it possible, although virtual meetings have become popular in a pandemic, to have the same feeling of closeness as when you are in front of the counter or sitting on a terrace talking with friends. One of the clues could be to preserve the type of relationships that are established at the time of purchase, and obviously, to definitely adapt to the reality of electronic commerce with its customer orientation and its other benefits.

A paradigm shift has become present or at least it has become more tangible and necessary for businesses (Watts 2020), making this need to refocus the way they do business more evident, taking into account three factors that are part of this new reality: servitization or the ability to offer all its products as a service; the client and his experience as the axis of business activity and the omnipresent digitization of operations, taking into account this experience, which must always be positive and memorable (Portfolio 2020). A scenario that, in sum, represents a challenge for traditional businesses but at the same time an opportunity for 'digital natives'.

Chapter 3

***Stakeholder Analysis and
Identification of Opportunities***

3. Stakeholder Analysis and Identification of Opportunities

3.1. Analysis tools

The previous analysis shows that there are multiple actors involved in the problem and gives us an overview of this situation. In order to deepen the analysis of such actors, those who are most closely related to the problem will be selected, through a journey mapping, according to the role they play within the experience of finding a first job. Then they will be classified based on levels of influence (personal, community and institutional) to establish what their particular interests are.

The next stage of analysis consists of observing and obtaining the opinion of each of them to contrast it with the assumption made in the first place about their interests and concerns. This information will also make it possible to take into account some particular situations that may have gone unnoticed in the general analysis. The next step is to develop empathy maps of the people who are interviewed and based on this information create a profile with their main characteristics and requirements.

These will be the inputs with which opportunities to propose a solution can be identified, through brainstorming or brainstorming and reformulating the problematic situations found as opportunities for action.

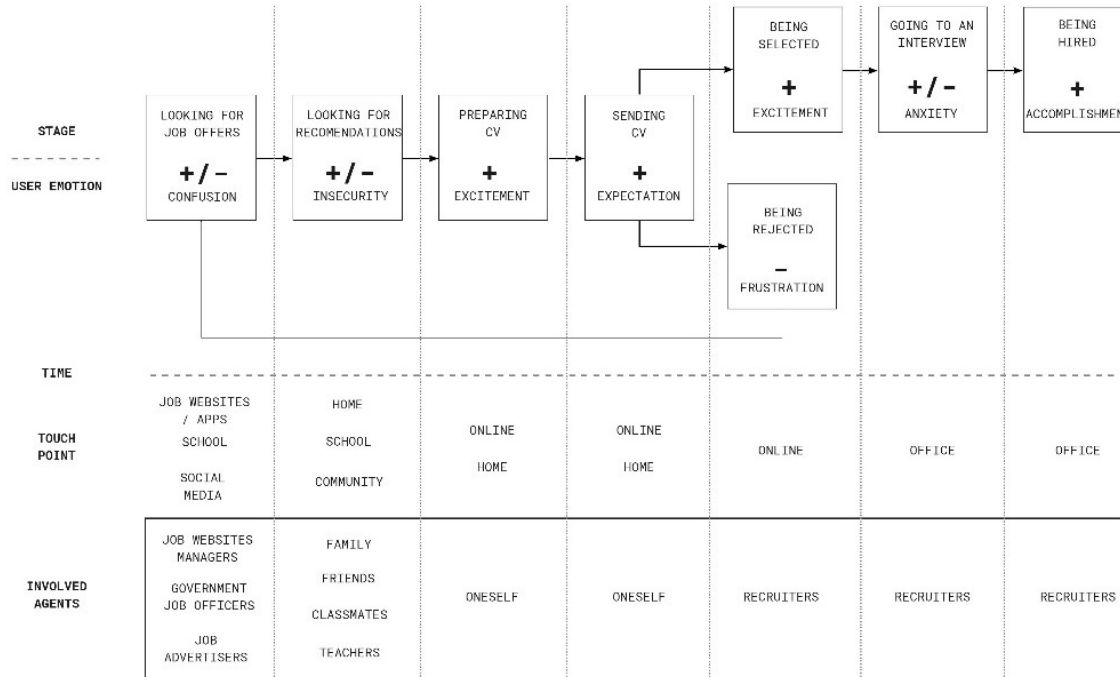
3.2. Identification of Stakeholders

In order to identify those involved in the process of looking for a job, a schematic recreation of this experience is proposed from the perspective of a young man. As mentioned, it is specifically about those who seek to jump into the world of work for the first time, either with their studies completed or in the process of doing so. To obtain information on this step, an interview has been used to find out what are the most common situations that young people face. (The format of the interview with the questions can be found in the Annexes sections).

According to these interviews, the steps that are followed when looking for a job and the other agents involved were identified in a general way, apart from the young people, who would be the family, friends, classmates, teachers, who publish the ads, either on employment websites or social networks, and to a lesser extent government employment agencies. Most of these actors are

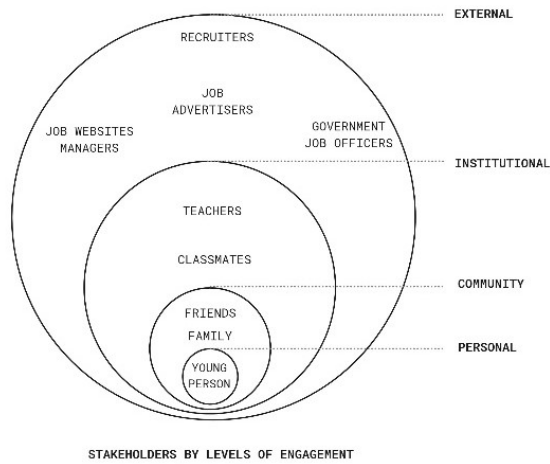
located in the first two steps of this process, highlighting the importance of having social capital from the beginning.

The emotions involved in the process were also identified, identifying both negative and positive feelings also in the first steps of the process, becoming a positive experience as the process progresses or negative when it is interrupted as a result of the rejection of a request for job. It should be noted that this assessment is subjective and depends on each person according to the conditions in which they face the process, however the interviews carried out indicate an initial trend towards these conclusions.



Journey mapping del proceso de búsqueda de empleo para identificar las etapas del proceso, los puntos de contacto, los agentes involucrados y las emociones relacionadas.

An analysis according to proximity to identify the spheres of influence where this process takes place also shows that these agents are located in the first place the intimate sphere of the young people and at the community and institutional level belonging to the school or those specific contacts in social networks they represent less strong ties with them and therefore fewer opportunities for contact, while public employment agencies and company recruiters are in a more distant and therefore less accessible sphere. The range of influence that these agents have within the process can also be represented, the external sphere being more structural in nature and the internal one more flexible, that is, where the feasibility of being able to trigger changes is greater.



AGENT	INTEREST
YOUNG PERSON	TO FIND A JOB ACCORDING TO THEIR INTERESTS
FAMILY	TO HELP THEIR BELOVED ONES TO DEVELOP THEIR CAREERS
FRIENDS	TO STAY IN CONTACT WITH THEIR FRIENDS WHILE WORKING
CLASSMATES	TO GET A JOB THEMSELVES ACCORDING TO THEIR STUDIES
TEACHERS	TO PLACE MOST OF THEIR STUDENTS IN GOOD POSITIONS AS PART OF THEIR PERSONAL SUCCESS
JOB ADVERTISERS	TO GET THE PERSON THEY NEED FAST AND EFFICIENTLY
JOB WEBSITES MANAGERS	TO GET MORE VISIT AND BE SEEN AS A RELIABLE PLACE FOR VISITS
GOVERNMENT JOB OFFICERS	TO INCREASE THE NUMBER OF APPLICATIONS AND HIRES THROUGH PUBLIC SERVICES
RECRUITERS	TO ACQUIRE QUALIFIED HUMAN RESOURCES FOR JUNIOR POSITIONS EASILY

STAKEHOLDERS AND INTERESTS

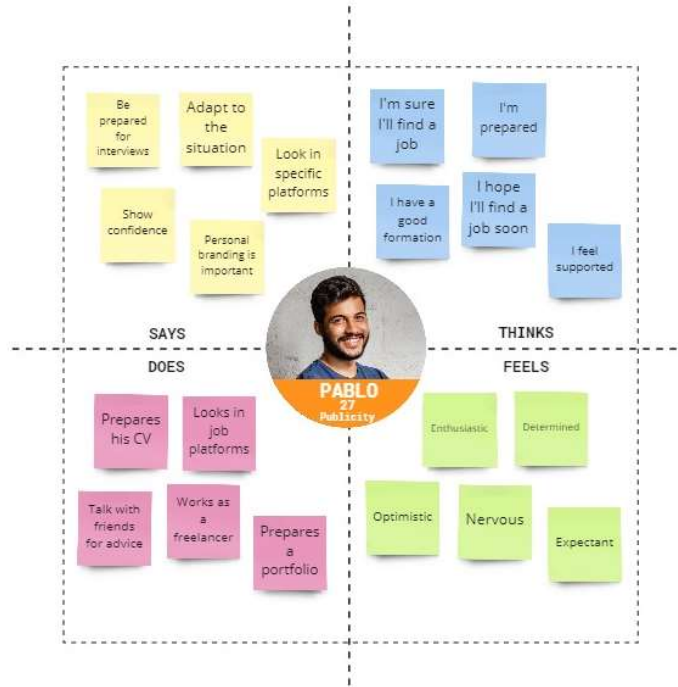
Esquema de análisis para ubicar a los agentes identificados en el proceso de acuerdo a su proximidad a la persona joven que busca empleo, así como los intereses de cada uno de ellos.

The scheme also shows the interests of each of the agents involved, according to the bibliographic review carried out as well as the available information and specific investigation. Despite the fact that each of these interests is different and has a different motivation, whether it be for professional achievement, social relationships or purely economic, they are not in conflict with each other and it is possible to guide them towards the project's objective of facilitating young people's access to education and employment and at the same time allow these agents to achieve their own objectives.

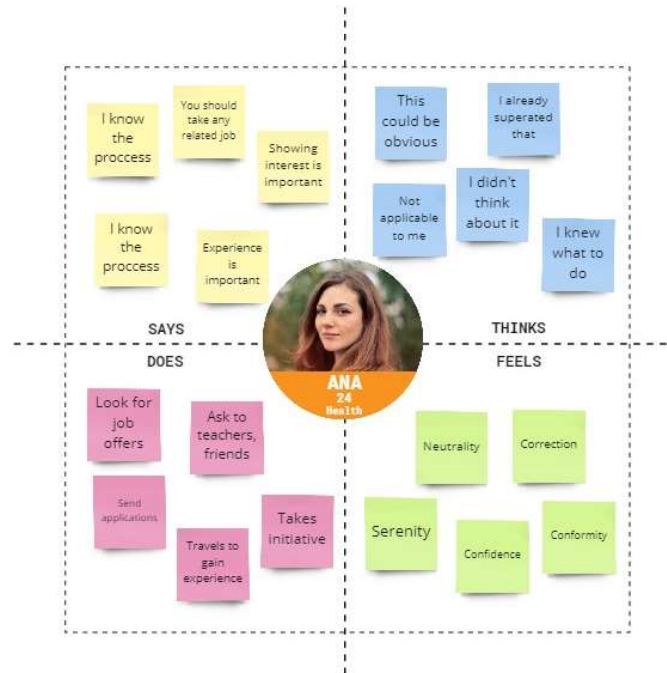
3.4. Empathy Maps

The empathy maps are a means of structuring the information collected in the interviews, as an intermediate step between the bibliographic review and the profiling of potential users of the proposal. The relevant information is organized based on what the interviewee says, does, sees, hears, thinks and feels, in order to achieve a greater degree of empathy with him and her problems (Brown 2018).

