

# THE SERVICE DESIGN AWARD



## POINTR.

Helping young people access employment, education and training quicker through a digital careers service.

### 1. Overview

Pointr is a new service designed by PDR in partnership with The City of Cardiff Council, that helps young people find and access local services quicker and more effectively.

There are more than one million young people unemployed in the UK, each costing the government an estimated £153 per week, that's £56,000 every year\*.

But there's a disconnect, with many young people are unaware of what's available to them. In many cases the confusing messages created by this complex system are often pushing young people away from initiatives designed to support them. PDR set out to design a solution to this.

### 2. Process

PDR organised a hack event for government staff working with youth services in South Wales. Over 40 participants from youth services teams, careers advice services and third sector organisations as well as software developers and designers from PDR to "hack" 3 data sets relating to jobs, training and education opportunities in South Wales.

PDR built a prototype site supported by a Google advertising campaign, that ran for two months. This cost-effective method resulted in over 1,000 young people using the prototype. We used analytics to review how it was working and whether users were able to locate information that was relevant to their needs.

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*The Work Foundation - 'Off The Map - The Geography Of NEETS'*

### 3. The benefits of design

Design offered the project a clear path to service innovation.

One of the common themes emerging from the initial research was that whilst there are many existing government services that support those who are unemployed, often it's not clear what they are offering; which are the most relevant and why you should approach them. We used these insights to develop Pointr.

Combining insights with prototyping enabled the client to quickly understand the underlying issues from fresh eyes and prototyping through hack events and live tests enabled them to experience the service first-hand. For the project this meant that buy-in to the concept was swift and new ideas were explored in a collaborative way with different partners and departments.

### 4. Effect

For every young person that finds work just one month quicker because of Pointr, local authorities will save £612 - City Of Cardiff Council

PDR built two prototype versions of the Pointr service and then a working BETA version that was populated by live data provided by Cardiff Council. The service links to the services, programmes and organisations offering employment or training to young people in Cardiff and provides organisations with feedback on service quality and relevance from Pointr users.

At present, Pointr is in beta stage and running in Cardiff. The service is currently being used by careers advisory teams working for The City of Cardiff Council in 19 schools in the city. The teams deliver career planning to 14-16 year-olds and Pointr is used to support this activity, enabling a smooth transition from secondary education to employment, education or training.

- + 1,070 NEET's now in career programmes
- + 500+ people engaged in design process
- + 19 schools using the service in Cardiff

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