

Employment Finder for Low Income group

Interaction Design Degree Project 3



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Aim of the Project

The aim of the project was to design a system, or to find a solution to help all the people under low income group in finding employment opportunities.

This Project is an attempt to study the means and methods that various people like carpenter, plumber, electrician, maids (all the people under low income group) follow to find work and to study their problems related to employment and faced while finding employment opportunities.

Contextual Enquiry

The aim of contextual enquiry was to find out the various ways or means by which people under low income group(employees) find work or employers and the same way, the various means by which employers find or hire these employees for work.

11 users were interviewed:

Employees

User 1:Garbage collector
User 2:Sweeper
User 3:Gardner
User 4:Driver
User 5:Construction worker
User 6:Carpenter
User 7:Newspaper seller
User 8:Plumber

Employers

User 1: Engineer
User 2: Housewife
User 3: Housewife

Findings

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- Profit or more opportunities motivates people to migrate
- People prefer multiple jobs, but in the same profession

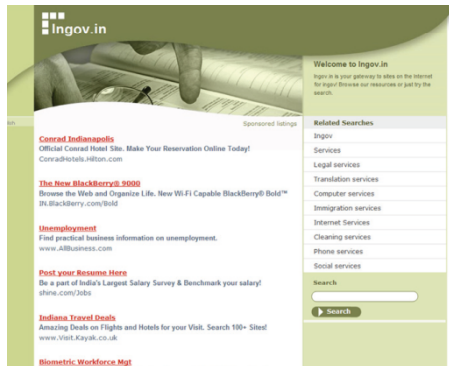
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- **Reference from others**

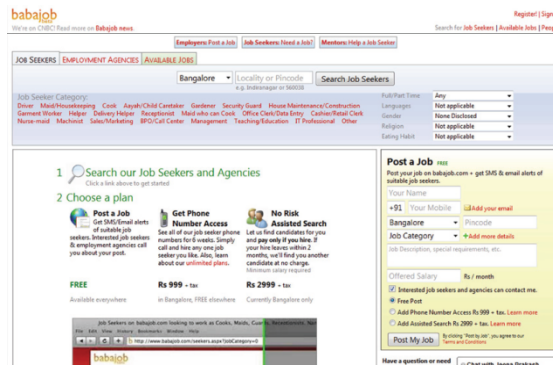
Study of similar products

After the contextual enquiry started with Data Collection by studying the various existing means through which Employers find Employees and vice versa.

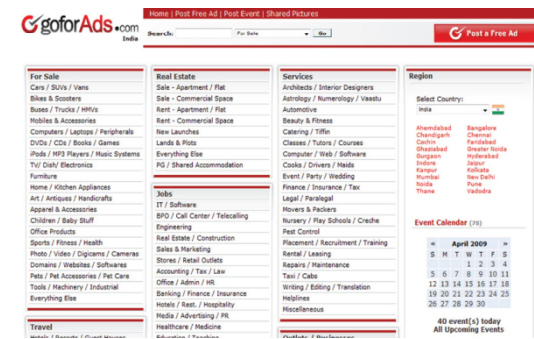
Started with the study of the related web portals