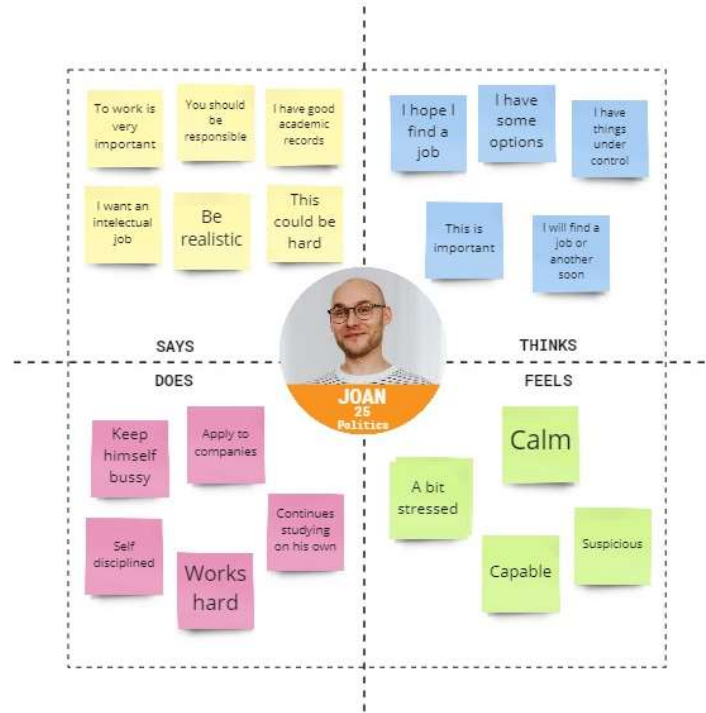
For this work, interviews have been carried out with 4 people and they sent questionnaires when it was not possible to carry them out to extend the, based on which the empathy maps were elaborated. These will serve as the basis for proposing a user profile whose characteristics and requirements are closer to the problem to be addressed and where a greater contribution can be made through the project. These maps can be seen below:



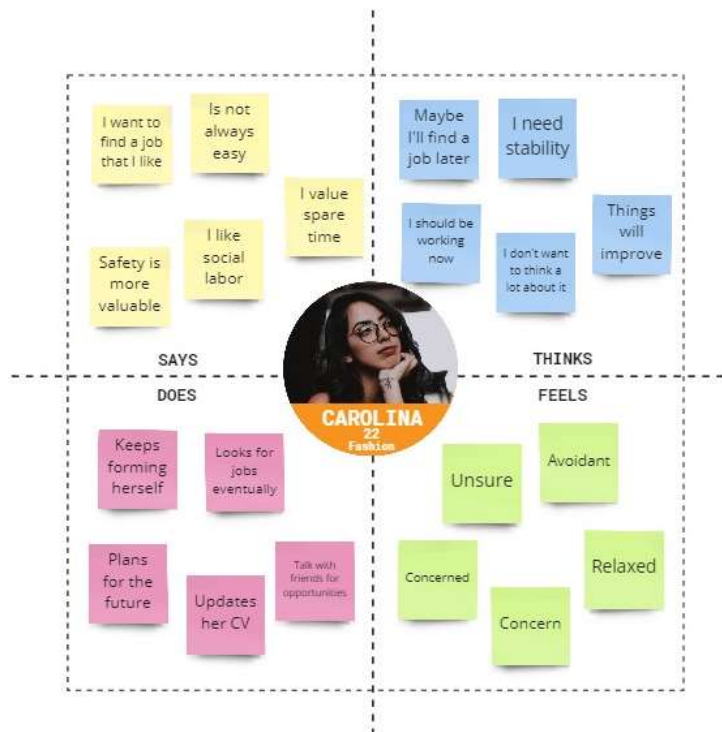
Empathy map 1



Empathy map 2



Empathy map 3



Empathy map 4

As can be seen, these are different profiles with different concerns and ways of facing the job search process. The main ideas are exposed in each of them, and together with other data provided in the interviews, the following ideas can be extracted:

- The way and attitude of looking for a job depends on the career studied. Some branches such as health are much more structured and the job offer is abundant, so it is not difficult to find a job once you finish your studies. However, work experience is quite taken into account, which can be achieved with positions of assistant, assistant or in a less technical area.
- In careers with a more dynamic or creative nature such as advertising or design, it is important to have a portfolio or summary of the most relevant work carried out since it is a sample of professional solvency and capacity, beyond the time actually worked.
- In most cases, it is not well known what the role of public labor organizations (SEPE, Barcelona Activa) is in helping them find employment. On the other hand, the use of employment platforms or social networks is widespread and is usually the first alternative for young people.
- In some cases there is a need for more practical preparation to be able to start or contact people or companies that require their services. There is a need for guidance during the process.
- Contacts are of fundamental importance in facilitating the process, as they function as recommendations. However, this support must be based on the previously demonstrated capacity to avoid harm to companies and young people themselves and situations contrary to ethics.
- It is important to have a positive attitude to persist until you find a job, to know how to adapt your skills to the employer's requirements, and to be open to teamwork, since it is assumed to be a necessary condition in most jobs.




Interview and gathering of ideas about the job search process in a work session.

3.5. User Persona

With the data from the work sessions and the bibliographic support, a profile of the user prototype to which the project is aimed can be built, that is, the one with the characteristics most likely to be addressed and in which it can have a greater impact or probability of success in the objective of finding a job through a proposed solution within the terms set out at the beginning of the document.

While using an ideal or fictitious person to focus the development of the design may seem arbitrary, being based on real people and their life experience, as well as academic data, its use can be more useful than a simple generalization of the users without taking into account their needs or the human aspect of them or the circumstances that surround them.

User Persona



"Creativity in any job and I want to use mine to help people to achieve their own goals"

PERSONAL DATA

Name: Laia
 Gender: Femenino
 Age: 25
 Occupation: Student
 Field: • Marketing
 • Some courses in graphic design
 Work experience: 4 assignments in graphic design as a freelancer
 Location: Barcelona

OBJECTIVES AND NEEDS

- Get a job within the next 3 months
- Take part in meaningful projects
- Increase her professional network

PAINS

- Is hard to start the process of looking for a job
- Getting out of the confort zone
- Not having a considerable experience in her field

BEHAVIORS

- Likes a creative and dinamic environment
- Very active in social media
- Uses job platforms sporadically
- Goes to meetings and workshops about graphic design
- Able to take any job position as long as it conducts her to the desire one

User person employed for the development of the Project

In this way, speaking of the project, the target audience can be reduced to a specific segment of users but large enough to be significant, without losing the level of empathy with their expectations. This can also be useful if you want to measure a potential market size or to assess the degree of success of the proposal in a given segment once it is introduced. It also serves to prioritize functionalities in a product or avoid designing for “elastic” users, that is, it means something different for different people (Galiana 2021).

3.6. Opportunities identification

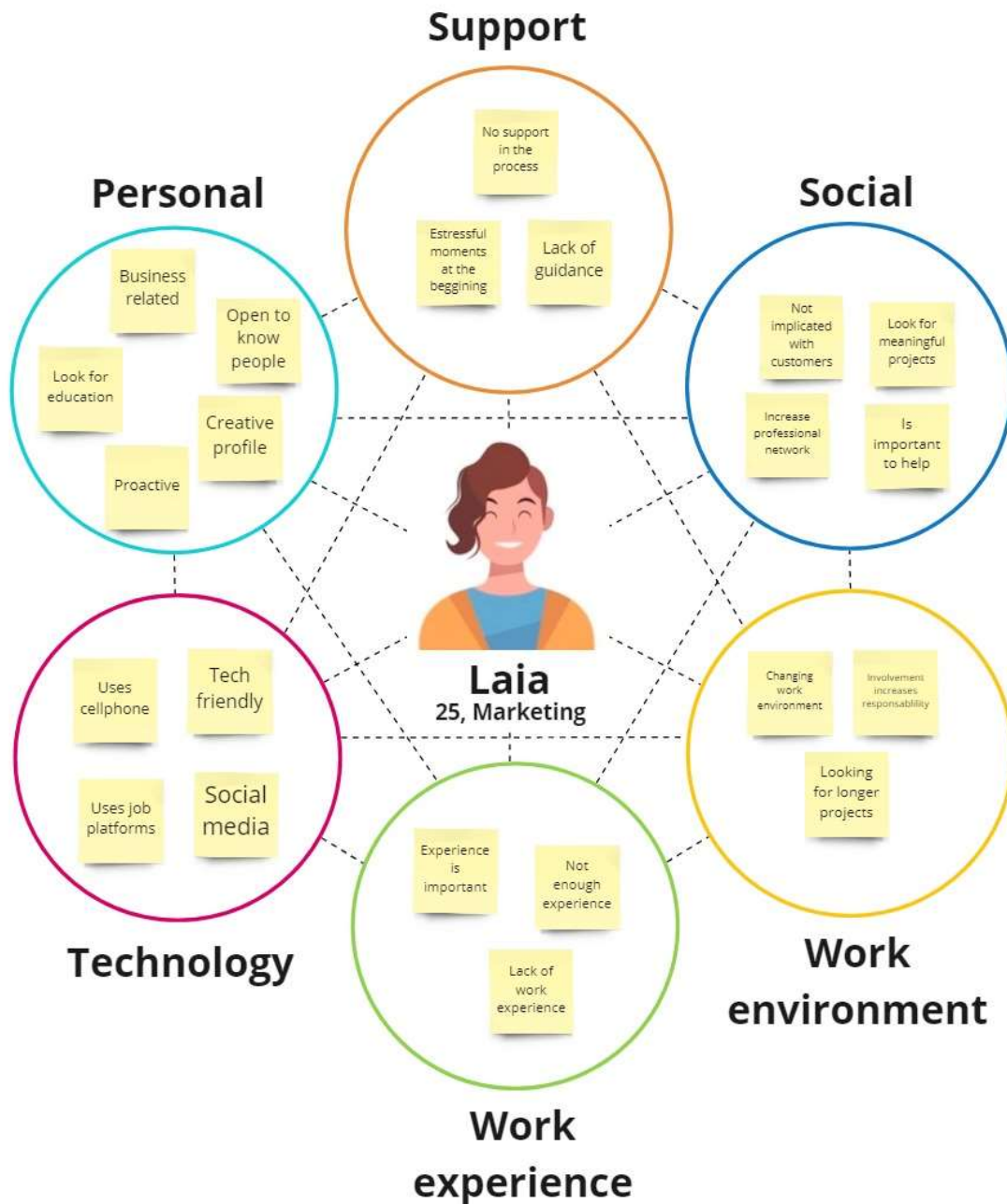
Important stories

Based on the data in this profile - Laia - some aspects can be highlighted that serve to identify your needs and are a starting point for the design approach:

- Has a profile more akin to careers related to creativity, business or technology and the offers are usually variable unlike profiles with other types of study.
- Considers important the use of technology (social networks) as in the case of the majority of young people, with the mobile phone as their main vehicle to connect.
- Stressful situations are centered in the first moments of the process, with feelings of stress, insecurity and overwhelm. He is unaware that there are accompanying or advisory services of a public nature.
- You see for yourself that it is important to have experience but you have not been able to accumulate enough or work on a larger project.
- Her personality inclines her to be proactive when it comes to meeting people and also in training, however these events such as congresses or conferences are not as frequent nor do they allow her to have closer or permanent contact with the people she knows.
- She is used to using platforms to search for a job, which has allowed her to carry out some specific design work independently, however she has not gotten to know her clients personally or get too involved.
- Seeks to participate in significant projects contributing her talent and the knowledge that she is acquiring. He enjoys helping other people and increases his sense of responsibility.

