

# Youth Hub

## Designing for Scalable Youth Empowerment

LEAP Duration: 1.5 Months

**Disclaimer:** This project was undertaken during my time with LEAP and the TRI Youth Hub initiative. I worked under the guidance of two incredibly experienced leads — Prachi Saxena and Sameer Tendolkar — whose mentorship deeply shaped the thinking and outcomes behind this work.

### Core Intent

To design a service blueprint and user-centered framework for Youth Hubs that enable rural youth (18–35) to access opportunities in education, employment, and entrepreneurship—bridging the gap between aspiration and infrastructure.

Insights from these sessions, and discussions were synthesized along with reviewing materials like assessment reports, strategy plans, Youth Hub playbook, recruiting documents, etc. to map out the current state gaps and opportunities. Using the wholeview model and frameworks we were able to ask — Who are the main users of the hub? What are the offerings that are important to them? What value do we provide in this ecosystem? What are our core competencies?

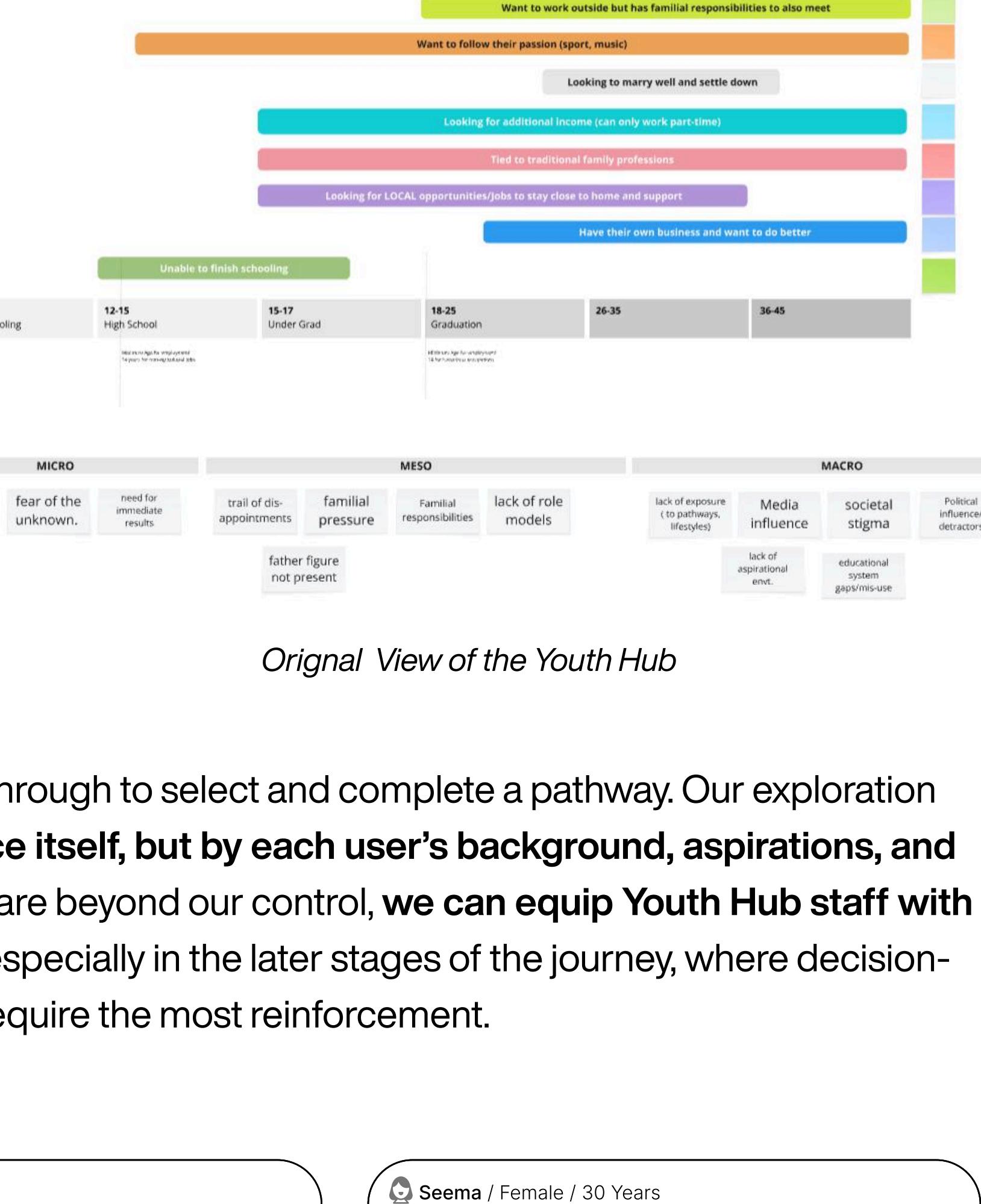
Design Leads: Prachi Saxena, Sameer Tendolkar