www.entegramam.gov.in

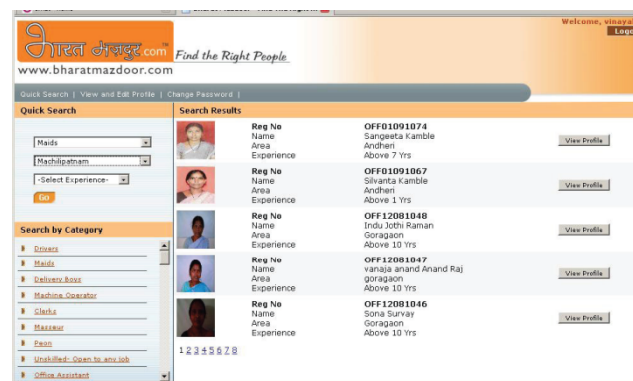
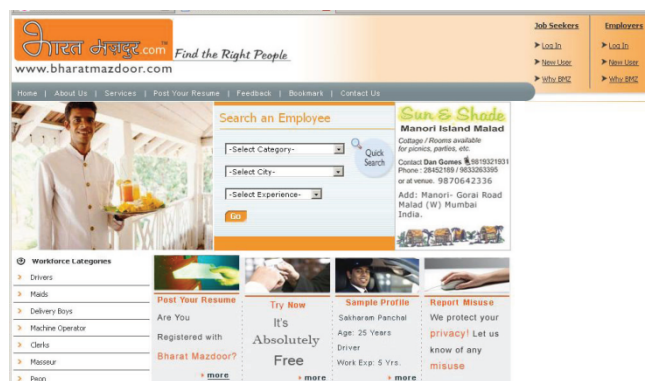


www.goforads.com

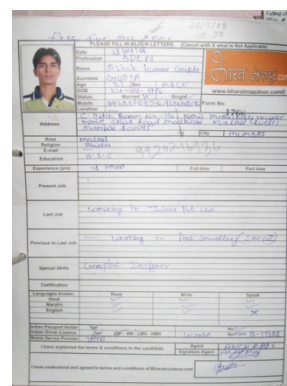


www.babajob.com

Study of similar products



www.bharatmazdoor.com



Study of similar products

DNA Infoline 0222 6666666 (Toll free)

Its a service, where one can find carpenters, plumbers, packers and movers, information regarding hospitals, schools, electronics shops etc in a particular area.

Issues with the product

- Difficult to know what all services are available with the system.
- The message that is received regarding the employee or the employer, contains just the name and the contact number of the employer
- No feedbacks from employers or the employees
- No area specific search

Target Users

Employees

Maid, Child care maid, Caretaker, Cook, Housekeeper, Plumber etc.

Employers

Target Users

Employees

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Employees

Short term: Plumber, Electrician etc

Medium term: Carpenter, Labourer etc

Long term: Maid, Driver etc

Employers

User Goals

Employees

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Employees

Short term employees

To find new job everyday

To know the exact location and time

To find bigger opportunities

User Goals

Employees

Short term employees

To find new job everyday

To know the exact location and time

To find bigger opportunities

Medium term employees

To find job regularly one after another

To find multiple jobs if possible

To know the type of work

To know the work duration

User Goals

Employees

Long term employees

To manage all the current employers properly

To find more opportunities

The employer should not be a fraud and job should be secure

Not to loose the current long term opportunity

User Goals

Employers

To find an employee, when required

The employee should be reliable, skilled

The employee should charge a nominal amount

The employee should not be a fraud

Design Goals

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- To show the feedback given to the employee and employer given by other employers or employees respectively.

