

Discovery Brief

Project Name

Scaffold

Project Team

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Project Goals

- Connect experienced unskilled laborers and local employers
- Provide speed and security through the process

Audience Definition

Our project will benefit local employers who need to fulfill labor shortages. It will also benefit the experienced unskilled laborers to successfully find jobs.

- Local business owner
- Homeowner
- Experienced unskilled laborer
- College student

Research findings

We knew we had a broad audience, so we conducted a lot of research to hone in on a specific gap. First, we created two different surveys to retrieve information from local employers and temporary day laborers. We emailed the employers survey to a list of Seattle general contracting companies and received a few replies. We also emailed the laborer survey to mailing lists we thought fit the audience we are trying to research. Please refer to Appendix A to view results from the two surveys.

One of our initial thoughts was to consider immigrant workers as one of our main audience groups, as they are a very underserved group in our community and could benefit greatly from a service that could help provide a safe and reliable way to secure temporary jobs.

In order to learn more about how we can effectively help this demographic we reached out to Ricardo Gomez, an Associate Professor and Chair of the Information & Society Center (ISC) in the iSchool, who had worked very closely with Casa Latina, an organization that specializes in

training and helping immigrants find work around Seattle. In addition to this, we had an extensive interview with an immigrant who had first hand experience finding temporary labor.

From these conversations we came to the overwhelming conclusion that we would be unable to help this demographic without drastically changing direction. Essentially, most of that audience has limited access and training to the technology that would let them make full use of our service, and that specific demographic would also be highly suspicious of any service that wants to add them to a list. For these reasons we decided to reevaluate our audience and instead narrow it down the following personas.

Personas

Nikki - Owner of a landscaping company in Seattle

Nikki owns a fairly successful landscaping company. Through smart networking and referrals, she has recently started to get interest from people with much larger projects than she's previously done. Unfortunately, these larger projects are still too few and far between to require bringing more workers to her team of five. Instead, she would like to find a source of reliable labor that can quickly meet her temporary needs during projects. Nikki has tried using Craigslist, but as expected, Craigslist has given her some unreliable results. She has also tried reaching out to a temporary labor agency, but the agency had more paperwork and regulations than she'd like to deal with. Nikki would like to continue finding workers through referrals and connections through a more streamlined process. Nikki would prefer to feel like she knows who she is hiring, and has a good idea of their skills and work ethic. Nikki has more than enough tools and equipment, what she's really lacking is the people power.

Lisa - Homeowner of multiple houses in Seattle

Lisa owns a few houses throughout the Greenlake area. Due to the rainy season in Seattle, many of the homes need some minor fixes on either leaks or roofing problems. She has been diligently trying to fix the houses to ensure her tenants are happy, but cannot find the time to schedule all the needs in a timely manner. She usually has her family members help when they have time, but right now there is too many problems. She wants to find experienced unskilled laborers to help her out, because she has the money to hire a few extra workers. She has tried posting job openings in front of her homes, as well as flyers at the local community centers. However, she has not heard back. She also tries Craigslist, but she gets worried because she has been getting sketchy results. She wants to find experienced people, as well as workers she can trust.

Tommy - Student studying pre-med at Seattle Central Community College

Tommy is a student at Seattle Central Community College looking to make some extra cash for personal needs. He is taking prerequisites currently, and is hoping to transfer to UW and apply for the School of Medicine. Because their program is so competitive, he wants to put all of his efforts into his schooling and can only work on weekends. During the weekend he hopes to work temporary jobs such as landscaping and yard work. His uncle Jerry knows a few home

owners, and has been getting Tommy some work. However, Tommy only works about one weekend a month. He's hoping to fill his weekends with more jobs. In order to find more work, he started going on Craigslist. Unfortunately, the one job we found was a bad experience. He was paid less for the amount he worked and was treated with a lot of disrespect. After this experience, he doesn't trust most postings on Craigslist and is looking for a better way to find easy weekend jobs.

