

FREE WIFI | PHONE CHARGING | MENTORING | RESOURCES

**HUSTLE BUSSLE**  
Empathy & Understanding  
that Drives Progress

PHILLIP SPAULDING  
MEGAN DUCOTE  
LISA FISHER  
ANGELA

**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 logically 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

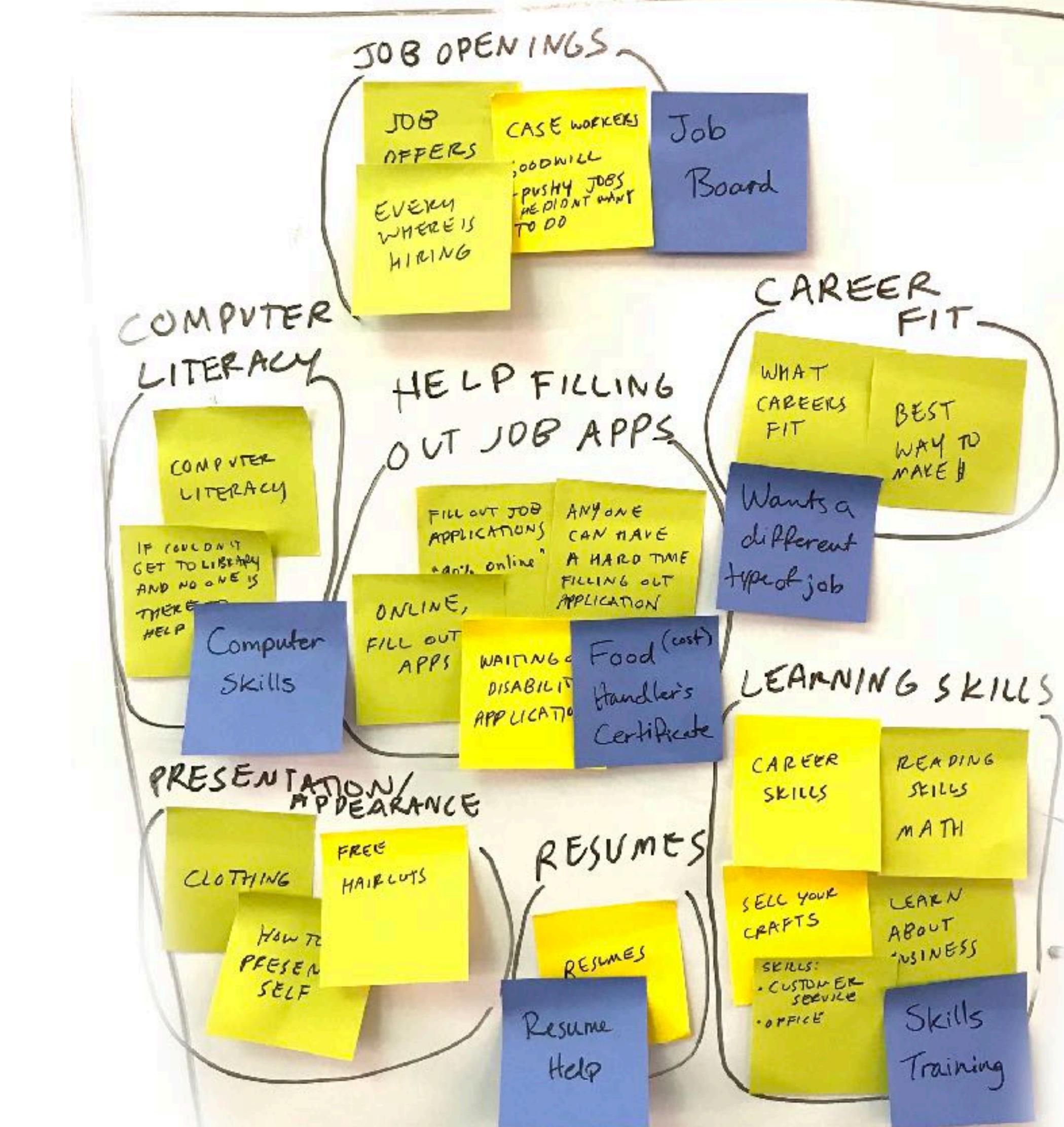
Had family here. Shortly after moving here John and his girlfriend break up and John is left with no community or connections in the city.

