

Courtney Bell

ACTION MAPPING:

I GOT LAID OFF, NOW WHAT?

agenda

INTRODUCTION

THE CHALLENGE

THE ORG.

NEEDS

THE LEARNER

THE PROJECT

RESOURCES



INTRODUCTION

Hi there!

I'm Courtney, Senior Learning Experience Designer.

I create the structures, pathways, and opportunities that allow learners to make connections – those “aha!” moments.

“How I create“ lies at the intersection of interaction, equity, human-centered design, and behavior change.

I believe in learning by doing.

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THE CHALLENGE

THE ORGANIZATION

Public Access is a non-profit organization that helps people access public assistance. They recently launched a new program series, “Now What?“, that helps people gain security during times of uncertainty.

One series of the program helps people transition from job loss (layoff) to being gainfully employed. Layoffs can be a distressing time for individuals, which can impact an individual’s wellness.

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THE CHALLENGE

ORG. NEEDS

In the pilot of their program, “So you’ve been laid off: Now What?“, they found that individuals may not apply for benefits (unemployment or medical) for many reasons, including:

- Perceived difficulty (Motivation and skills gap)
- Eligibility confusion (Knowledge gap)
- Believe they are financial stable but do not have a budgeting plan (Motivation and skills)

Public Access’ goal is to:

- Increase the number of participants who apply for benefits after completion of this program
- Increase financial stability of participants that complete this program

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THE LEARNER



Current Feelings:

Stressed
Anxious
Fearful

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Key attributes

Currently unemployed due to a layoff and they are not sure they qualify for benefits. They believe it will be a headache to apply.

Has feelings of fear, stress, and anxiety. Juggling finding a job, paying bills, and family obligations.

Was enrolled into the program after layoff (free from employer). Met with a coach and was not sure if should apply for benefits

Believes that they will not qualify for benefits, and even if they do, it will not be worth it.

Prepare for Unemployment

Current Behavior

Believes that they will not qualify for benefits, and even if they do, it will not be worth it.