Dan - Recently laid off from Turner Construction Company in Seattle

Dan has worked various landscaping jobs after he got laid off from the Turner Construction Company in Seattle. Providing for a family of four was difficult enough working in commercial construction and now it seems impossible. Everyday Dan wakes up with stress and concern knowing that he does not have a secure full time job. Despite his eight years of experience, he was let go due to the company not having enough work and needing to downsize due to market needs. Currently, Dan searches through Craigslist and newspaper ads to find temporary labor jobs. Last week he painted a shed for an old crank, who shorted him twenty dollars. On particularly useless mornings, Dan has preserved some hope by driving his truck through the suburban sprawl and approaching work sites. He is often complimented on his professional behavior and advice, but repeat employers are few and far between. Dan wishes he could fly a banner over the area advertising his skills, maybe then work would find him.

Comparator analysis

- Labor Ready (LR) - <http://www.laborready.com/>
- Craigslist - <http://seattle.craigslist.org/>
- Elance - <https://www.elance.com/>
- TaskRabbit - <https://www.taskrabbit.com/>
- Casa Latina (CL) - <http://casa-latina.org/>
- Angies List - <http://www.angieslist.com/>
- Minyawns - <http://www.minyawns.com/>

	LR	Craigslist	Elance	TaskRabbit	CL	AL	Minyawns
Application Process	Apply at location, hope the dispatchers like you	Email random people and hope they aren't murderers.	Free account, discover job postings and bid on them.	Interview, background check, training, then you can bid on local jobs.	Workers - come in person. Specifically to their Day Workers' Center Employers - Online Order Form	Members need to create an account and buy individual deals Business owners need to register	Workers and Employers are able to sign up with either an email, LinkedIn, or Facebook.
Verification Process	Background check, paperwork.	None	Portfolio, previous work, reviews.	Background check, paperwork.	None via website. Personnel	iCompli - audits companies and	Minyawns personally "verifies" some

					at Casa Latina physically	protects their brand, help builds trusted brand	minions, otherwise there is a "manual verification process" but it doesn't actually exist. Employers must provide a valid debit/credit card.
Review System	None.	None.	Both ways.	One way, employers to rabbits.	Casa Latina has personnel who reviews	Reviews are verified by iCompli (here)	Employers can review minions after a job.
Payment Process	Through LaborReady	None.	Through Elance.	Through TaskRabbit	Donations go through https://www.networkforgood.org (Assuming) Payments are in cash to the department	Have to have an account to pay for a product, paypal, probably other ways too! (don't know for sure, didn't make an account and see the options)	Payments are received through paypal after the minion completes the job. Minyawns takes a percentage of the earnings.
Account Creation	Not a lot of online tools, although it can help speed up the process at the location.	Not required for seekers, required for posting.	Free accounts for everybody. Requires email, name, and country only.	Anyone with a credit card can be a poster, must apply to be a rabbit.	Account creation is only to get emails and news updates from Casa Latina	Create an account with zip code, email, and password - this is to become a member Members can get up 70% off of deals Different account registration for companies	in both cases, employer or worker, a user needs only a facebook, linkedIn, or email address to create an account. Pictures, bios, and contact info can also be added.

Discovery	Automaticall y paired up with employers if skills match up.	Browse long list of job postings, lots of scams and pyramid schemes.	Search and filter job postings by skills required. Bid on them with custom statements if you want the job.		Laborers who go there will be able to take classes, attend workshops, and Casa Latina will provide them jobs	Search by location, you don't have to be a member to search for deals	There are lists of both active Minyawns (sortable by verification status) and open job postings which can be sorted by type and keywords.
Resources	Provides resources and training	Nothing	Expected to have all necessary tools and experience.	Depends on the job posting.	Casa Latina provides resources to the laborers that go to their centers. They provide education, training and job opportunitie s	Sells resources, all services will provide all necessary resources to perform the task (furnace inspection/t une up)	Minyawns does not provide nor arrange for the access nor distribution of any job related resources.