Aman Sinha

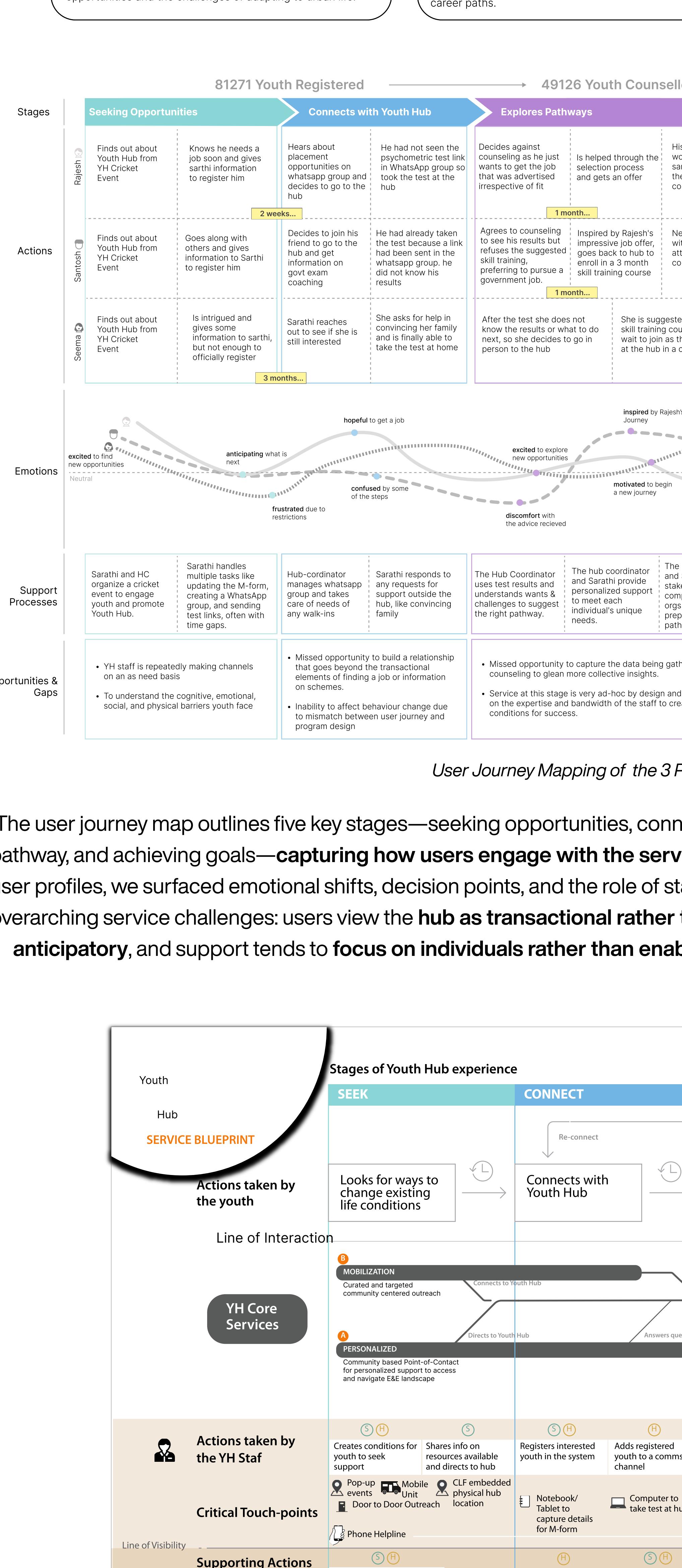
Role: Research, Mapping, Storytelling

### Starting Point

We began by forming a core team including Youth Hub leadership and representatives from the Central Hive (CH), and State Support Unit (SSU). We met regularly to identify and discuss the current state challenges, in-progress shifts, and capture learnings.