Not preparing finances, does not reducing spending

Not applying for benefits

Mass applying to jobs through job boards



Behavior Change

Increase in applications for unemployment benefits

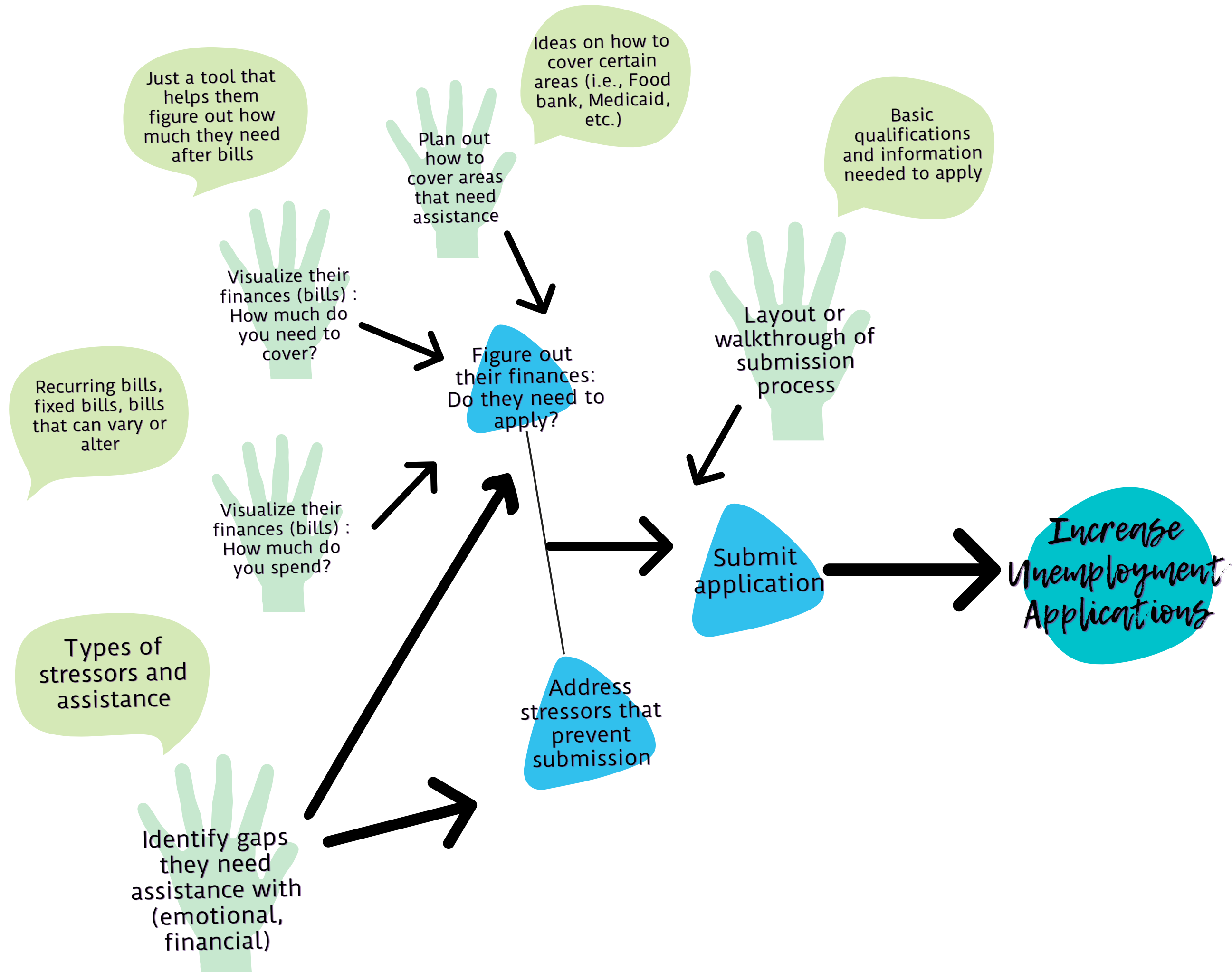
Develop and adhere to budgeting plan

PART 2: ACTION MAP



- Information
- Activities
- Actions
- Behavior change

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PLATFORM

To align with **Public Access**' values to improve equitable and affordable access to resources, the course will be open access. For data analytics, we will add a question for people to self-identify if they are part of the "Now What?" program.

A combination of tools will be used, detailed in chart to the right.

Activity streams on next slide

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PLATFORM DETAILS			
Platform	Activity 1: Identifying financial burden (bills, gaps)	Activity 2: Workflow Trigger	Activity 3: Simulation or walkthrough
Hosted where?	Plan to develop in Storyline (Develop case study and walkthrough).	After completion of case study (financial), Zapier workflow will send automated e-mail with information and template to do their own planning	Plan to develop in Storyline or interactive in Camtasia
Pros	<ul style="list-style-type: none"> • Ability to practice with feedback • Can add interactives or simulations • Can reduce cognitive overload if developed well 	<ul style="list-style-type: none"> • Can be send information needed for later (time saver), stored in e-mail • Analytics can be tracked (how many sent, maybe how many opened) • Learner-centric; gives them something to do 	<ul style="list-style-type: none"> • Ability to practice • Can look at portal beforehand (reduce fear)
Cons	<ul style="list-style-type: none"> • If edits are needed, must do in Storyline • If want to track performance, may need to host on LMS (versus open access) • Can be complicated to develop 	<ul style="list-style-type: none"> • If sent in e-mail, learners may not open (cognitive overload, lack of attention) • If workflow breaks, learners may not receive information (must fix trigger). • Requires learners to use email. Consider adding in course as back-up/accessibility 	<ul style="list-style-type: none"> • If edits are needed, must do in Storyline or Camtasia (learning curve, time intensive) • Possibility of technology capability issues

ACTIVITY BRAINSTORM



Current Feeling:
Stressed
Anxious
Fearful

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IDEAS	Module 1	Module 2	Module 3
Module Topic (You've been laid off, now what?)	Should I apply?	Planning Finances	Applying for Benefits
User Actions (Activities)	<ul style="list-style-type: none"> Look through Colorado Department of Labor website (familiarize) OR Figure out their needs (i.e., answer the question, "Do I need to apply?") 	<ul style="list-style-type: none"> Look through financial planning resources Practice planning with numbers using one resource Look through and identify one resource to help with gaps (minimal to keep it microlearning, maybe medical or food) 	<ul style="list-style-type: none"> Look through Colorado Department of Labor requirements Look through application pages Identify which page feels the most difficult Practice simulation for that page ONLY if possible
Extras (Interactives)	<ul style="list-style-type: none"> Interactive video (familiarize with website) Interactive H5P: Where do I start? Branching survey: Where do I start? 	<ul style="list-style-type: none"> Workflow that sends resources, filled out financial planning form, or blank form after completion Workflow that sends out resources for gaps that learner identifies to review at a later time. Chart that compares their bills/spending to what they need (would need to find a widget) 	<ul style="list-style-type: none"> Workflow that sends out a call to action (next steps, register for next course, schedule meeting with coach, etc.)
Learner Emotions (Mood Meter)	<p>The Mood Meter chart consists of four horizontal bands: STRESSED (orange, bottom), NEUTRAL (blue, middle), and RELIEVED (yellow, top). A line starts in the STRESSED zone, crosses into NEUTRAL, and ends in RELIEVED.</p>		

RESOURCE PAGE

TOPICS

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