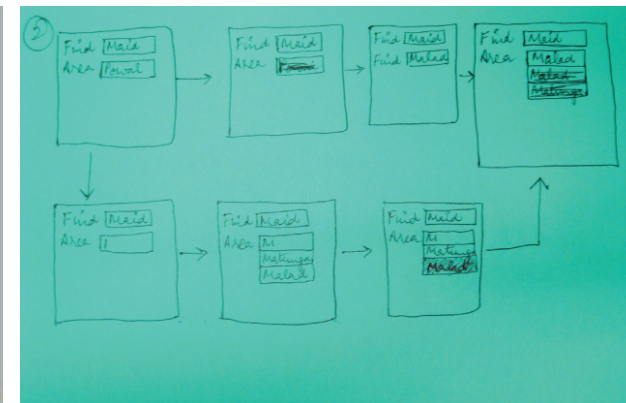
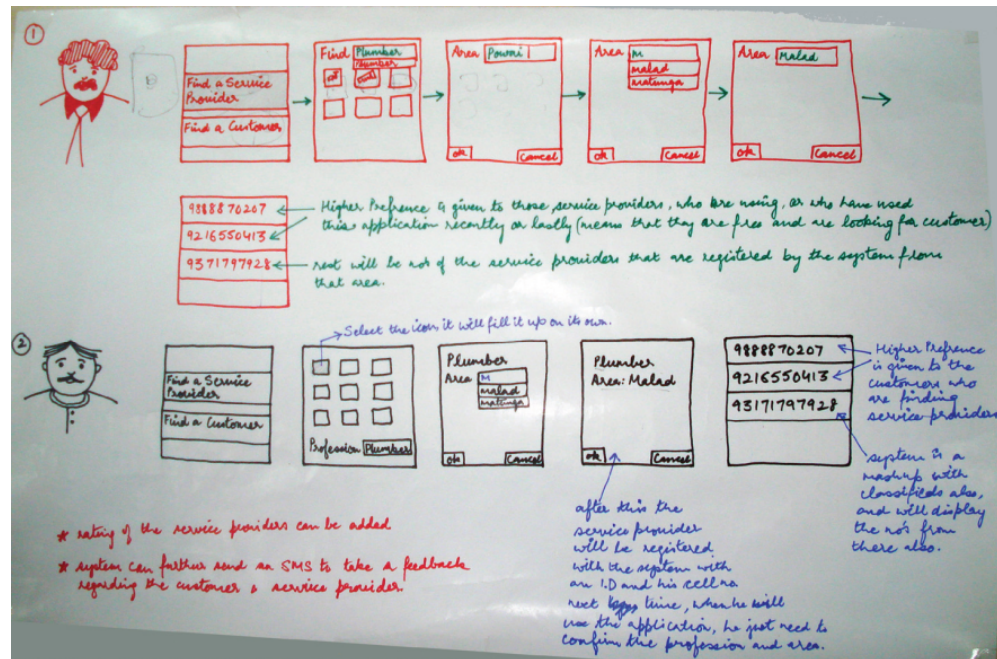
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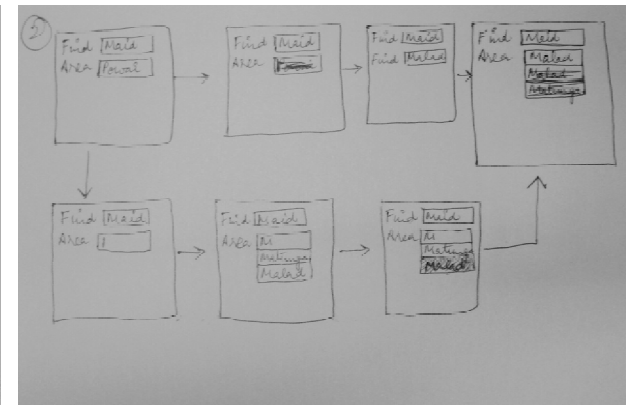
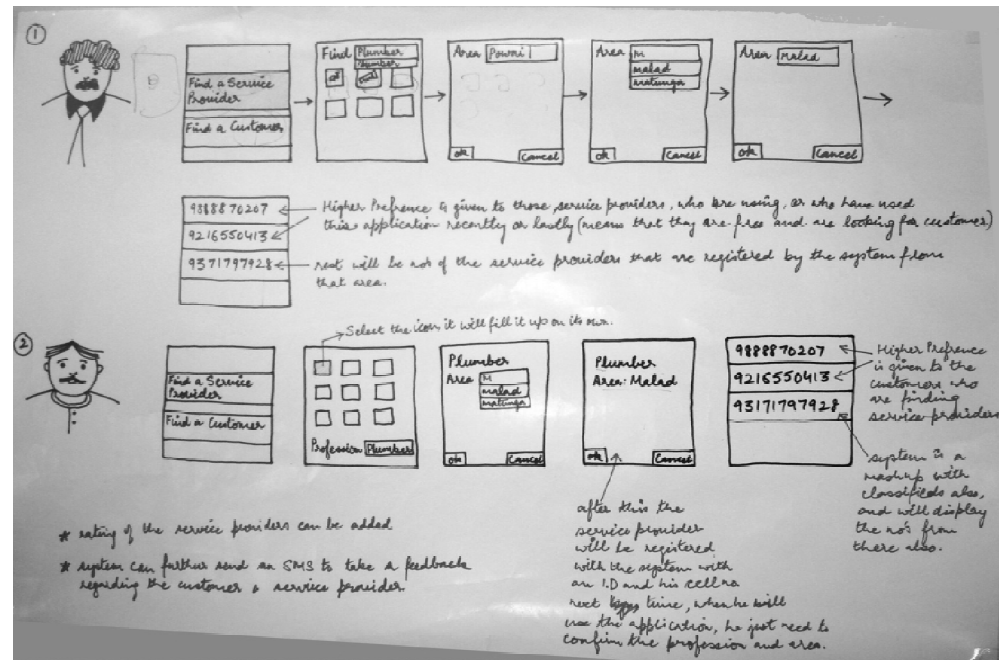
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- To help users to take reference from other users.
- To make the application customized according to term of employment of the employee