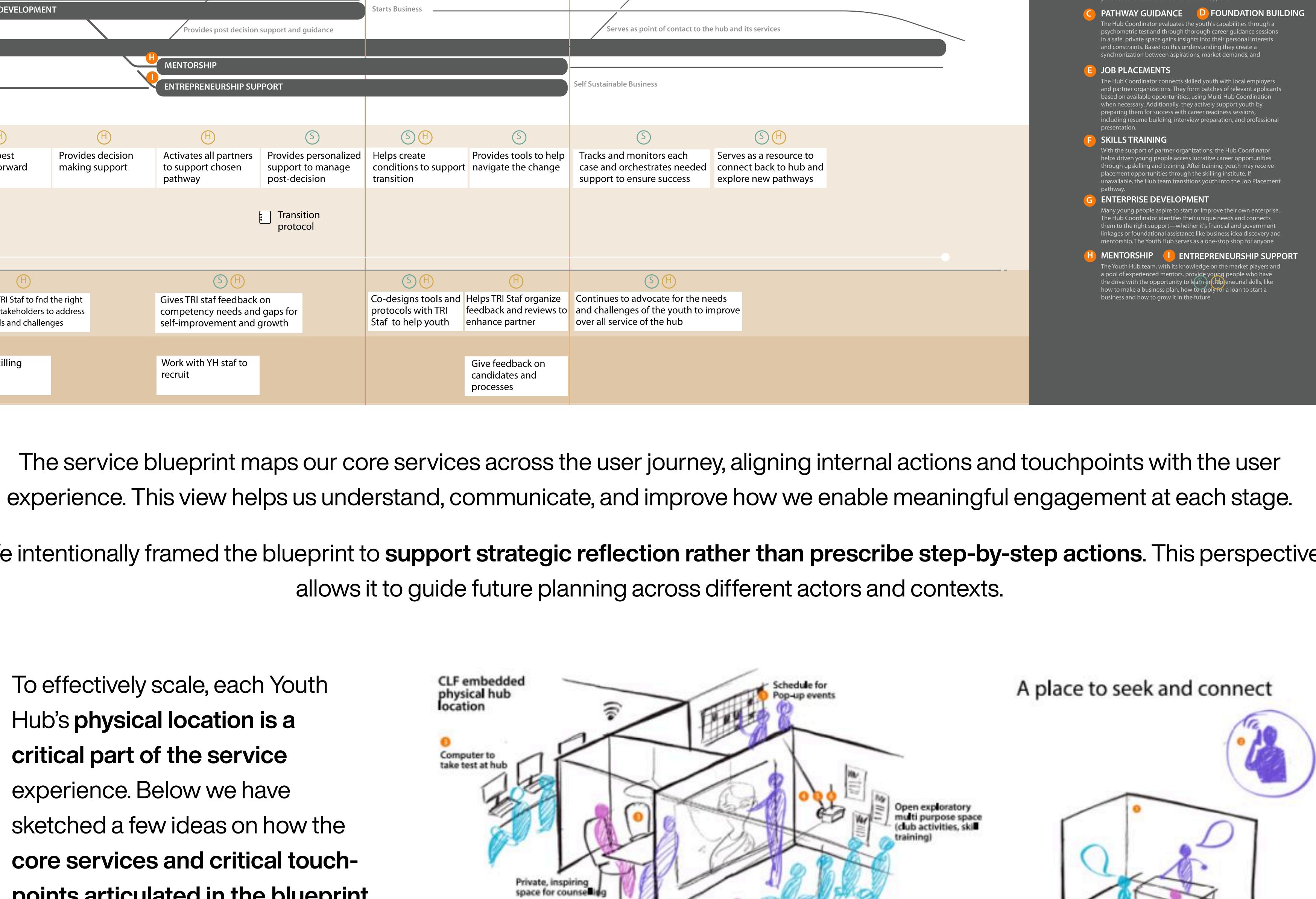


Documents Reviewed