These situations are named after user stories and a classification can be made based on their recurrence or nature, or stories that are similar or related to each other. Within these groups, specific problems can be pointed out according to each theme and thereby establishing the characteristics that the proposed solution should have.

The resulting categories can be represented in a relational map to express the relationships that each one has with the others through the user and that will need to be considered in the proposal.



Relational map with the main categories found based on user stories.

How might we?

Through the graph you can see the main areas or issues in which work should be done to provide an alternative solution to the problem of our user. These are personal, social, supportive, technological, work experience and work environment.

One way to turn these issues into possibilities for action is by asking the question "How might we...?" followed by each of the previously identified situations that affect us. If this premise is applied to each of the topics, we can elaborate the following premises:

- Personal: How can we help Laia take advantage of her proactive and outgoing personality and interests in business, creativity and learning, to make it easier for her to find a job?
- Support: How can we provide Laia with support and guidance during the early stages of looking for a job to help her cope with associated negative emotions?
- Social: How can we help Laia expand her professional contacts to collaborate with them on meaningful projects that help people?
- Technology: How can we take advantage of the fact that Laia is very involved with technology and uses employment platforms to help her find a job according to her requirements?
- Work experience: How can we help Laia to acquire relevant work experience according to her training and interests?
- Work environment: How can we provide Laia with a more stable work environment that promotes her responsibility and involvement in future employment?

These formulations can help us to focus much more precisely on the context and specific characteristics of the problem for the type of user we intend to help. Most of them will be addressed by trying to relate them. It is important to highlight these formulations to emphasize those with the greatest potential, from the point of view of feasibility and the impact that they can have on the indicated segment of young users, with access to employment as the central point of this proposal, as in the other elements that make up the context of your problem.

Chapter 4

***Concept of Design and Analysis of
references***

4. Concept of Design and Analysis of references

4.1. Conceptualization and Requirements

In general, the problems found can be formalized and synthesized through the following statement:

"How can we help young people more easily find a job that can meet their interests while gaining the experience and contacts to integrate into the world of work?"

As already seen, this formulation specifically involves some specific requirements to which the design proposal must respond:

- **At a personal level:**
The solution must take advantage of the socialization capacity of young people and their familiarity and inclination for topics such as entrepreneurship and business, the tendency to provide creative solutions and the characteristic and concern of young people to learn.
- **At a support level:**
The solution should facilitate the incorporation into the labor market by providing support to young people and providing them with guidance in the initial stages of job search and acquisition of work experience.
- **At a social level:**
The proposed solution should favor the establishment of employment contacts for young people that allow them to participate in tasks that allow them to contribute their skills and preferably have a social focus.
- **At a technological level:**
The solution must take advantage and involve mobile phones, social media, and link to digital employment platforms that young people have access to and are used to.
- **At a work experience level:**
The solution should help to provide young people with relevant work experience linked to their training and the personal interests expressed above. It should also encourage teamwork and cooperation.
- **At a job environment level:**
The solution must respond to the need for a work environment that favors the relationship with those with whom it works, colleagues or clients, that extends beyond specific jobs developed individually and that promotes responsibility through work developed together.

4.2. Design proposal

In view of the requirements, the task is to design a solution that incorporates the requirements mentioned above. As it is a complex problem that not only involves young people who seek to integrate into the labor market, despite being a solution intended for them, there are other components within this problem, as already seen in the bibliographic review. For this reason, the design of a systemic service is proposed taking into account these aspects.

Service Design:

Service design is a process where designers create sustainable solutions and optimal experiences for both customers in unique contexts and any service providers involved. Designers break services into sections and adapt fine-tuned solutions to suit all users' needs in context — based on actors, location and other factors. (Interaction Design Foundation).

It goes beyond products to focus on people and their context, that is, working in ecosystems generated around users, considering aspects at the micro and macro level that affect this reality. It is characterized by being user-centered, co-creative, sequential, evidence-based, and holistic.



Holistic approach in the design of services centered on people and considering all aspects around their experience.
(Interaction Design Foundation 2021)

Main features:

The service to be designed must consider the following aspects:

- In this problem, economic activity has a central place within this system, since based on its performance, job opportunities are generated or reduced. It has been seen as an opportunity in this regard that small or local businesses need to improve the offer of their services.
- Likewise, financing is important since for the service proposal to be viable it must have a financing alternative. In this case, it is proposed that the government, through youth employment programs, is the one to finance this initiative.
- Regarding technology, it is proposed that this service be supported by a digital platform, or mobile phone application, in order to facilitate their arrival for young people and integrate the agents involved in one place regardless of their location.
- The use of a digital platform would also allow proposing the solution as a social network but in this case with a work purpose among young people, taking into account their specific requirements and preferences.
- This social character would, in turn, make it possible to provide the necessary support, among the young people themselves and trying to link them with experienced professionals. This feature can also be used to promote teamwork.

According to these characteristics, the most feasible design proposal is a mobile phone application that allows young people to contact each other and with businesses with which they can collaborate through a strategy or pre-established steps, as well as provide guidance to develop the work through advisers or guides of constituted by professionals with work experience, and who have financial support provided by the government.

4.3. Analysis of similar alternatives in the market

There are currently some virtual platforms that facilitate the process of establishing contacts, meeting people with similar interests and to find employment. Some have been selected in order to highlight their most important attributes and that could be adapted and included in a proposal for their own platform according to the previously mentioned requirements.

LinkedIn

LinkedIn is a platform that emerged in 2002, to put professionals in contact with others, or with companies. In addition to looking for work, on LinkedIn you can find ideas, people with whom to do business or promote a service, product or knowledge on a topic. It is the best known platform to connect with professionals and seek employment, aimed at the general public.



LinkedIn main screens (various sources)

Main functionalities

- Profile:** An account is previously created and a professional profile is completed; to work field, knowledge, preferences of requested work, or previous work experience. From here you can access the profile, modify data and preferences on the platform, as well as accessibility options.
- Messages:** You can also send and receive private messages, if you have someone added to your contact list
- Home:** The publications of the contacts, groups, companies or topics that are followed are displayed, it is possible to react to them, comment on them, share or send. LinkedIn reactions are not the "like" typical of other social networks, but rather "I recommend", "celebrate", "support", "enchant", "interest" or "give curiosity".
- My Network:** It shows all contacts and gives suggestions for profiles to add according to personal preferences. Suggestions for pages, events, posts, and groups are also displayed.

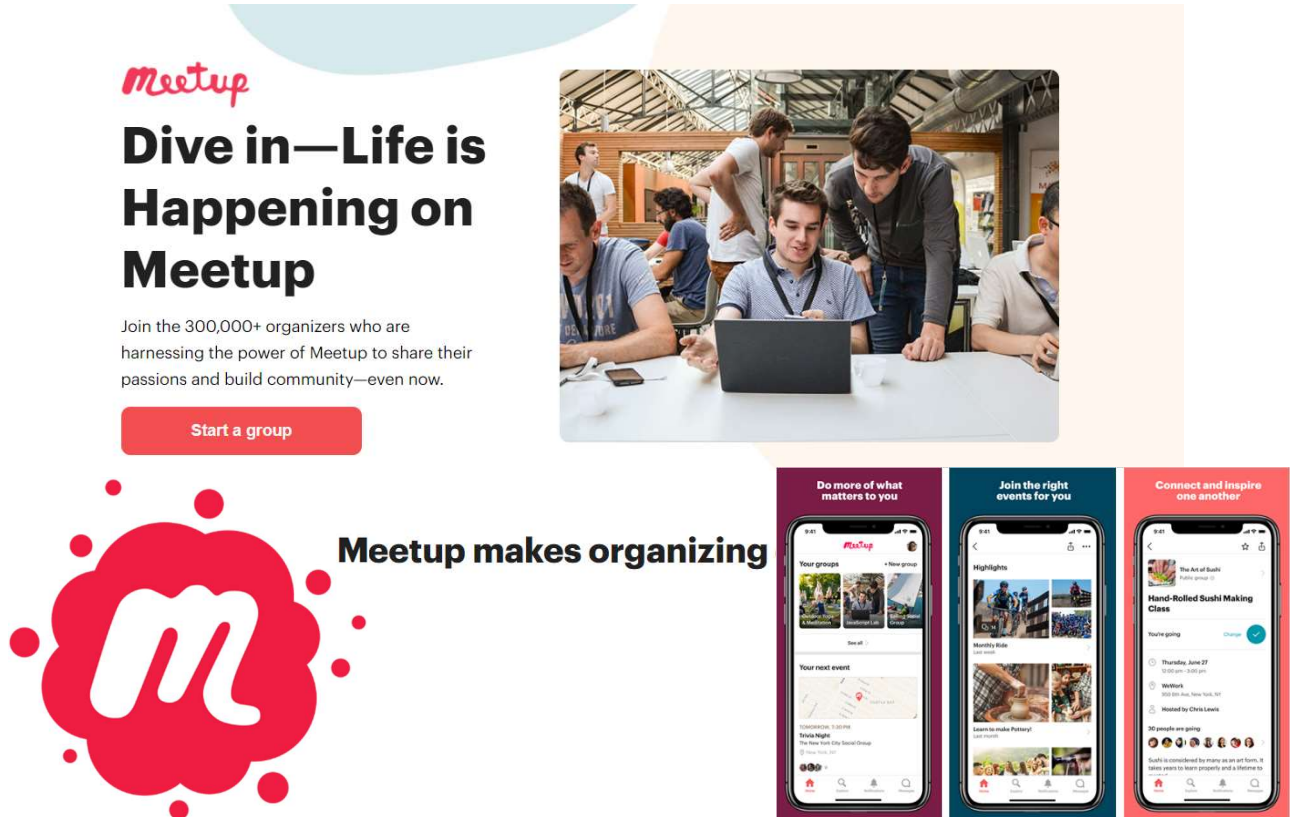
- **Posts:** It gives the option of creating a new publication, publications are made that can contain only text, or combine it with photos, videos, links or surveys, and people interact with them. The type of publications are related to work, to the advertising that is made on LinkedIn about it or to real experiences that you want to share and add some value.
- **Notifications:** About mentions, comments, messages or post from contacts or liked pages.
- **Jobs:** It gathers the selection processes that companies open and show on LinkedIn. A list of the positions is shown, along with the name of the companies, the place of performance and the status of the application. Normally, the LinkedIn job offers that are most related to your profile will be displayed. It has a search bar, where you can indicate the type of desired job, by position, skills, salary, etc.