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

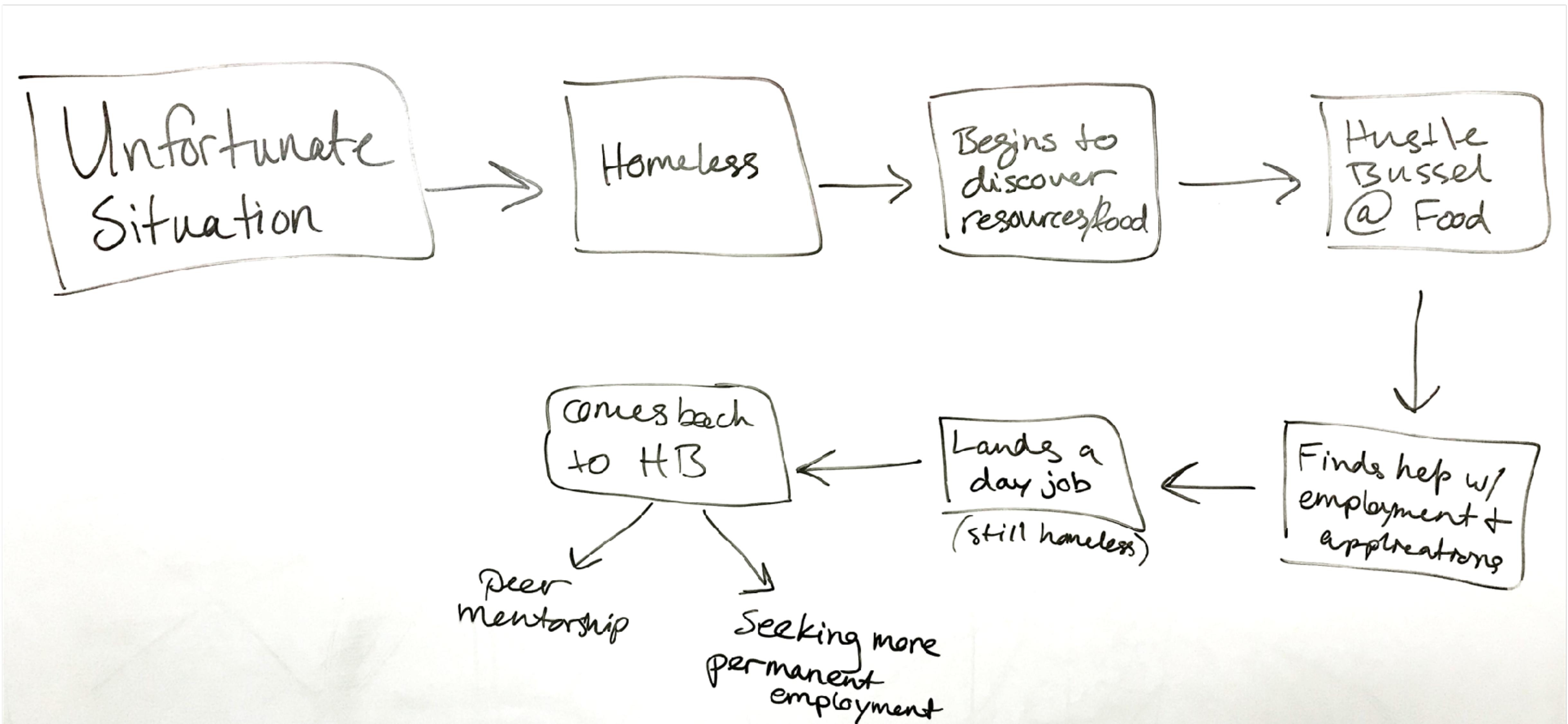
## GOALS

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

## "MAKIN' MONEY MOBILE"

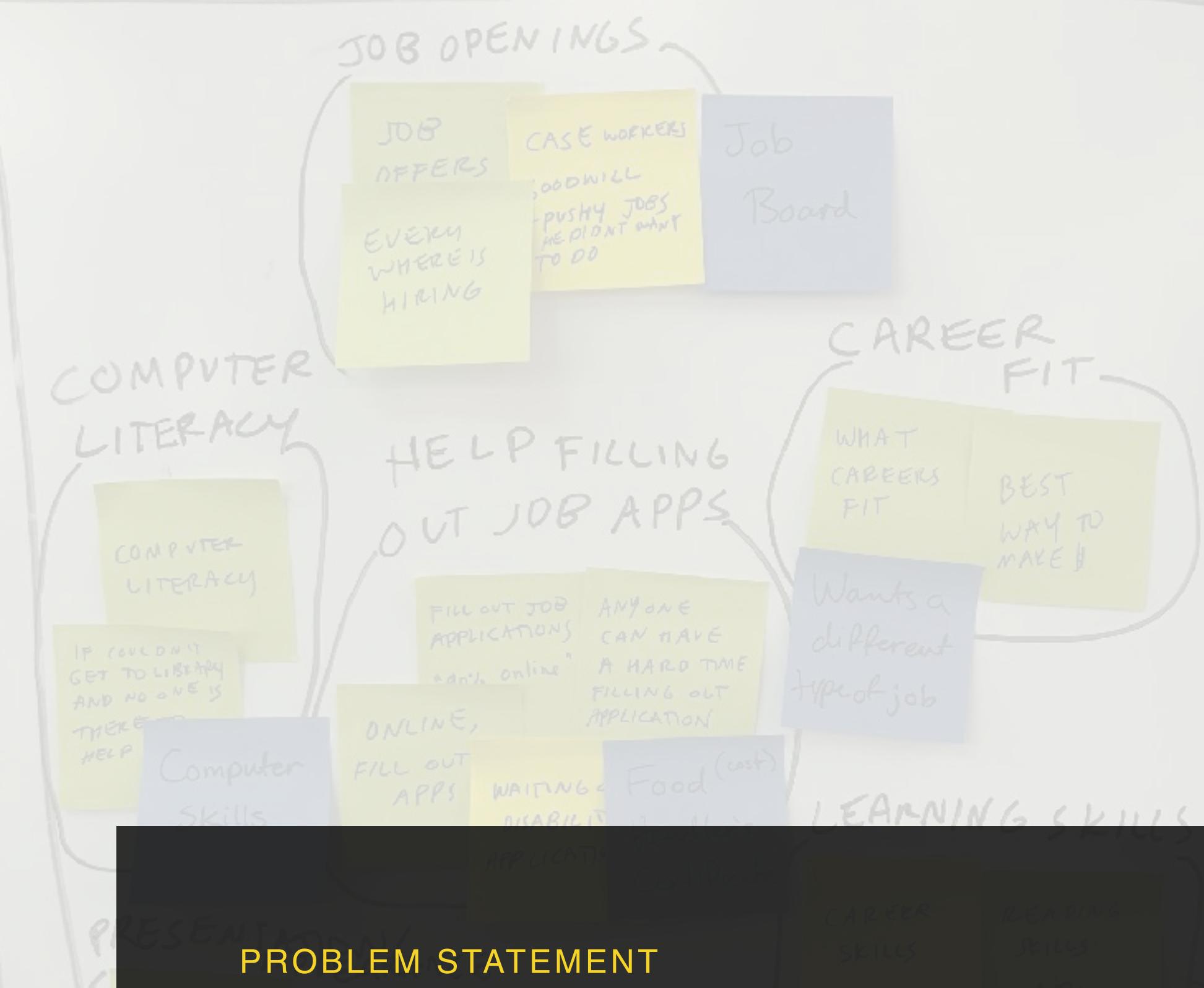


