

MY BEST LIFE

How tech could help young people

Anna's story

Anna lives at home with her parents and is trying to get a job so that she can move out. She is struggling to get interviews as she spent some time in prison. Employers have told her that they can't progress her application for that reason.



Anna is particularly worried about being able to get a good job that she enjoys. She is having a hard time feeling motivated to work in her current job washing dishes in a restaurant where she's not engaged and is working long hours for low pay.

Without tech

Anna talks to the local youth centre she attends and they offer to help her. The youth centre supports Anna to write a CV and signposts her to job listings. They also support her with how to write about her conviction in her application, and how to talk about it constructively at interview. This builds her confidence.



Anna finds an interesting job in a company where she sees lots of opportunities to progress. They decide not to progress her application to the interview round due to the time she spent in prison. She loses all motivation and stops going out as much. She doesn't feel as though there is anyone who is on her side and can help her.

Anna has support from some *gatekeepers*, but is facing *discrimination* and a *lack of opportunity* as a result of her time in *prison*.

The tool: Targeted job application website

Why it is needed: Young people want to advance into paid and meaningful work. But many of them face barriers that exclude them from normal recruitment processes. Meanwhile, many employers want to hire young people from a variety of backgrounds and experiences, but don't tend to be willing to commit time or effort to this.



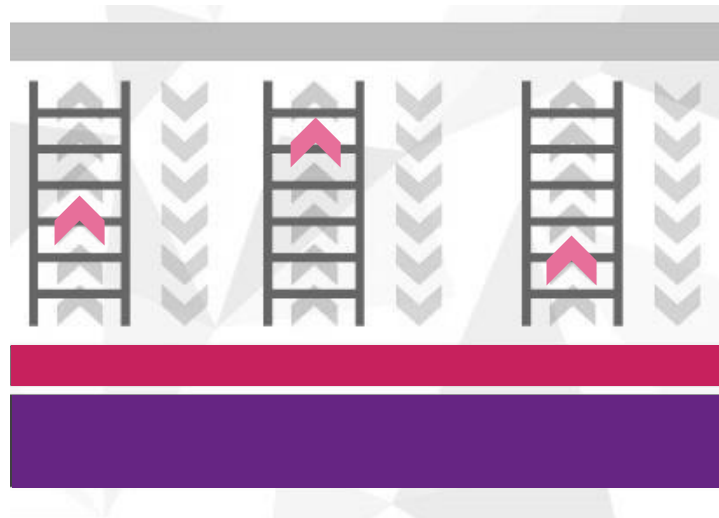
How it would work: With the support of a youth worker or other member of their network, a young person would add their information into the portal: their CV, some key skills, and information about what's been holding them back from the mainstream process. The app then pairs them with employers that are offering suitable roles and that don't see these problems as a barrier. This automated process reduces the emotional damage of continuous rejection for the young person, and makes the initial buy-in of time easier for the employer.

Key things to consider: Technology can act as a great medium to connect the young person and the employer. But many young people who find themselves in this position will need additional help to sustain work. It is important additional support is in place.

With tech

Anna talks to the local youth centre she attends and they offer to help her. The youth centre supports Anna to write a CV and upload it onto the job app website. The application matches her skills to jobs, and to employers willing to accept people with criminal records. Anna is invited to an interview for their paid internship.

Anna receives some one-to-one coaching from her youth centre in preparation for the interview. She uses what she's learned and a couple of weeks later finds out she's got the job.



Anna works at the marketing firm for a couple of years receiving some ongoing support from her youth centre. She gets promoted to a branding officer her first step to a longer-term career. It also pays a bit better, which means she can finally afford to move into a flat on her own, and this improves her social life.

With an increased network, and support from the wider sector to increase her *work experience*, Anna is able to progress to *independent living, working full time, and increased income options*.

This persona is based on the experiences of people we spoke to during our *My best life* research. For the full report, more personas, and an interactive user experience map, visit thinkNPC.org/MyBestLife.