Additional features:

- **Personal branding:** Having a defined and clear personal brand is something that is essential in the workplace, working with a LinkedIn profile will allow you to achieve a reputation that allows you to show talent. If you have a business website, you can use LinkedIn advertising to increase web traffic, and get “free” publicity by creating quality content and getting people to notice it.
- **Groups:** LinkedIn groups are a useful tool, used to keep up to date on certain topics, to consult professional questions with experts, to promote a personal brand, among others. The dynamics of the groups is practically similar to that of a discussion forum: any member of a group can open a discussion thread (debates) on any topic and if they manage to capture the interest of the group, a great conversation is generated between professionals.
- **LinkedIn Learning:** It is a parallel platform of LinkedIn, which offers more than 16 thousand online courses, free and paid. To access, it is necessary to create an account with the option of a free trial month. Topics range from business courses, creativity courses, technology skills, or team building. Once the course is finished, a certificate of completion is delivered, which you can download or upload directly to the profile.
- **Recommendations:** They are "reviews" that other LinkedIn users leave on your profile, confirming the professional value and endorsing the knowledge of a profile, as a sign that other professionals value your work.
- **Active job seeking:** On LinkedIn you can find job opportunities through two common modalities: Company recruiters can enter a profile and see the curriculum, they will contact the profile when they fit and value their skills as necessary. If you are an active person, who disseminates knowledge and takes care of the details of your publications, the recruiters of companies will surely notice this type of profile. Or through a proactive search, through selection processes published on LinkedIn.

Meet Up

Meet Up is a social platform that allows its members to meet physically through groups brought together based on common interests such as politics, sports, culture, hiking, books, technology, languages, etc. Subscription to the page is free and only the organizers of the groups are charged.



The image shows a promotional banner for Meetup. On the left, the Meetup logo is in red script. Below it, the headline reads "Dive in—Life is Happening on Meetup" in bold black text. Underneath, a sub-headline says "Join the 300,000+ organizers who are harnessing the power of Meetup to share their passions and build community—even now." A red button with white text says "Start a group". To the right is a photograph of a group of people gathered around a table with a laptop, looking at the screen. Below the banner is the Meetup logo, a red circle with a white 'm' inside. To the right of the logo is the text "Meetup makes organizing". Further right are three vertical screenshots of the Meetup mobile app interface. The first screenshot shows "Your groups" and "Your next event". The second screenshot shows "Highlights" and "Monday Ride". The third screenshot shows a "Hand-Rolled Sushi Making Class" event with details like date, time, location, and host.

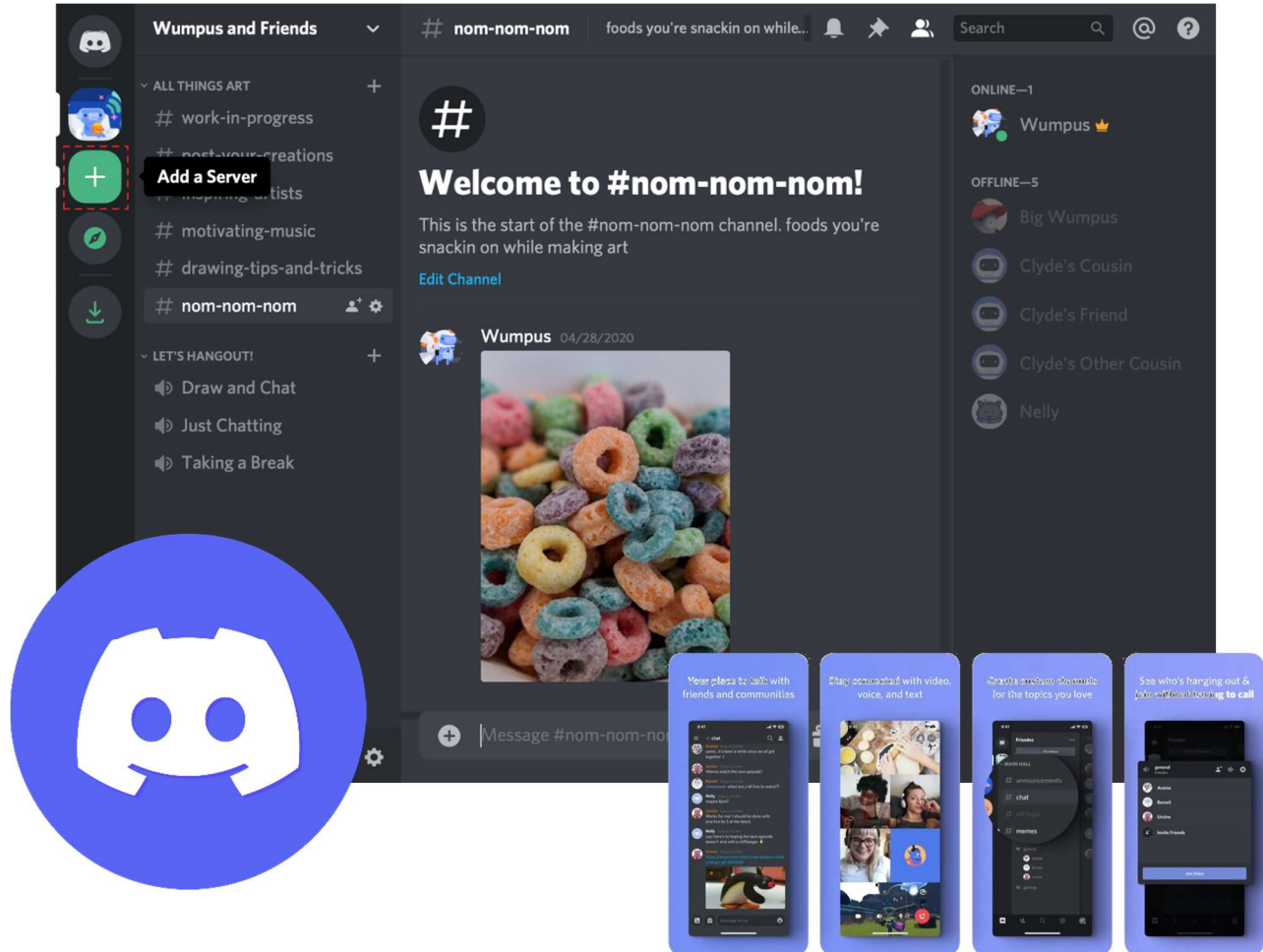
Meetup main screens (various sources)

Main Functionalities

- **Profile:** Access to personal data, group membership and general settings
- **My groups:** Access to the groups previously enrolled.
- **Start a new group:** Add a new topic as organizer and allow people to join.
- **Calendar:** Show all the activities in enrolled groups, upcoming events and past meetings.
- **Explore:** To find events happening the near to the user, according to personal interest.
- **Notifications:** Communications regarding the events selected groups and events.
- **Messages:** Allows communication between members of groups.

Discord

Discord is a social platform designed to allow the creation of group chats for online players and different purposes. This application has versions for both PC and mobile devices. It has many functionalities, allowing you to chat by text, by voice and even make videoconferences.



Main functionalities

- **Create Server:** Create a private space on an specific topic
- **Channels:** Is the name given to a conversation within a server, via text or voice
- **Add Friends:** To add people to a server by name, telephone number or from a channel
- **Friends:** Allows to look it for contacts to add them as friends
- **Search:** To find servers, channels or users
- **Mentions:** To review the mentions about oneself made by people in channels.
- **Profile:** To access and modify personal data, settings, preferences and accesibility.

Chapter 5

Design proposal

5. Design proposal

5.1. Description and Function

The final design proposal is a mobile phone application to connect young people to collaborate in the improvement of services of small businesses with the help of mentors to guide them during the development of the project, as the main component of the service aimed at helping young people to join the job market.

The application is designed to be used by three types of user: young people, mentors and local businesses, with the public employment agency as a supervisory body of the platform. Each type of user will have unique functionalities, according to their roles within the application, but with a consistent visual identity for all of them.

The application is structured around the creation of small communities called teams made up of between 3 and 5 young people, 1 mentor and 1 business as a sponsor of the project. The main component is the groups formed among young people on the basis of common interests to serve as a basis for the structuring of the teams. Emphasis is placed on the formation of work teams in order to give young people the necessary initial support and help them develop leadership qualities and teamwork.

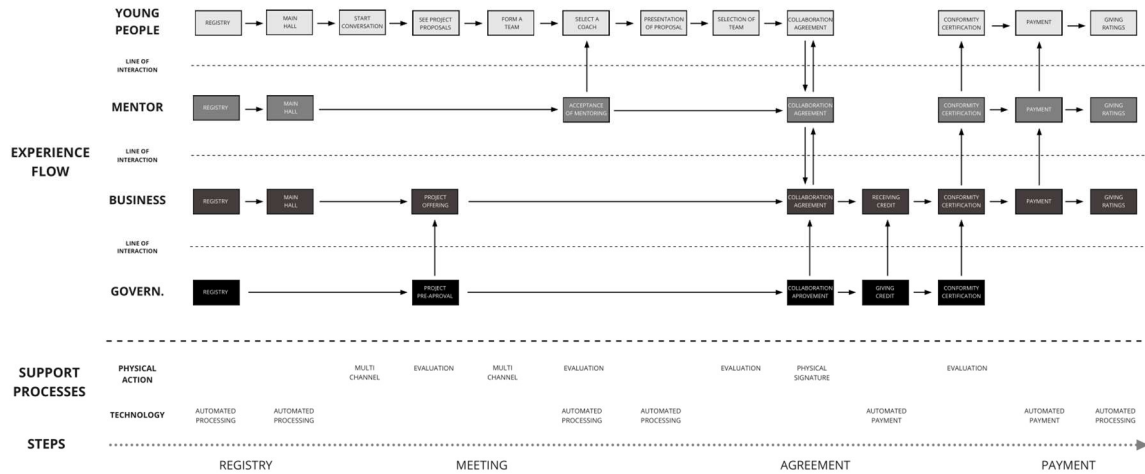
When a team has been formed, a project previously published by a business that requires such service can be selected and a mentor selected among those profiles of professionals who have signed up to collaborate on said project according to their work experience. Once positively evaluated by the business, an agreement is signed between all those involved with the endorsement of the public employment agency, which in turn will finance the project through a fund granted in favor of the company to pay the development team of the project once completed and successfully delivered.

The application will act as a support for this process as a tool for contact and communication between teams, companies, as well as providing transparency and official support, in compliance with the corresponding labor regulations and benefits. It will also be a reference system for young people for future projects according to their performance.