Key features

Account Creation

- Become verified worker
- Become verified employer
- Third party authorization via Facebook or LinkedIn

Profile (account)

- Customize
- Share
- Sensitive info only shared with paired individuals
- History of past jobs (3 - 5 past experiences)

Job Posting

- Expiration date to post
- Employers can delete their own posts
- Post required equipment
- Job description
- Job picture
- Save jobs
- Reactivate jobs

Job Finding

- Both employers and workers can see all job postings
- Workers cannot see any other worker information
- Localized search and display

Notifications

- Employers get notified when workers apply to their job posting
- Workers - recommended jobs and/or new job postings

Post job Review System (testimonials)

- Rating system - only see most recent reviews, but have an overall score
- Employee can review employer
- Employer can review employee
- Linking Worker and Employer reviews

Usability Features

- Translation
- Responsiveness
- See Design Requirements

Design requirements

Responsive

- Employers and laborers will need access to the service both on-the-go and from homes or offices.
- The service's functionality and experience should be consistent on both mobile and desktop devices to meet audience needs wherever they are.

Localized

- Employers need to fill positions quickly in order ensure that they do not fall behind in their work.
- Many laborers may not have access to consistent transportation.
- Sorting jobs and workers by geolocation will ensure that the communication and hiring process is efficient and accessible.

Quick and easy account setup

- This will make it easier for those who are not especially skilled with using technology to quickly make an account.
- Encourage users to develop full profiles to increase matches.

Translation

- Some workers may not speak English as their primary language. Giving them the option to use our service in their native language will be helpful for these users.
- Leverage existing APIs to translate user submitted information (e.g. job postings requirements) to target languages on the fly.

Third Party Authorization

- Lowers the barrier to entry by using an existing profile managed by a company that user already trusts.
- This will help verify the users of the app as real people and not scams.

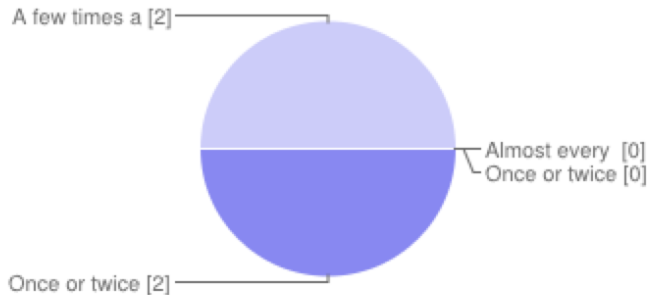
Discretion for sensitive user information

- Users are posting sensitive information when creating and updating their accounts, and keeping this information private is important.
- Employers will be able to see limited information pertaining to the worker.
- Workers will not be able to look at other worker profiles.

Appendix A - Survey Results

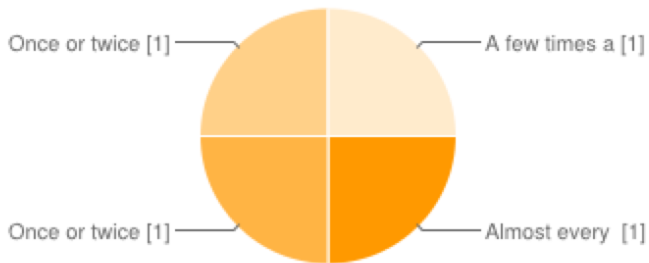
Laborers:

On average, how often do you work as a temporary worker?



Almost every day	0	0%
Once or twice a week	0	0%
Once or twice a month	2	50%
A few times a year	2	50%

How often would you like to work on a temporary basis?



Almost every day	1	25%
Once or twice a week	1	25%
Once or twice a month	1	25%
A few times a year	1	25%

How do you find jobs? What do you like or dislike about that process?

Word of mouth from past clients, craigslist, and crowdsourcing design websites such as www.designcrowd.com. Many of these processes are very inconsistent and many clients arent reliable and do not communicate well.

I usually go look at the jobs at the malls nearby or stores nearby. Since I'm in school, I looked at the jobs through the job website.

I dislike jobs that are too far away, are scams, and ones that search me out. It bothers me when employees browse through profiles of possible workers and choose them. Especially because Minyawns has photos.

Go through all the place that I would want to apply for.

How do you protect yourself on the job? How are you sure you aren't being taken advantage of?

Actually, I don't protect myself. I don't really think of this when I'm getting into a job. My main focus is getting a job.

