

FREE WIFI | PHONE CHARGING | MENTORING | RESOURCES

# HUSTLE BUSSLE

Empathy & Understanding  
that Drives Progress

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## HUSTLE BUSSLE

DRIVING PROGRESS FOR PEOPLE  
EXPERIENCING HOMELESSNESS





RAPID PROTOTYPING

# What We Found

RAPID PROTOTYPING

# What We Found

# Pain Points

## Research & User Interviews

- Transportation to and from interviews or employment
  - A resource offices takes up available money and time and can be logistically disabling. People need resources that are more centralized and easily accessed.
- Applying for jobs often included confusing applications with no one to ask questions of
  - There is a general feeling being unwelcome at current location that provide access to wifi and/or computers
  - People need a place to apply for jobs where they can ask quick questions and feel comfortable taking time to complete an application in a welcomed space.



## PERSONA

# JOHN

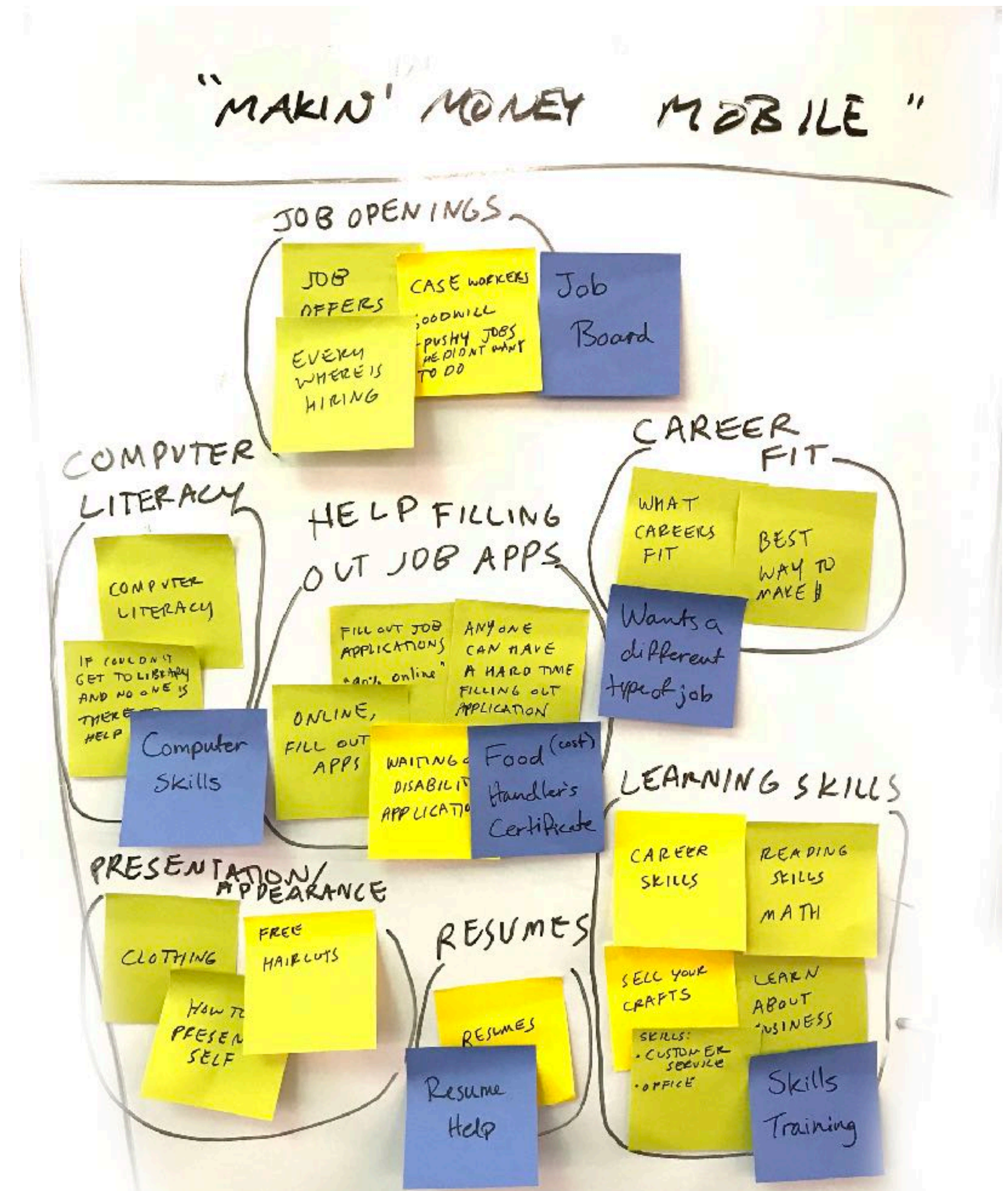
## 33 / SINGLE / NEW TO AUSTIN

Had family here. Shortly after moving here John and his girlfriend break up and John is left with no community or connections in the city.

- + New to Austin, doesn't know where all the resources are
- + Past work in Construction & food service
- + Actively seeking employment

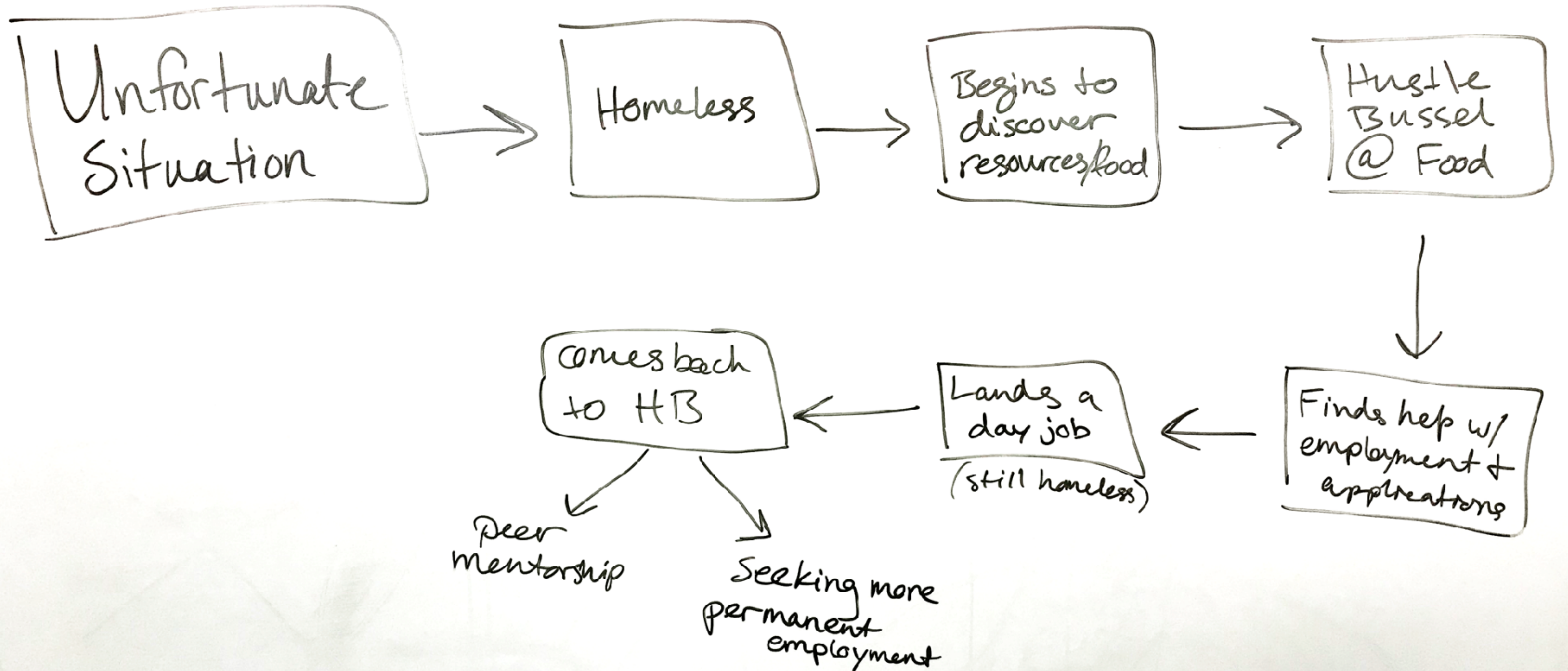
### GOALS

- Needs help to know where to apply for jobs
- Needs to know what resources are available to help him
- Needs access to available resources