USER FLOW



PROVIDING A SERVICE

# Our Solution



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

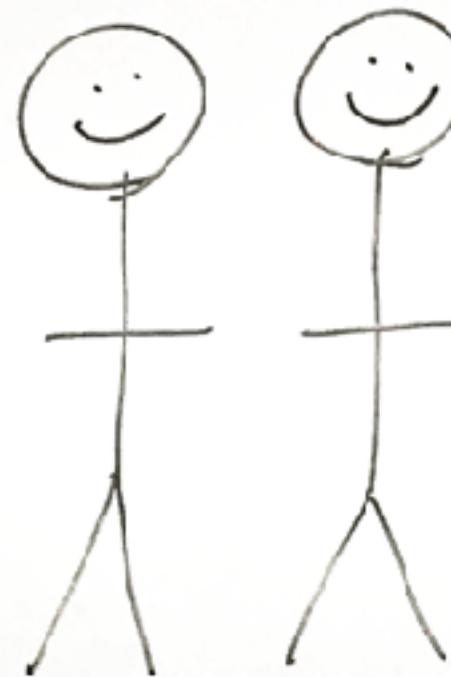
## MISSION STATEMENT

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



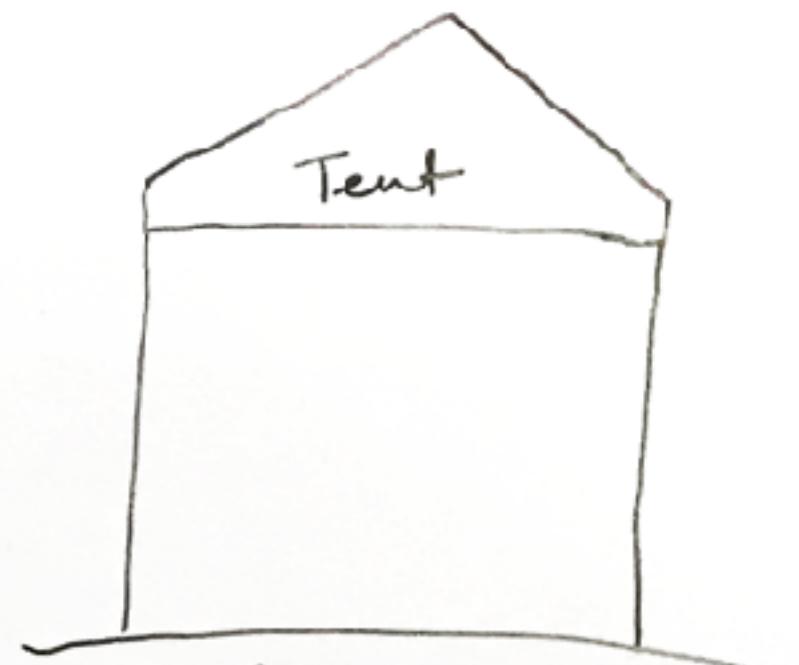
Peer Mentorship



Phone  
Charging



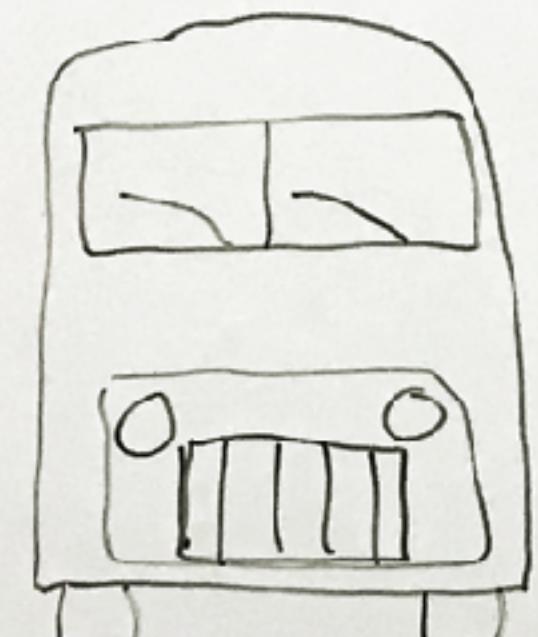
WiFi  
Hotspot



Safe Space



Community  
Volunteers



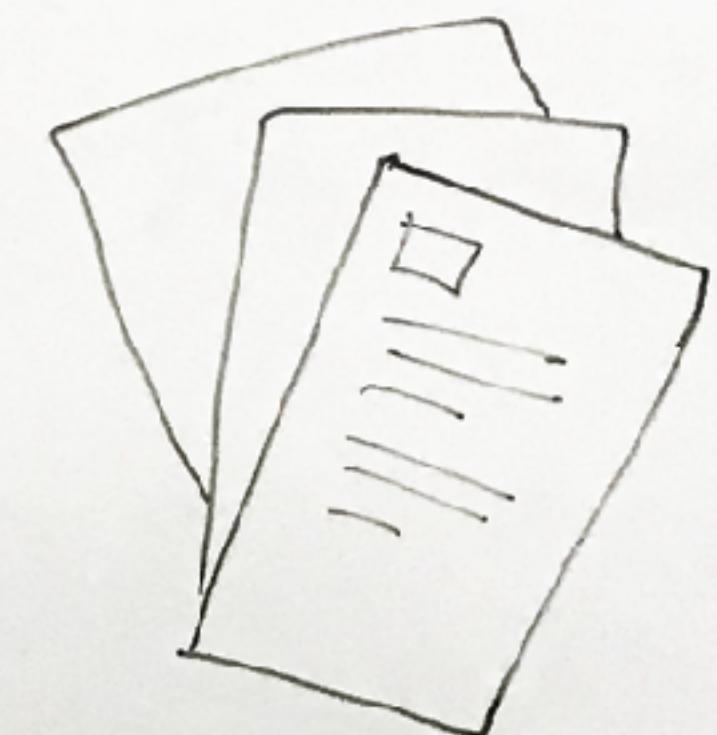