I talk to the boss if something seems wrong.

You can't.

Ask for a retainer before any work is done to show the client is serious. Also talk to them on the phone. I am never sure I am not being taken advantage of - usually I will try to judge the character of the client and decide whether or not to take the job.

What are your best and/or worst experiences with temporary worker?

Best, get extra more money that I really need.

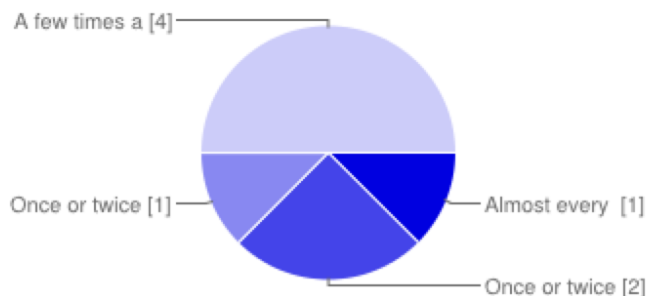
My best experiences was at everett community college when I was able to work spontaneous events. Here at University of Washington, it is the same job that I do everyday and it gets really boring and uninteresting most of the time.

Worst: ambiguity and inconsistently of pay. I went to a testing thing for a day and everyone else there was getting paid more than I was because migyawns was taking a cut for recruiting me. Best: when you know what you're getting paid and with her meal will be included so you can arrange your day. Also last second jobs with a well known company that you can fit into your schedule.

A quick design gig turned into a whole marketing campaign over 6 months for a particular client.

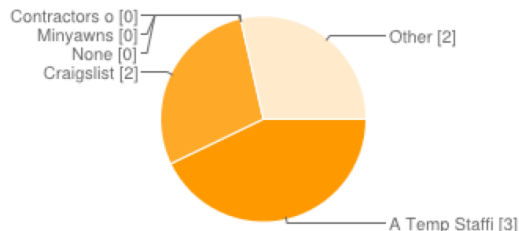
Employers:

On average, how often do you request or need temporary labor?



Almost every work day	1	13%
Once or twice a week	2	25%
Once or twice a month	1	13%
A few times a year	4	50%

Do you use an existing service to find temporary hires?



A Temp Staffing Agency (Aerotek, LaborWorks, etc)	3	38%
Craigslst	2	25%
Contractors or Subcontractors	0	0%
Minyawns	0	0%
None	0	0%
Other	2	25%

What are your best and/or worst experiences with hiring temporary labor?

The best part is that we can hire trained workers with a phone call. The worst part about this is that we don't have the ability to hire who we want from the union list.

this is Jordan. disregard these answers

Thinking they were going to be working in an office and were sent out to do labor.

Skills are targeted nicely Background checks are necessary for jobsite work

Some are good, some not so good. But in a union environment most are well trained

Just skill level may not match need.

unqualified workers that misrepresent their abilities. No-shows

Is there anything else you would like to tell us about your experiences?

Not at this time

Temporary company's make a lot of promises for background checks and promise to send good laborers. If they don't, which is usually the case it sets us back on our schedule. We would have been better off working with a smaller crew and getting the job done right.

What type of positions do you fill with temporary labor?

We self perform the majority of the mechanical and electrical installation work on the projects we do. We are a union shop so we have labor/management agreements with the local plumbing, piping, sheetmetal and electrical unions who we request our labor from.

Sheet Metal Works & Electricians

Those jobs under the union laborers jurisdiction

Bricks

flaggers, operators, laborers

Office Staff Job site Labor

How much do you pay your temporary laborers?

Depends on the company that we hire. If we hire it is between 12-15 per hour.

market rate

12-15/hour depending on job requirements

union scale

Too much

Union Scale

It is based around the union wage and in Seattle, it runs between \$65/hr & \$72/hr.

What company do you work for?

Deeny Construction

Air Systems Engineering Inc.

Fryer-Knowles, Inc.

Haskell Corporation

Engineering and Construction Co.

What type of business are you in?

construction

Construction

Commercial HVAC

Primarily Construction and Facility Management

Demolition

Specialty Flooring