5.2. User Flow and Service Blueprint

The use of the application within the application will be different for each of the users according to the type of profile chosen to identify themselves when joining the platform, which will have the following usage itineraries:

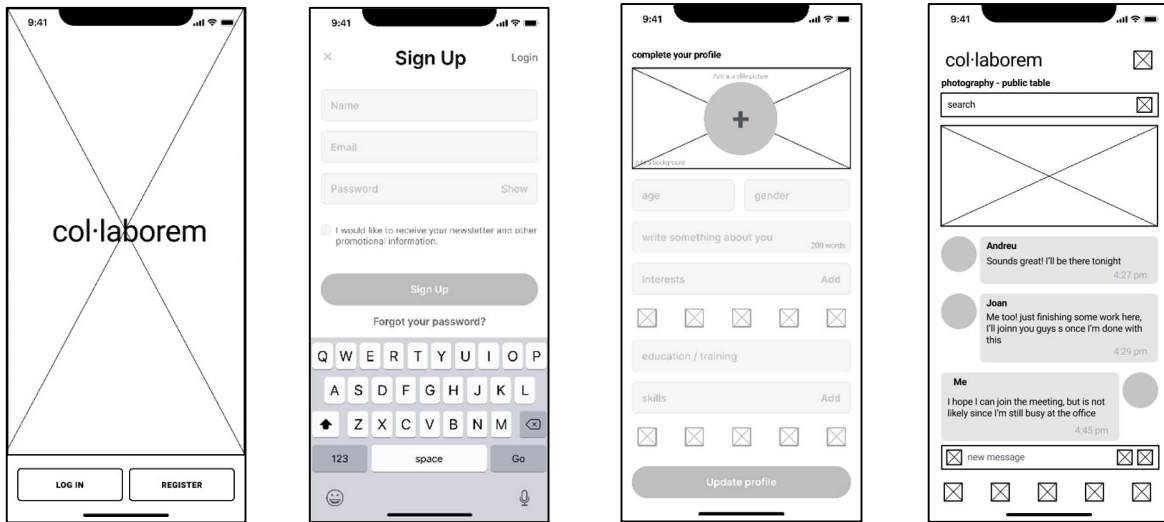
- **Young Profile:** The day of a young person begins with the registration of their data on the platform, completing their profile with personal data, photography and interests. Then the application will take you to a screen with the groups available to join called tables (like a bar) dedicated to specific conversation topics and to the tables you are already part of with the conversations started, as well as the menu and options configuration and search. From a thematic table, the members may decide to create a private table based on their affinity with each other to form a work team to choose the project in which they wish to participate as well as the mentor of their preference related to that project. With the acceptance of the mentor, the work team is formalized and can be officially applied to the project. Once the application is accepted by the company, a collaboration agreement is signed and when the project is completed, a certification of conformity is signed to proceed with the payment to finally make an evaluation of all the participants in the project.
- **Mentor Profile:** In the same way, for a mentor the first step is to register on the platform by selecting the mentor option and completing personal information, education and work experience. You will then have access to a home screen with the available projects and those in which you have decided to participate as a tutor, where you will also have access to your profile and configuration items. From the available projects, the mentor can apply to them and be selected to be part of a team as an advisor. Each team has a private conversation group for coordination. Once the team is selected and the work is completed, you can access a confirmation screen for payment and rate and give references about the team members.
- **Perfil Negocio:** The first step is to register on the platform with data on the main characteristics of the business to complete the profile. Once registered, the main screen of the business shows the published projects or gives the option of publishing a new project, that is, a request for help to improve its services. Also from here you can access active conversations with teams and profile settings. On the new project screen, you must provide a description of the project, as well as special requirements, duration, modality, and budget. The project will be reviewed by the platform and validated for publication. Once published, it can be seen which teams have requested to participate in the project for its evaluation and acceptance, a module will be entered to formalize the agreement and then to go to a conversation group screen for coordination with the team. At the end of the work, the screens of conformity of the work and qualification and comments about the equipment will also be found. Este flujo de acciones constituye un primer paso para estructurar el funcionamiento de la aplicación, en base al cual puede elaborarse un diagrama denominado Service Blueprint que permita ubicarlos dentro de cada etapa del proceso de uso y señalar los puntos de interacción entre ellos:



Service Blueprint of the proposal, can be seen in a larger size in the annexes section.

5.3. Wireframes

The wireframes are an outline of the screens where the functionalities to be incorporated are shown, as well as a first approach to the interface. As a first approximation of the design and materialization of the design approaches, its elaboration can allow to evaluate and better organize the flow of use of the application. Some of the wireframes developed in this stage are presented below:



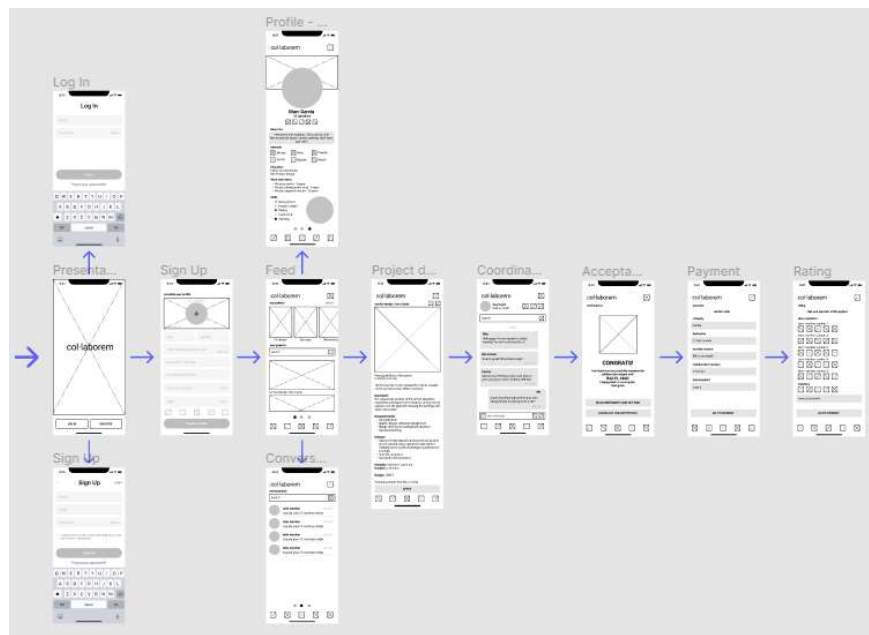
Wireframes used in the application development stage.

5.4. Navigation

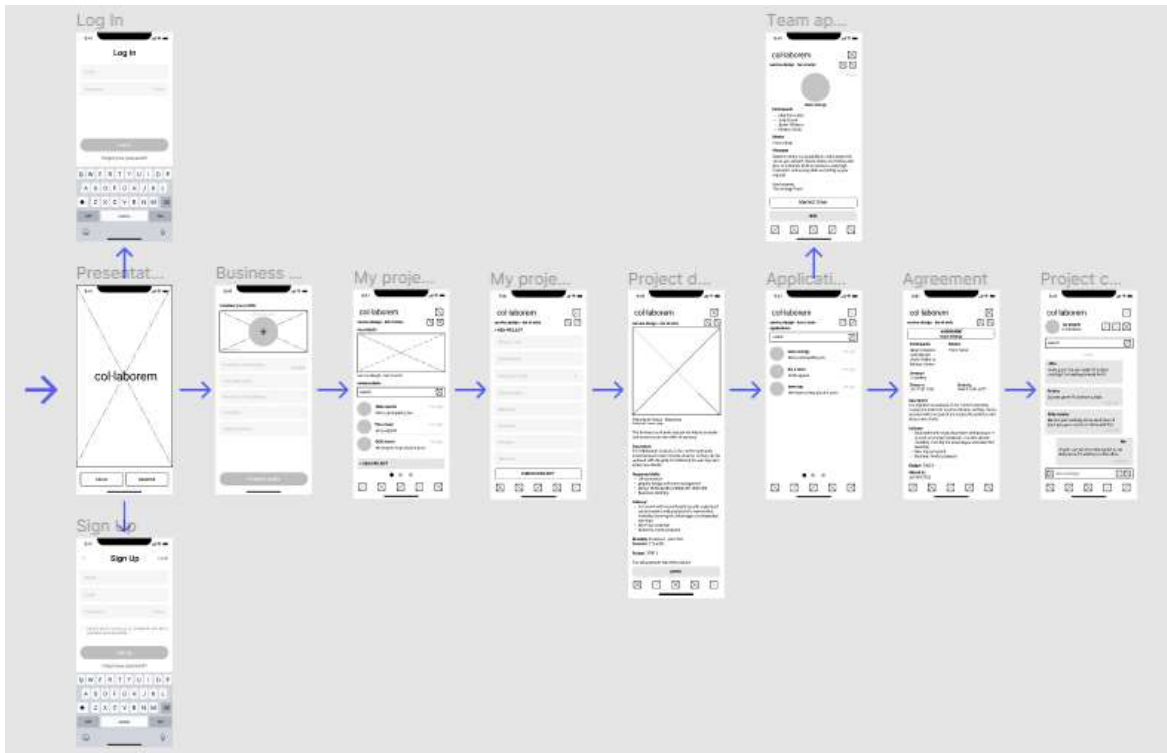
Navigation through the application is carried out according to the profile of each of the users according to the description of each one of them. Below is the navigation map through the windows for each of the profiles:



Young people wireframe navigation



Mentor wireframe navigation



Business wireframe navigation

5.5. User Interface

Color

The main color chosen for the application is orange. The reason is that it is a color that has historically been associated with youth and happiness (BBVA, 2016), qualities that are sought to be transmitted through design. Also because it refers to the orange economy, or "creative economy" as the author of this expression Jhon Howkins calls it and that he defines as one based on talent and creativity (Hawkins, 2002), qualities that are sought to be revalued in this proposal.

The color orange is the predominant color but it is also accompanied by its complement within the chromatic circle, the color blue to achieve a contrasting and vibrant image that is easy to remember, with tonal variations as well as white, gray black for background elements.



Main colors used in the application proposal.

Typography

The font chosen for the application is Futura. Originally created in 1937 by Paul Renner, it is characterized by the simplicity of its elements, originated in basic geometric shapes, therefore it belongs to the sans serif or sans serif family, allowing clear legibility without unnecessary ornamentation. This type of font has been chosen for its validity as an expression of modernity and artistic avant-garde (Keung 2020), values with which it was originally identified and with which it is now trying to represent the ideals and hopes of young people, without neglecting the modern trend of the taste for the minimalist and classic or vintage.



Examples of Futura Font and variations used in the application propposal.

Grid and Composition

A grid is used based on the dimensions of the iPhone X (1125 x 2436 pixels) as it is an intermediate device size that adapts to the size of the hand and the proportions of most mobile devices. The grid used is made up of modules of 3x3 pixels, of 6 vertical columns of 50 modules wide, with separations within 9 modules and at the ends of 15. A grid of these characteristics will allow versatility for the composition of the elements as well as symmetry and equilibrium in the distribution.



Examples of the tipo of grid used in the composition of elements in the screen.

Iconography

The iconography will be used basically in the action buttons within the application, mainly in the lower part of the main screen, in the drop-down menu at the top and in those elements that need to be displayed and in basic and easily identifiable functions within the application, such as access to the profile or conversations. It has been chosen to use filled iconography to favor the contrast between the colors used and facilitate the location of the elements on the screen.



Examples of filled icons as the ones used in the proposal.