Ideation



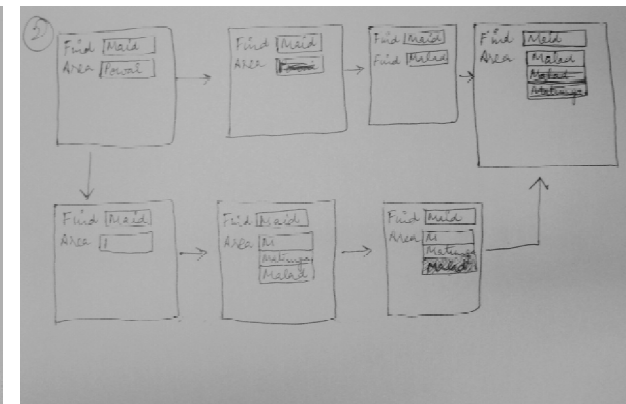
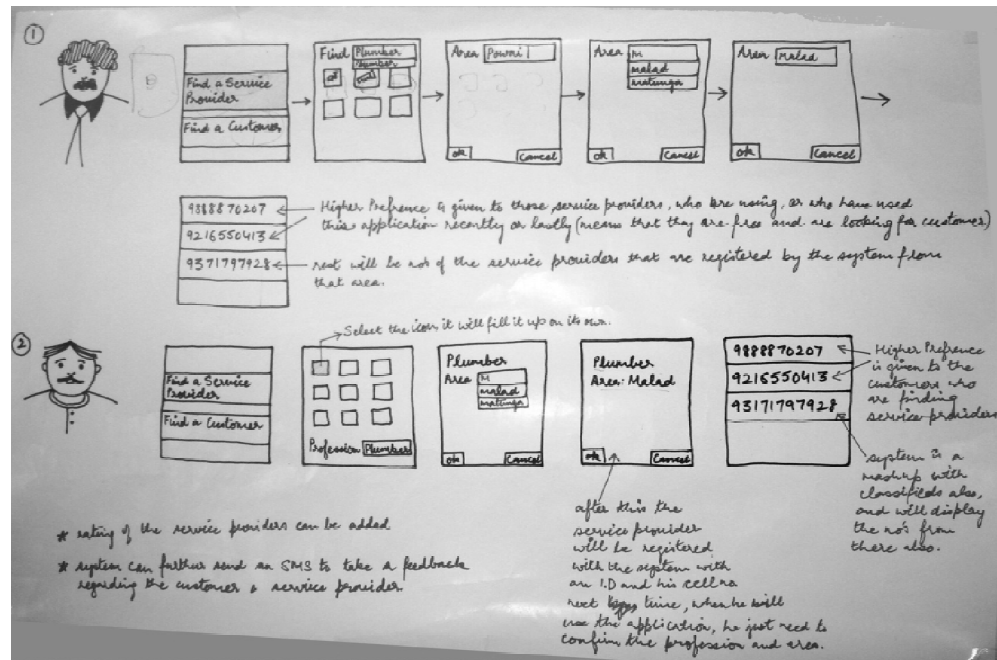
Considering the existing means and technology