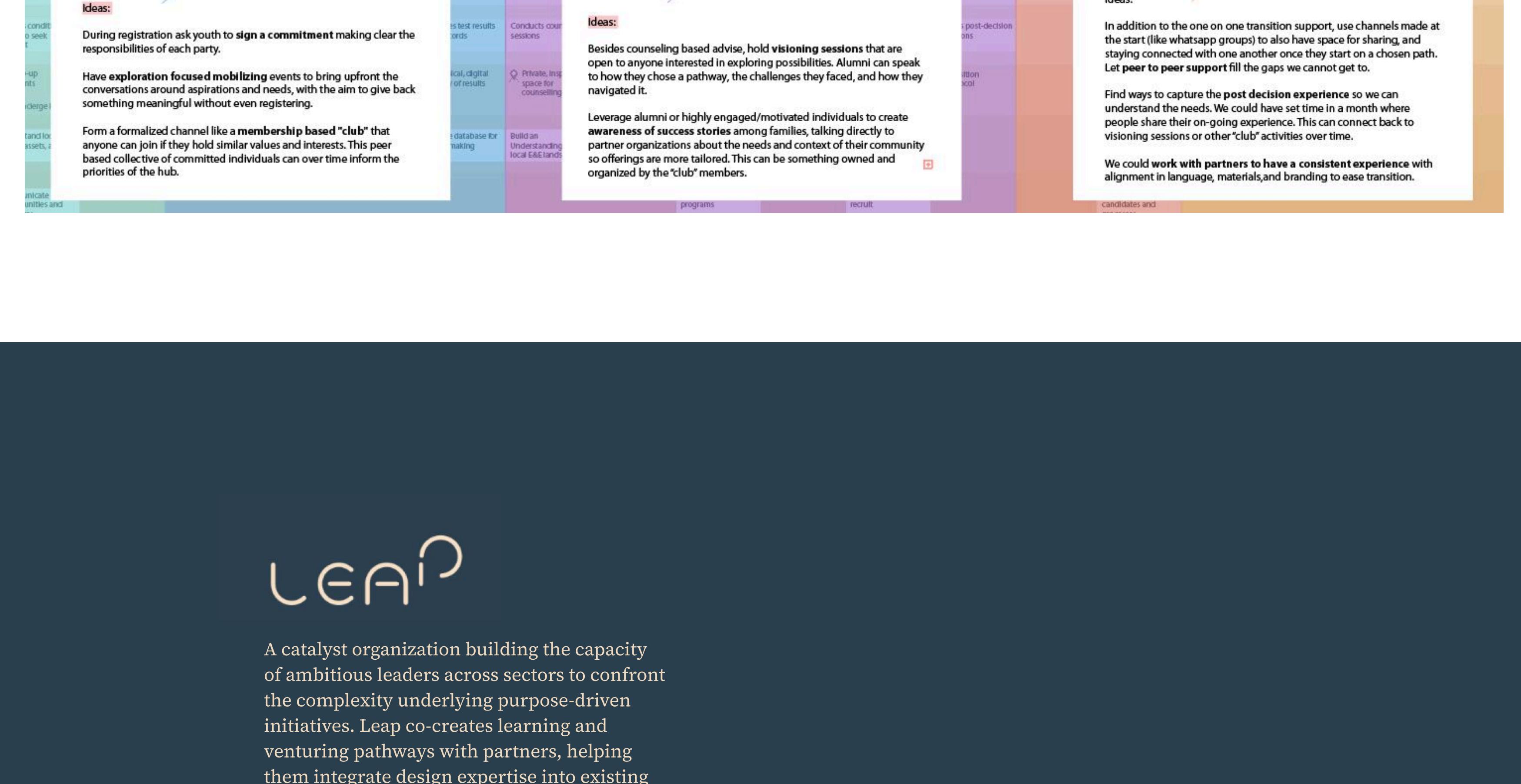
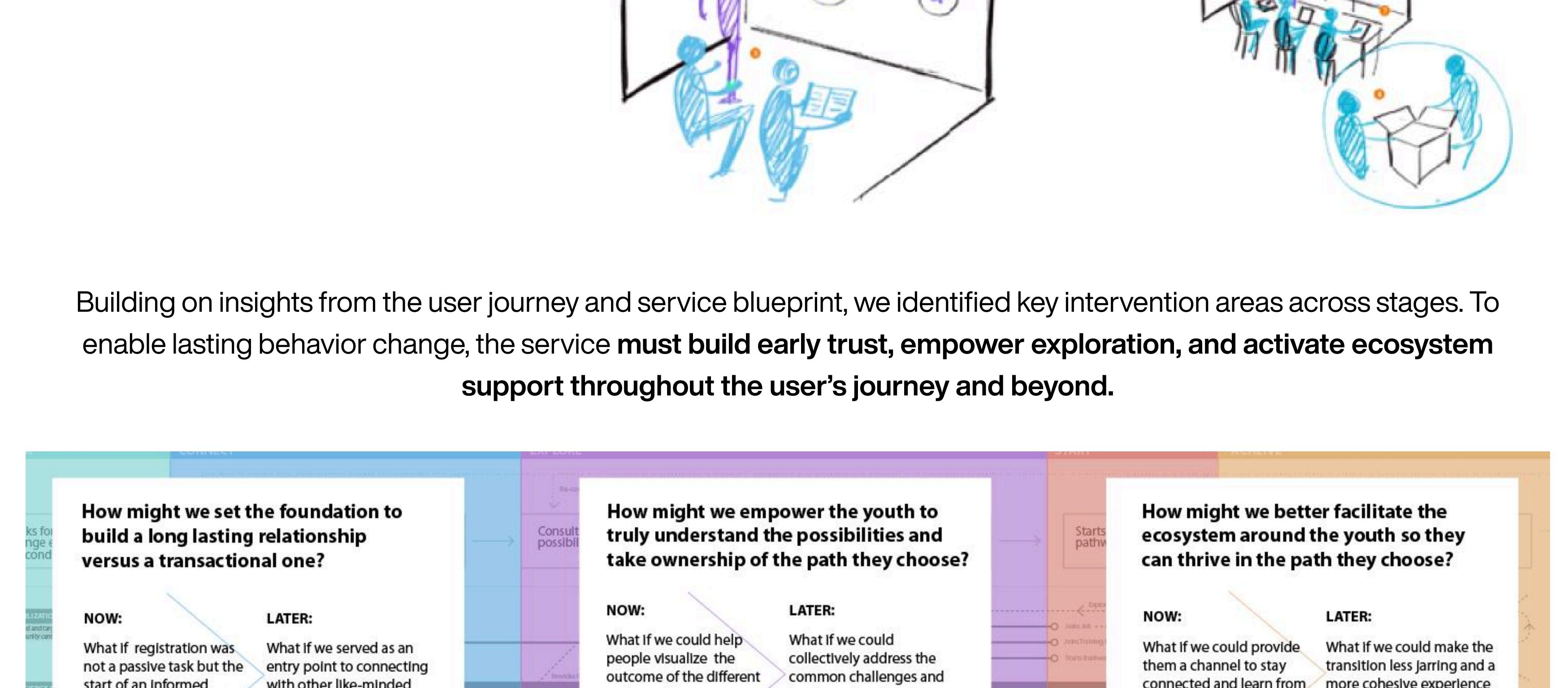