App icon and branding

The logo as the most important icon within the application originates from the special character of the Catalan alphabet (l·l) called *ela geminada*. The choice of the logo is due to the need to identify the application with the city where it originates and to relate it to the name of the master's degree, focused on taking as input the design made in the city of Barcelona. The form of expression of this writing is also minimalist, limiting itself to representing it through two parallel rectangles with a circumference in the middle of them.

In the case of the logo, this special character is simply highlighted with the specifications mentioned within the word *Col·laborem* whose characters use the Futura font.



Main icon and logo proposed to identify the application.

Images

The use of images in the design of the application is limited to functional aspects, that is, they are used only for illustrative purposes, both in the case of profiles to show an identity as well as in work tables or in projects Offered by businesses, photographs are used to highlight the contrast between them and the basic shapes with solid colors as compositional design elements. The vector illustration is limited to the iconography used.



Type of images intended to use in the application design (Source: Pexels.com)

Shapes

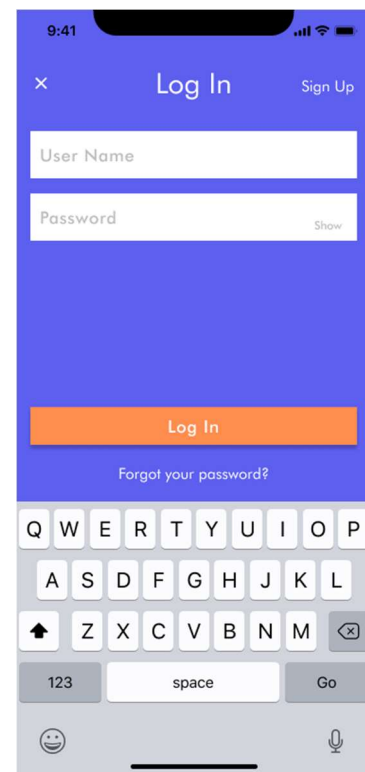
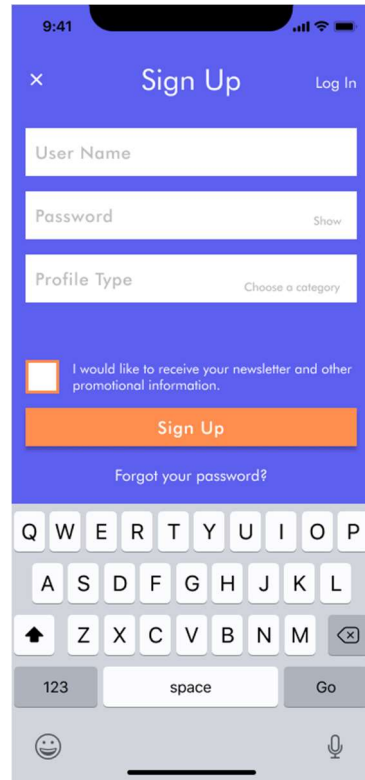
Regarding the shape of the elements, figures with orthogonal corners will be used, seeking to maintain the minimalist aesthetic and basic shapes, consequently with the typography used, the colors used that are restricted to two and the atmosphere of sophistication, agility and avant-garde that seeks to transmit the values of the users.



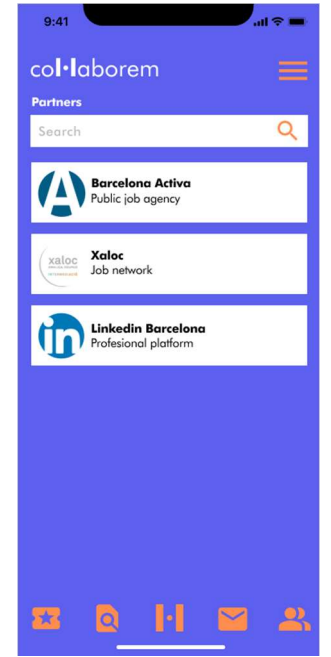
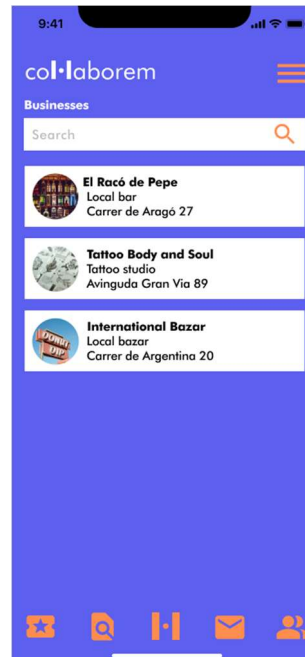
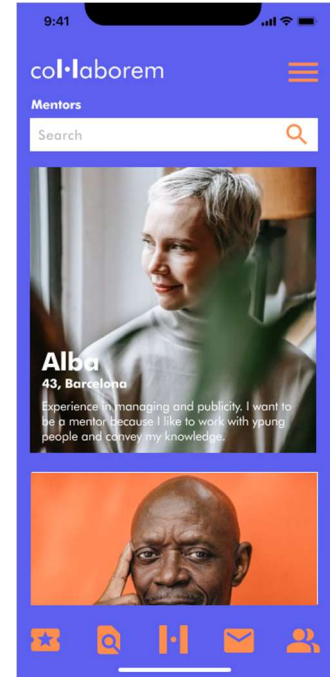
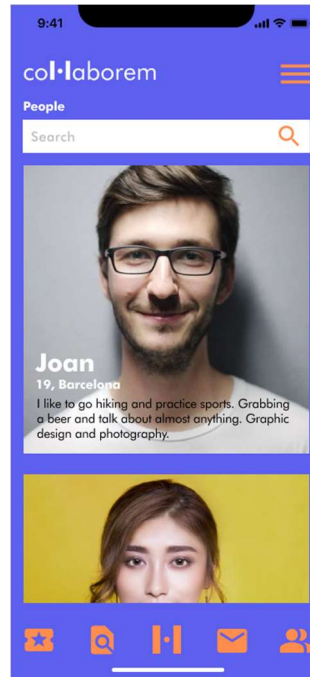
Examples of the type of shapes taken as reference for the app design (Source: Various sources)

5.6. App Design

General instances



Participants overview



Young Profile – Main Users

9:41

Complete your profile

Add a profile picture

Add a background

Age Gender

Write something about you 200 words

Areas of interest Add

Education / Training

Skills Add

Update profile

Navigation icons: Home, Search, Profile, Messages, Network

9:41

col·laborem

Joan Fernandez
19, Barcelona

PERSONAL SKILLS

About me
Very active and outgoing, I like to go out with friends and talk about almost anything. Work hard, play hard.

Interests
Movies Wine Friends
Sports Bicycle Beach

Navigation icons: Home, Search, Profile, Messages, Network

9:41

col·laborem

Joan Fernandez
19, Barcelona

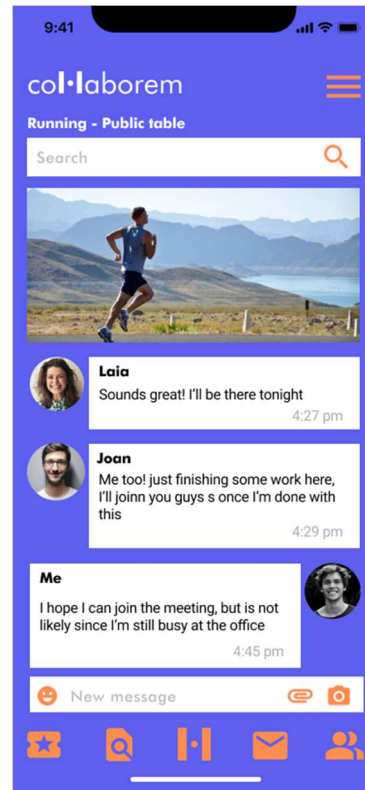
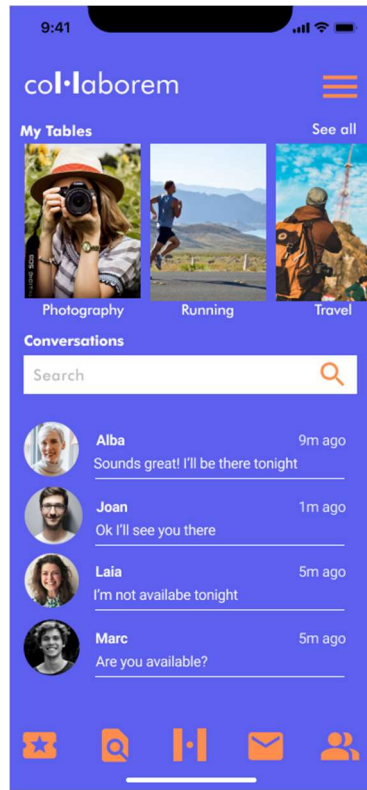
PERSONAL SKILLS

Education
Industrial engineering

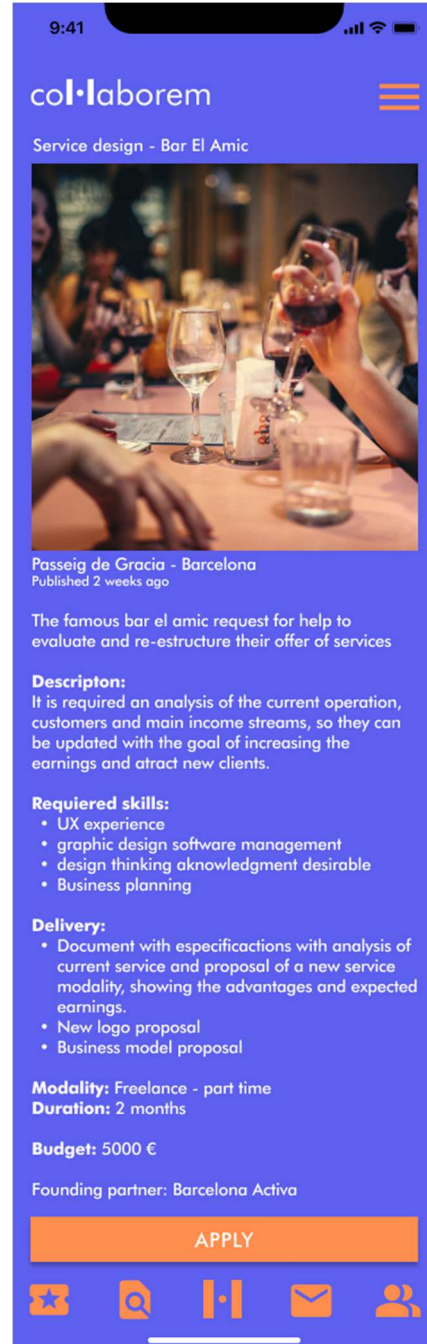
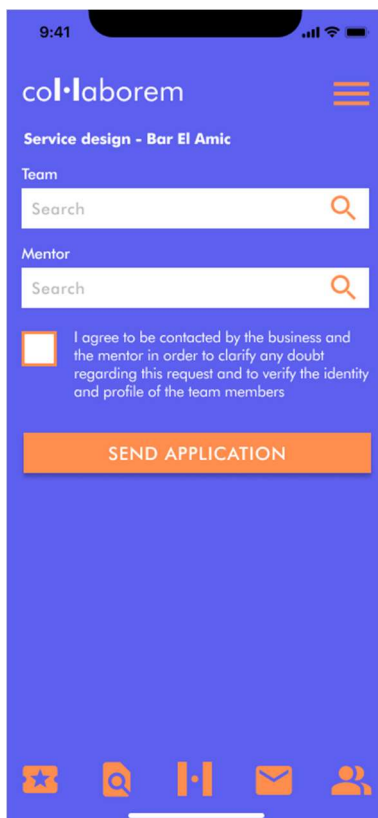
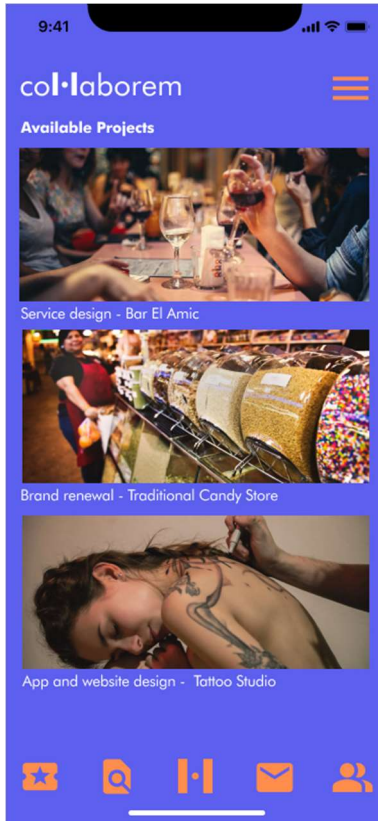
Skills
Management
Product design
Coding
Leadership
Planning