Ideation



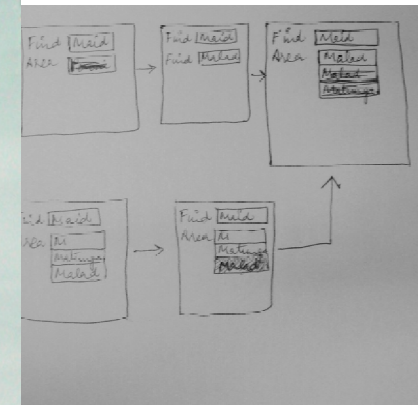
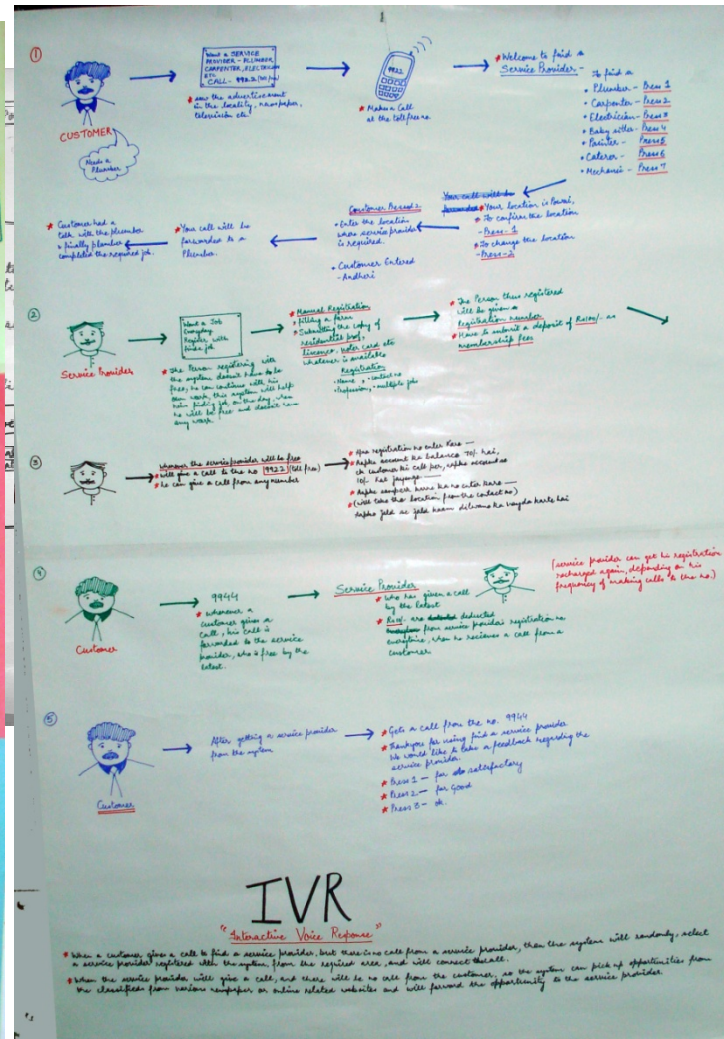
What is IVR?

Concepts



What is IVR?