## USER FLOW



PROVIDING A SERVICE

# Our Solution



# "MAKIN' MONEY MOBILE"

## JOB OPENINGS

JOB OFFERS

CASE WORKERS

EVERYWHERE IS HIRING

GOODWILL  
PUSHY JOBS  
HE DIDN'T WANT TO DO

Job Board

## COMPUTER LITERACY

COMPUTER LITERACY

## HELP FILLING OUT JOB APPS

FILL OUT JOB APPLICATIONS

ANYONE CAN HAVE A HARD TIME FILLING OUT APPLICATION

ONLINE, FILL OUT APPS

WAITING - Food (cost)

## CAREER FIT

WHAT CAREERS FIT

BEST WAY TO MAKE \$

Wants a different type of job

## LEARNING SKILLS

#4

## DOCUMENTS & DEMOS "DOCUTECH"

REPLACE D DOCUMENTS

DOC STORAGE

FILL OUT APPLICATIONS

ORGANIZATION

TECH HELP

TRANSITIONAL NEEDED TO GET TO APPS

YES HELPFUL

EXISTING SKILLS AT HAND

NOT HAPPY

WHERE

WHEN

HOW TO ENGAGE

INTERESTED

NOT INTERESTED

RESPOND BUSH

SOON

CLASSES

RELAXATION/ WELLNESS

COOKING

CREATING

EXISTING SKILLS

MAKING

INTERESTED

NOT INTERESTED

INTERESTED

NOT INTERESTED

INTERESTED

NOT INTERESTED

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## "MAKIN' MONEY MOBILE"

JOB OPENINGS

CAREER FIT

COMPUTER LITERACY

HELP FILLING OUT JOB APPS

PRESENTATION/ RESUME

RESUMES

LEARNING SKILLS

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## PROBLEM STATEMENT

PEH need a way to access resources so they can get jobs.



## MISSION STATEMENT

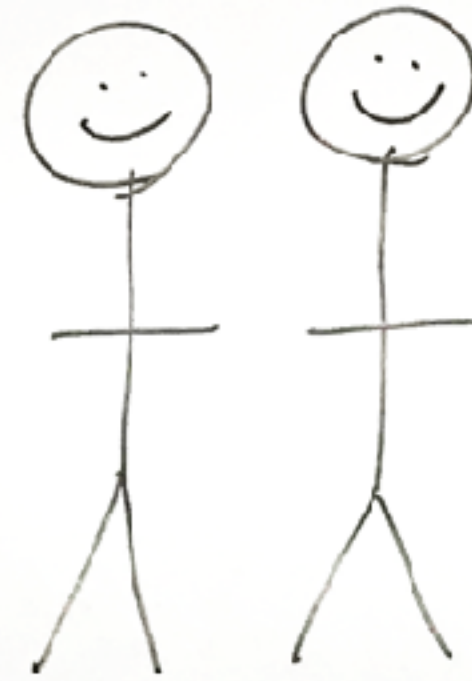
By providing a mobile experience we will eliminate common obstacles in the job seeking process, and help PEH establish a secure sustainable employment