Navigation icons: Home, Search, Profile, Messages, Network

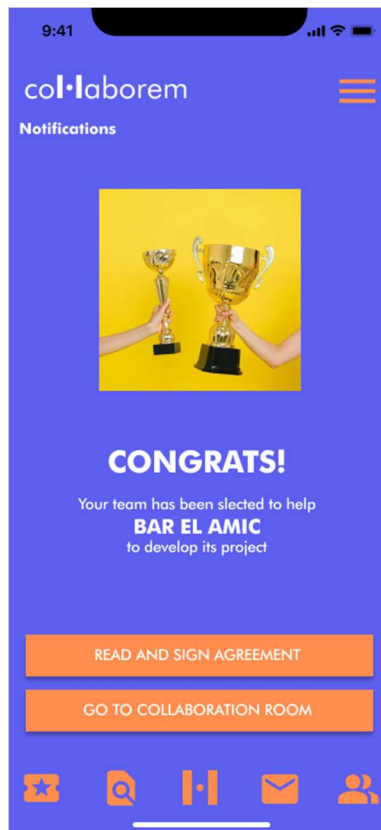
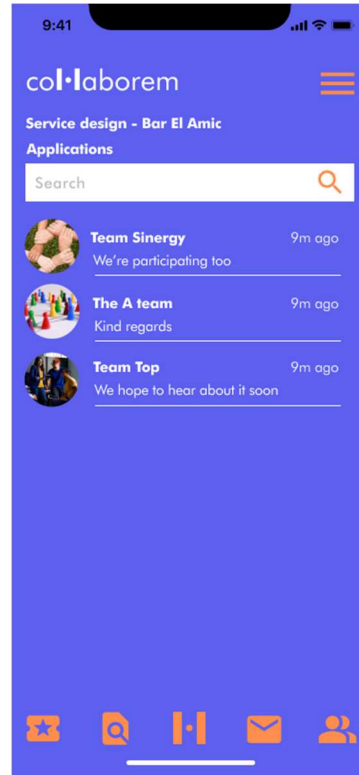
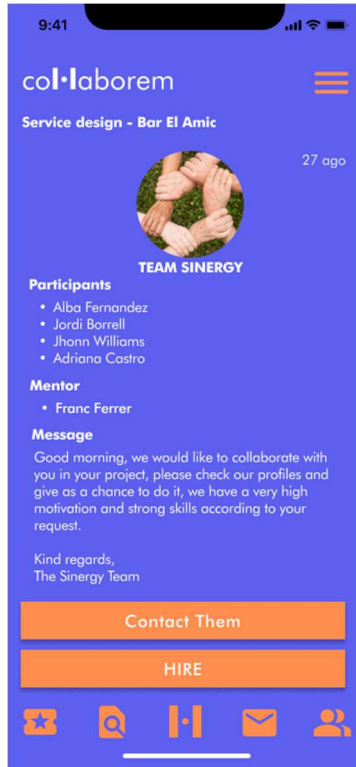
Young Feed and Coordination Rooms



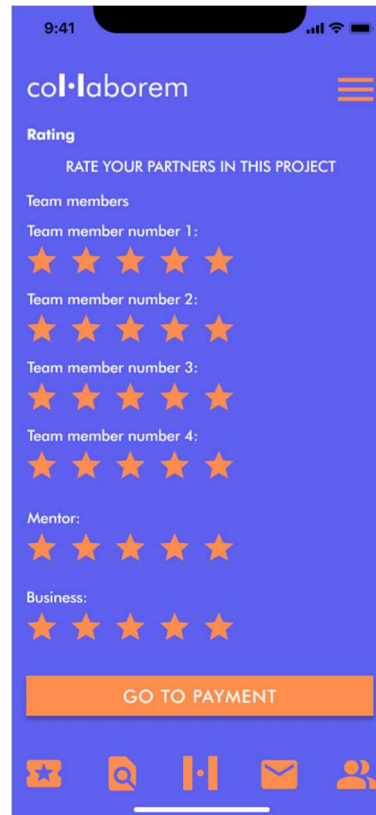
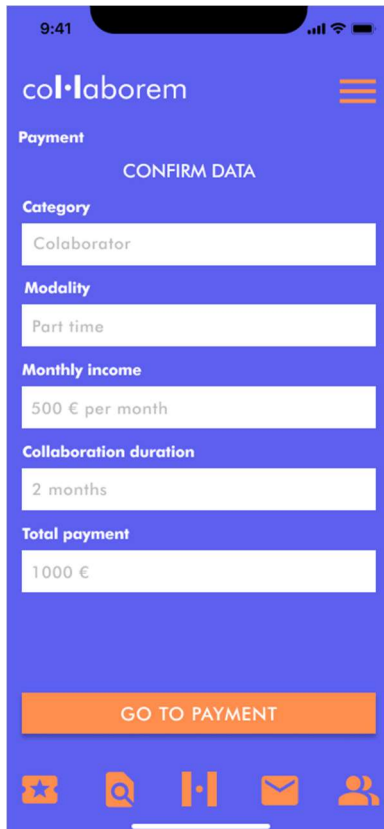
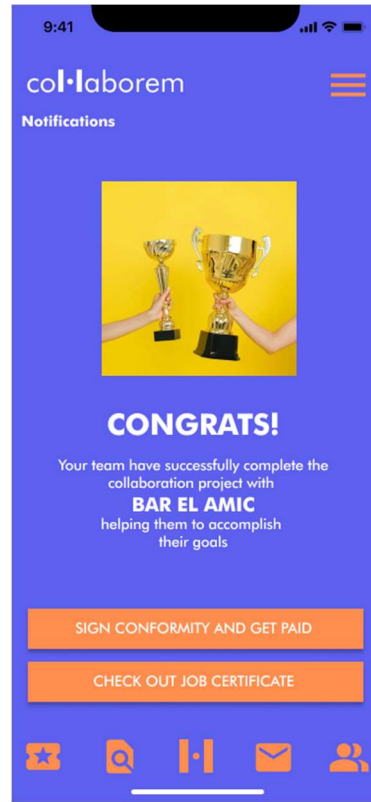
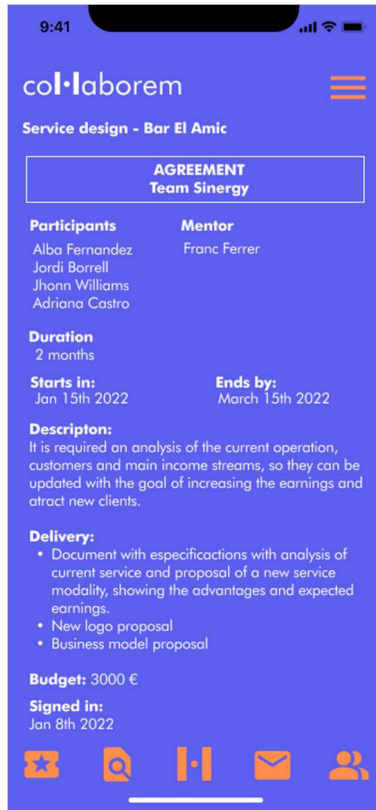
Projects



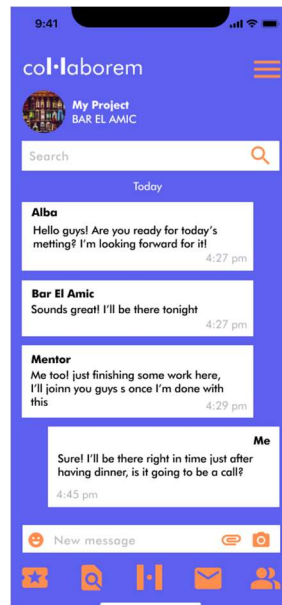
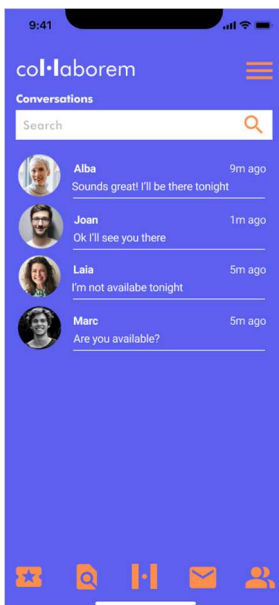
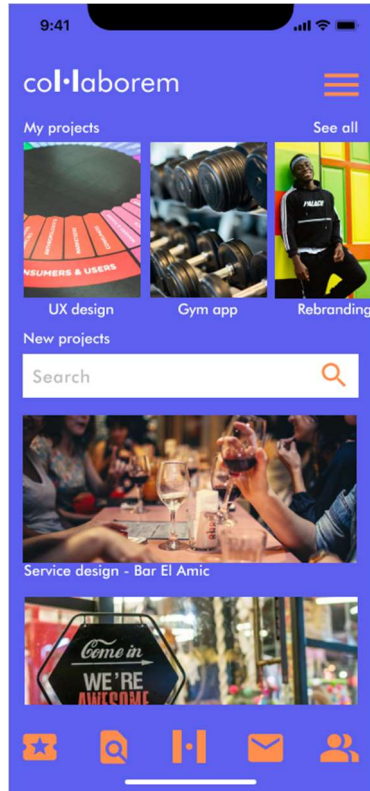
Project Applications



Project Agreement and Evaluation



Mentor Profile



Business Profile

9:41

Complete your profile

Add a profile picture

Add a background

Business description 200 words

Business area

Number of employees

Location

Opening hours

Complete profile

9:41

col·laborem

Service design - Bar El Amic

Passeig de Gracia - Barcelona
Published 2 weeks ago

The famous bar el amic request for help to evaluate and re-structure their offer of services

Descripton:
It is required an analysis of the current operation, customers and main income streams, so they can be updated with the goal of increasing the earnings and attract new clients.