- Mobile Application
- Interactive Voice response (IVR)



Application ative Voice response(IVR)

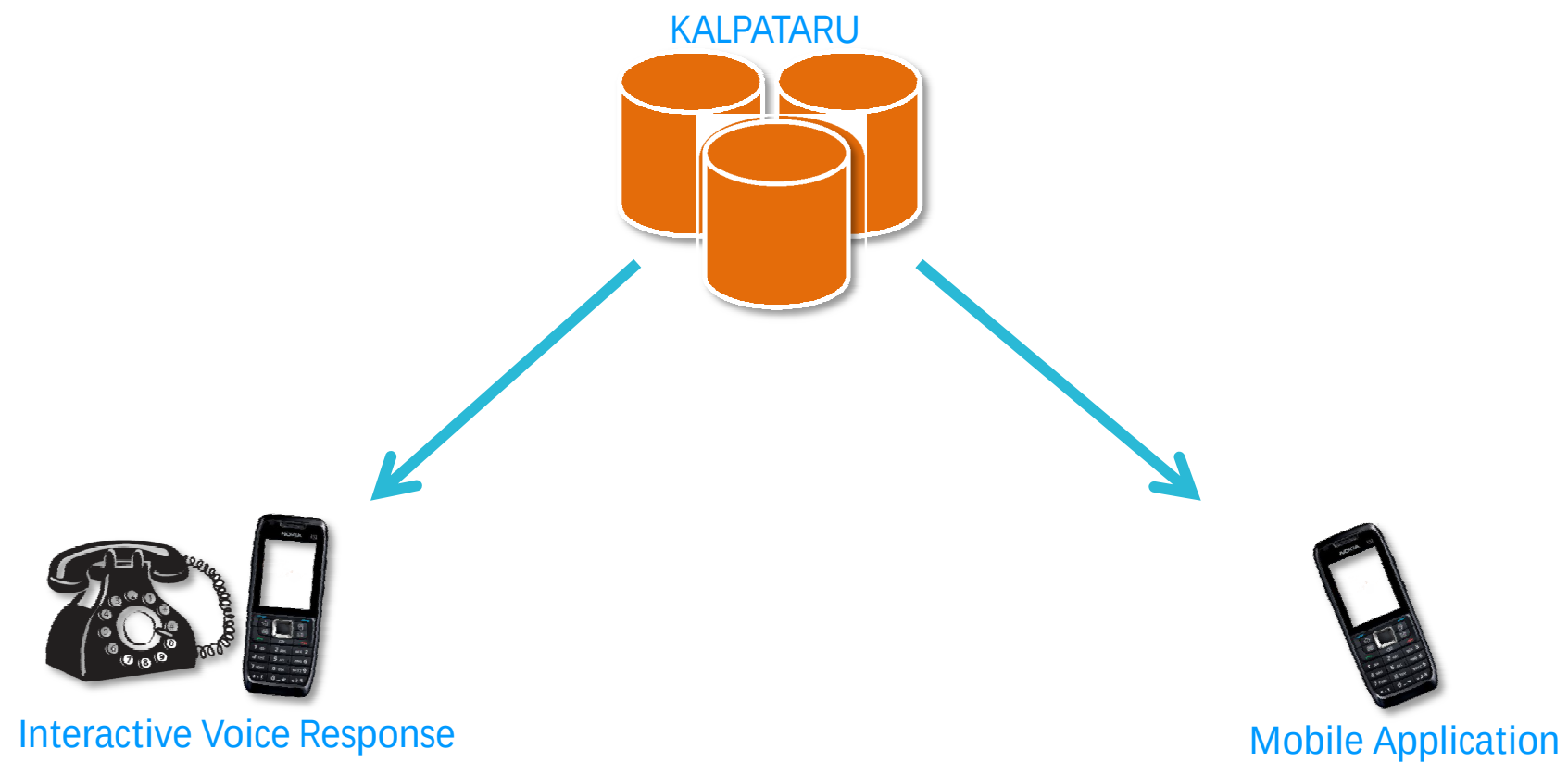


Heuristic evaluation



Final Concept

Kalpataru – The system



Scenario1- Booking a Plumber

Scenario1- Booking a Plumber

Scenario1 - Finding a Plumber



Mrs.Surekha is an HR in an IT company. She has a small family of three members. She takes care of every thing related to her household.

She was about to leave for an important meeting, and she suddenly saw that the drainage pipe of the kitchen is blocked, so she got worried that, but she cant stay back and get it repaired. Then she thought of booking a Plumber through Kalpataru for the evening, as she will be back home around 04:00pm.