## SERVICES PROVIDED



Job Applications



Peer Mentorship



Phone  
Charging



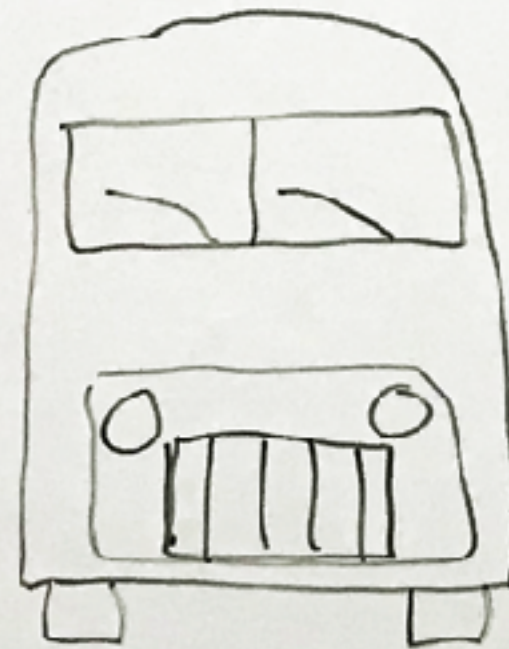
WiFi  
Hotspot



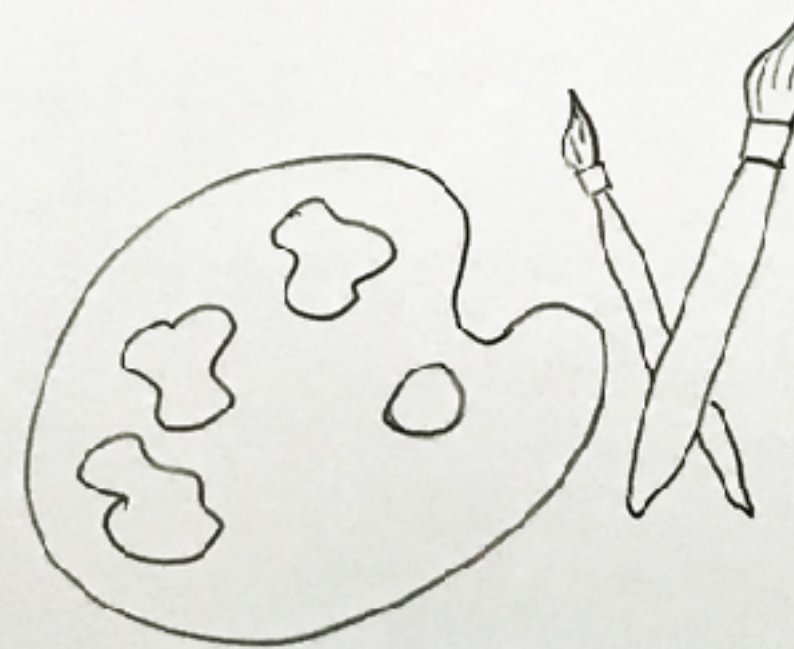
Safe Space



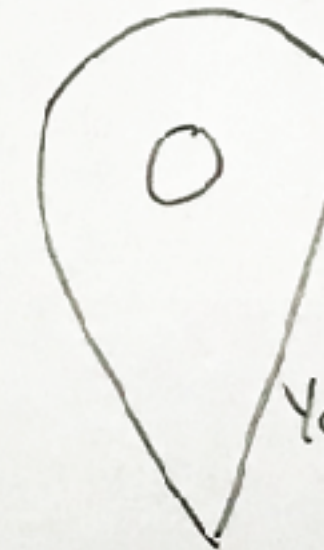
Community  
Volunteers



Bus Passes  
& Incentives



Skills Trainings



"Come to You"  
Experience

You Are  
Here

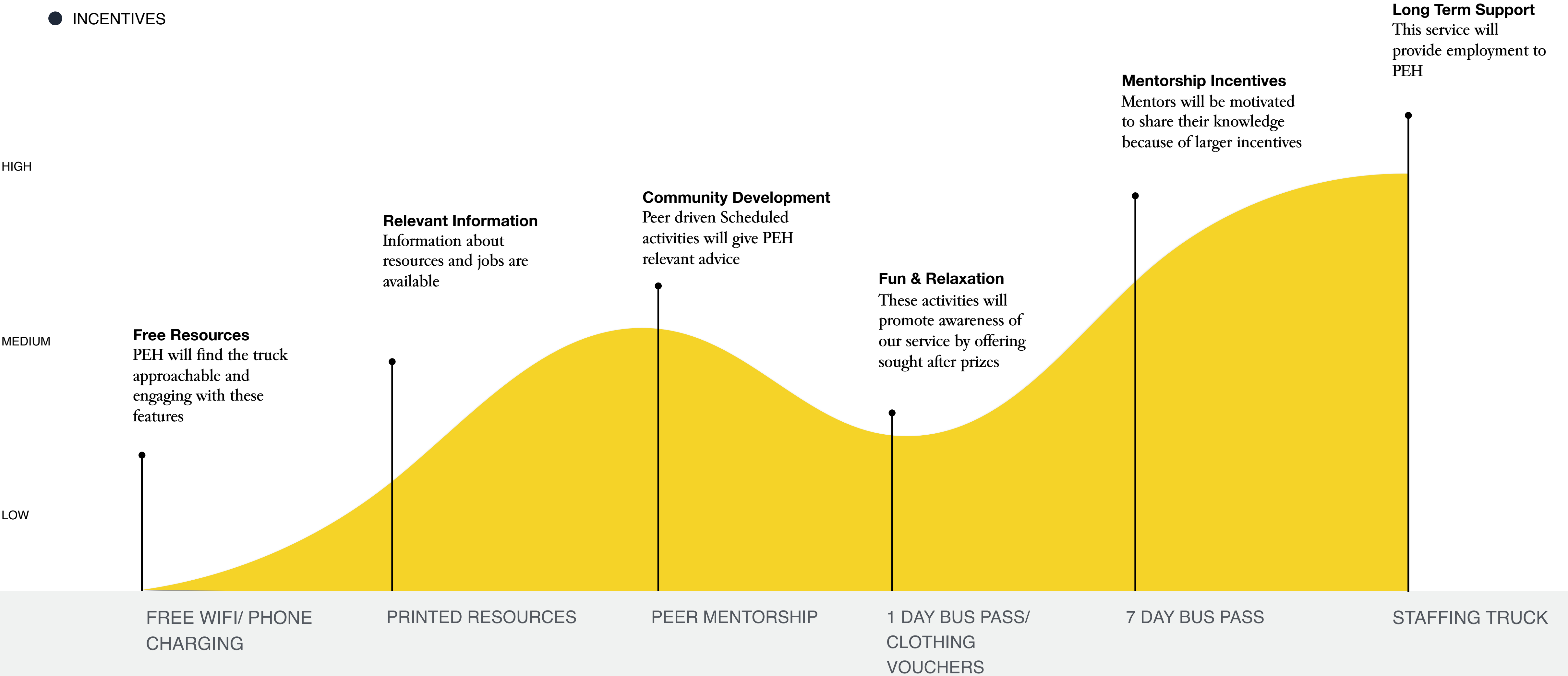


Resource  
Information



# THE INCENTIVES

- LEVEL OF ENGAGEMENT REQUIRED
- INCENTIVES





# Why Mobile?

- Greater scope of reach by being where the homeless are
- Using existing spaces
  - Current places with offerings for the homeless (ex: church meal offerings)
  - Parking lots and spaces currently unused/abandoned
- Saving on cost of brick and mortar
- Ability to repurpose the vehicle and assets for short term rentals and a sustainable revenue stream



# Where are job resource centers currently?

- Out of the 10 job resource centers in Austin, only 1 is in Downtown and it is the ARCH.
  - Many of our interviewees shared how they avoided the ARCH because of unsafe and negative environments.
  - This leaves a major gap in the resources available to PEH downtown



DESIGN RESEARCH

# Embedding Change



EMBEDDING CHANGE

# Build Social Capital

## Widen Possibility & Deepen Support

- Connecting PEH with the right opportunities
  - Automated survey that takes into account their situation and can provide them with relevant assets
- Providing a community of self determined individuals with similar goals



EMBEDDING CHANGE

# Widen Exposure

## Shape Preferences & Goals

- Peer lead activities to help visualize goals and understand personal needs
- Ability to learn from peers who have overcome similar obstacles



EMBEDDING CHANGE

# Grow Stories of Capability

## Increase Meaning & Purpose

- Peer mentors gain a sense of purpose in helping others while creating a narrative of success, capability and personal growth in others



SERVICE NEEDS

Making it  
Happen



# Future Growth

- What we need for this to happen?
  - Volunteers to man the bus as well as maintain up-to-date resource offerings
  - Full time coordinator
  - Bus
  - Donated tech (ipads, laptops, charging stations, wifi hotspot)
  - Partnerships with current job resource offices
  - Partnerships with current food and service offerings
- Future growth
  - Attacking the pain point of losing MAPS when you reach \$1,000/month in income
  - Skills training - on site job trainings in food service, office skills,

Thank  
You