Requiered skills:

- UX experience
- graphic design software management
- design thinking aknowledgment desirable
- Business planning

Delivery:

- Document with especificacions with analysis of current service and proposal of a new service modality, showing the advantages and expected earnings.
- New logo proposal
- Business model proposal

Modality: Freelance - part time
Duration: 2 months

Budget: 5000 €

Founding partner: Barcelona Activa

APPLY

9:41

col·laborem

Service design - Bar El Amic

My Projects

Service design - Bar El Amic

Conversations

Search

Alba mentor 9m ago
We're participating too

The A team 9m ago
Kind regards

BCN Active 9m ago
We hope to hear about it soon

+ NEW PROJECT

Capítulo 6
Conclusions

6. Conclusions

Through the development of this project, the following conclusions have been reached:

- The study of the context around the problem raised has been important to understand in a comprehensive way the conditions and elements that intervene in the problem of youth unemployment and in the alternatives that young people have to access the labor market, so that they can arrive at a solution proposal that responds to these conditions.
- In the same way, studying the problem from the perspective of young people can provide a more realistic perspective focused on the difficulties and situations they face when finding employment, providing the researcher with a more humane and thus older perspective. opportunities to provide a solution tailored to those needs.
- In the development of this project, the importance of establishing relationships has been discovered, not only between individuals who seek to cooperate with each other, but also between businesses and groups of people, through a strategy that integrates various components of society, and that consider diversity at various levels, understanding it not as an obstacle but as a source of cohesion and permanent innovation.
- A systemic approach makes it possible to link all relevant aspects related to the problem and provide alternatives that respond to most of the requirements of the type of user to whom the project is directed, without neglecting its feasibility and viability.
- The design of a prototype through a digital platform allows several actors to be included in the solution proposal and better adjusts to preferences and inclinations, as well as linking people in a more informal way through a social ed could be more successful with young people than through a more traditional and rigid professional network.
- Although it has not been possible to validate the usefulness of the proposal, based on the comments received, it can be affirmed that it could be accepted by the user public for which it is intended and by the others involved, that is, experienced professionals. , small businesses and public entities.

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Annexes

Annexes

I. Interview format

Nombre:

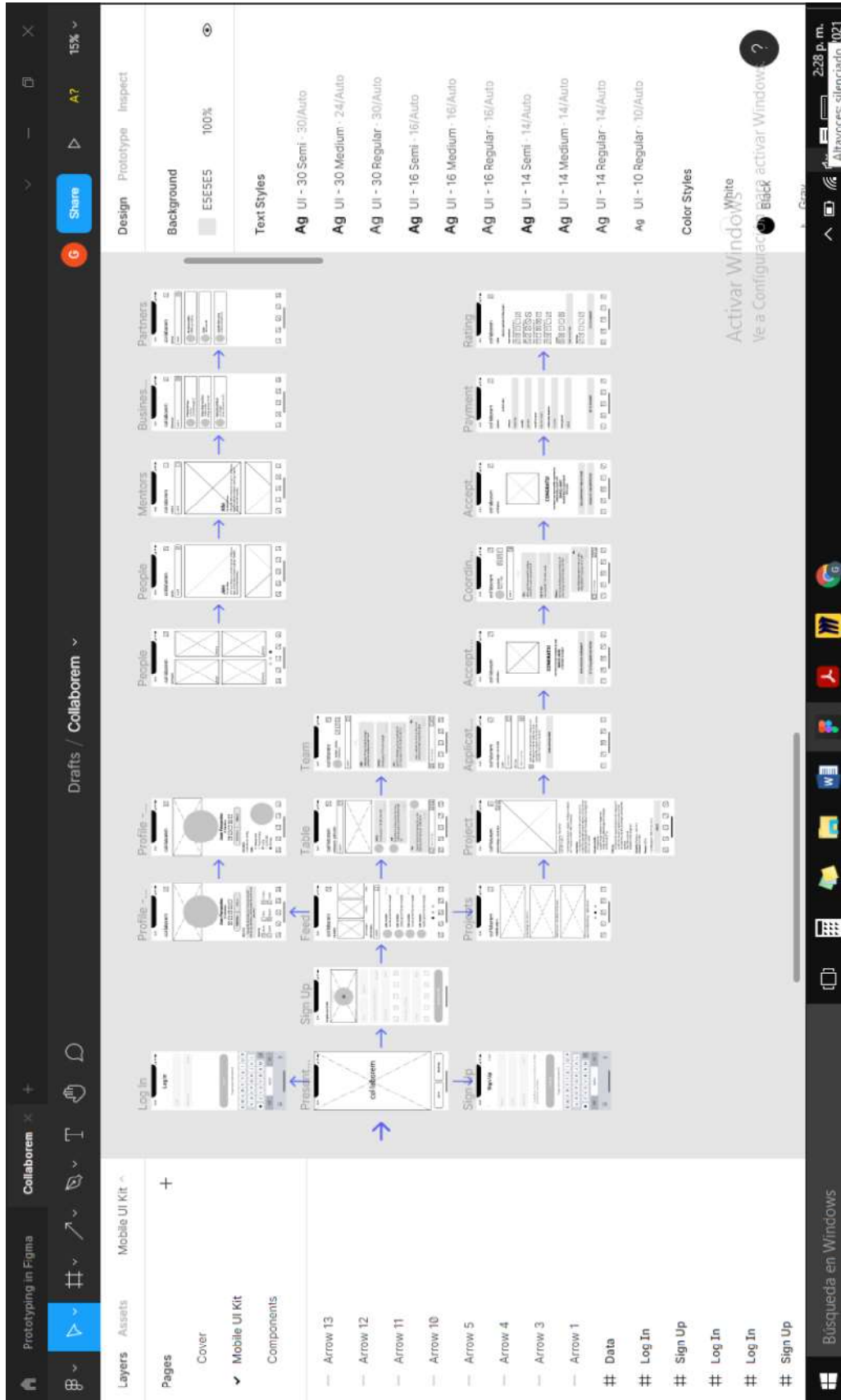
Edad:

Nivel de Estudios:

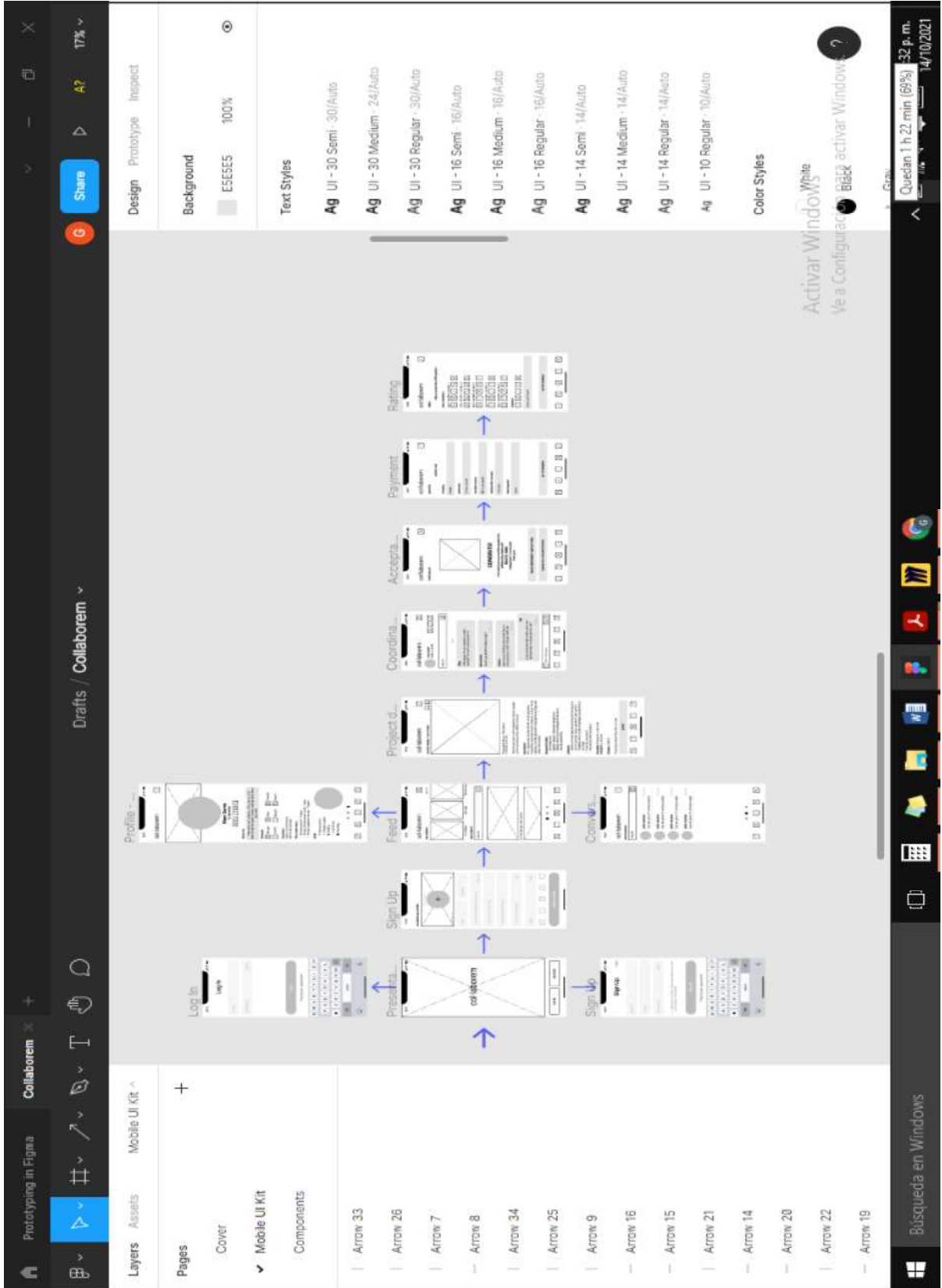
1. ¿Es la primera vez que buscas empleo?
2. ¿Cuál es tu motivación para conseguir empleo? ¿Es importante que el empleo que buscas esté relacionado a lo que estudiaste o es suficiente que puedas desarrollar el trabajo?
3. ¿Es necesario tener experiencia para el empleo que buscas? ¿Crees que es importante?
4. ¿Cómo valoras el trabajo en equipo?
5. ¿Qué es lo primero que harías o hiciste para buscar empleo? ¿Qué se te viene a la mente?
6. ¿Cuál es el proceso que sigues o seguiste para conseguir empleo?
7. ¿Cuál crees que es la parte más difícil de este proceso? ¿Cuál fue el obstáculo que encontraste?
8. ¿Qué opinas sobre utilizar contactos para conseguir empleo?
9. ¿Sabes de alguna agencia pública de empleo? ¿Conoces cómo hacer uso de ella?
10. ¿Cómo crees que podría se podría facilitar el proceso de búsqueda de empleo?

II. Service Blueprint

III. Young profile navigation



IV. Mentor profile navigation



V. Business profile navigation