Bus Passes  
& Incentives



Skills Trainings

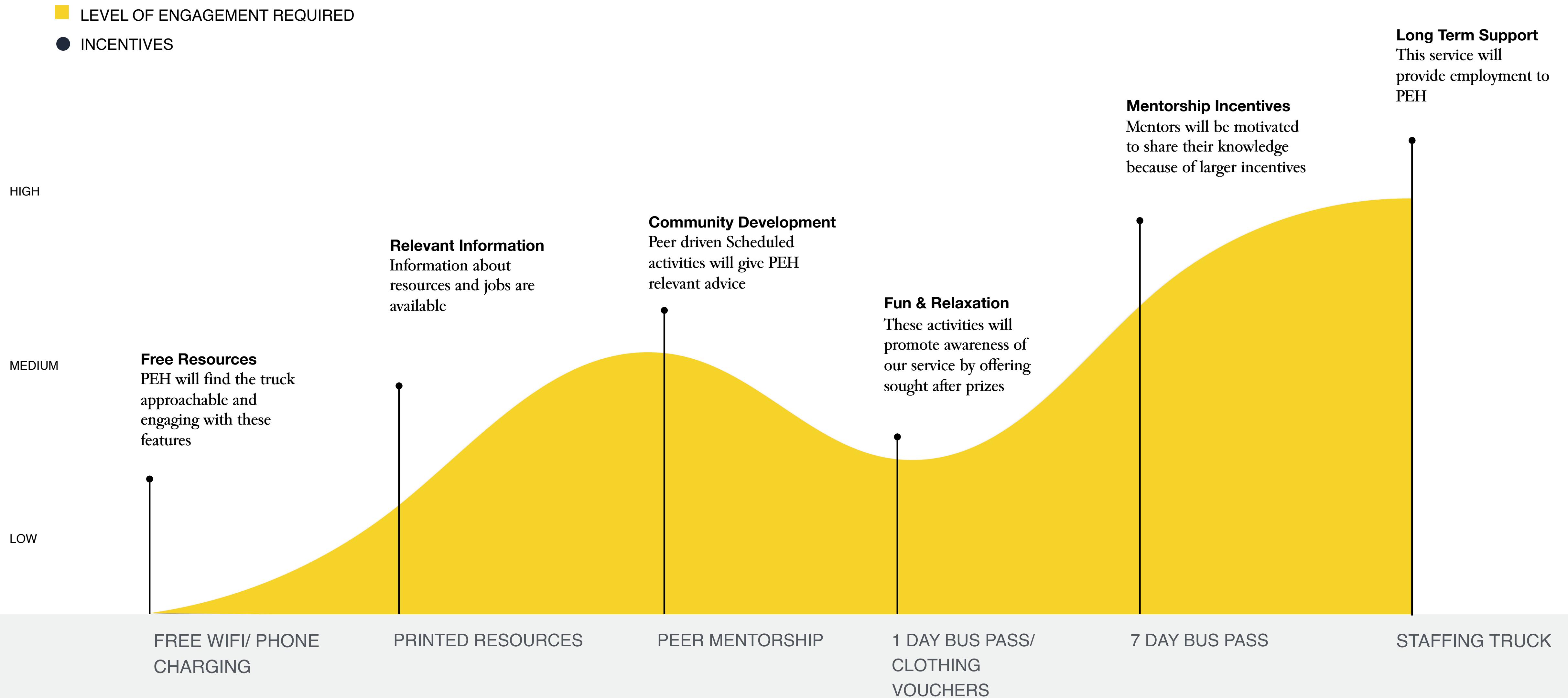


"Come to You"  
Experience



Resource  
Information

# THE 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