By taking a design-led approach we can reframe our understanding of user groups from demographic-based to need-based, define a user journey that flips the perspective from organization-oriented to user-oriented, allowing us to surface and refine the foundation required to impact and sustain significant behavior change.

Since 2019, the Youth Hub has evolved from micro-interventions to a more systemic model embedded in CLF buildings—creating safe, purpose-driven spaces for rural youth and women. However, scaling remains complex. The current age-based segmentation (18–35) doesn't capture the diverse needs, motivations, and life stages of its users. Alongside operational burdens and a reactive service posture, these issues hinder clarity around service entry and exit points.



The user journey map outlines five key stages—seeking opportunities, connecting with the Youth Hub, exploring pathways, starting a pathway, and achieving goals—capturing how users engage with the service over time. By mapping fictional yet representative user profiles, we surfaced emotional shifts, decision points, and the role of staff in supporting these transitions. This revealed three overarching service challenges: users view the hub as transactional rather than holistic, the service is often reactive instead of anticipatory, and support tends to focus on individuals rather than enabling the broader ecosystem that surrounds them.



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We intentionally framed the blueprint to support strategic reflection rather than prescribe step-by-step actions. This perspective allows it to guide future planning across different contexts.

To effectively scale, each Youth Hub's physical location is a critical part of the service experience. Below we have sketched a few ideas on how the core services and critical touchpoints articulated in the blueprint show up in the physical space and make it a multi-modal space to support the user's journey and experience across all stages.

**CLF embedded physical hub location:** A place to seek and connect, a place to explore opportunities, a place to start learning.

**A place to seek and connect:** A central meeting point for youth to connect with each other and with staff. It features a large open space for networking, a quiet area for one-on-one conversations, and a digital kiosk for self-service registration.

**A place to explore opportunities:** A dedicated space for exploring career paths and educational opportunities. It includes a library of informational brochures, a computer lab for online research, and a display board for job postings.

**A place to start learning:** A classroom-style setting equipped with desks, chairs, and whiteboards. It also includes a small library and a resource center for students.

**How might we set the foundation to build a long lasting relationship versus a transactional one?**

**How might we empower the youth to truly understand the possibilities and take ownership of the path they choose?**

**How might we better facilitate the ecosystem around the youth so they can thrive in the path they choose?**

**LEAP** A catalyst organization building the capacity of ambitious leaders across sectors to confront the complexity underlying purpose-driven initiatives. Leap co-creates learning and venturing pathways with partners, helping them integrate design expertise into existing ways of working and translate bold visions into transformative actions.

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