Scenario2- Finding a Carpenter

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Scenario2 - Finding a Carpenter



Mr.Hemanth has opened a small office in Mulund. He is looking for a carpenter who can make computer tables for his new office.

He came to know about this application and used it to find a carpenter.

Scenario3- Finding a Maid

Scenario3- Finding a Maid

Scenario2 - Finding a Maid



Mrs. Patvardhan is a housewife. Currently she is staying in Malad and after two days she is shifting to her new house in Bandra. She wants to a new maid for her new house through Kalpataru.

Scenario4- Employee finding an Employer

Scenario4- Employee finding an Employer

Scenario4 - Employee finding an Employer



Bhuvan is a working as a plumber since last 4 years. He uses Kalpataru for finding employment.

Scenario5- Interactive Voice Response

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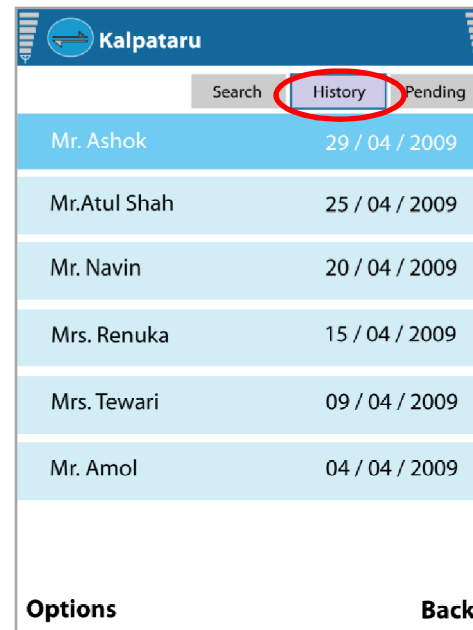
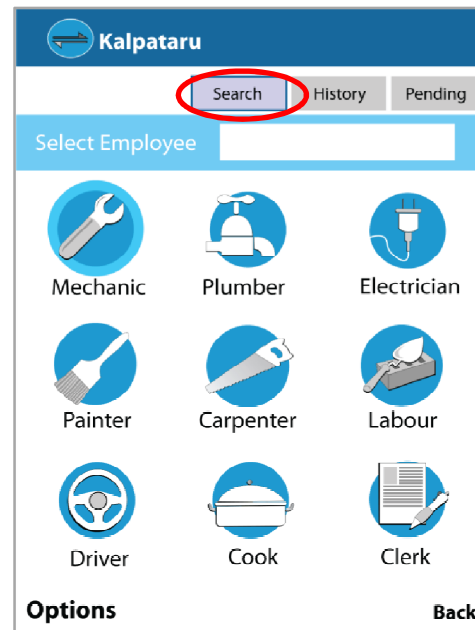
Scenario - Interactive Voice Response (IVR)



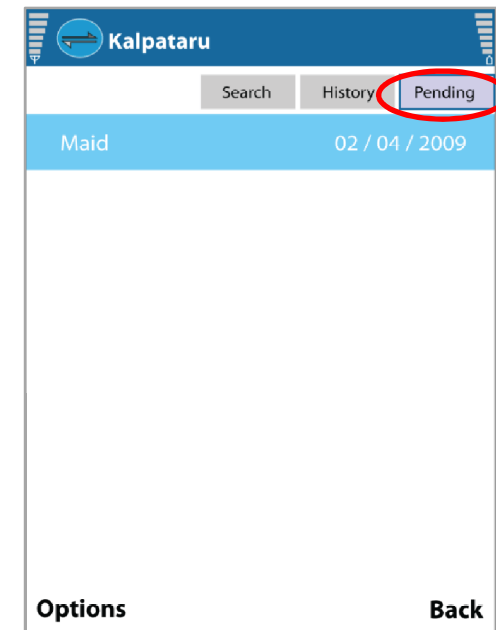
Mr.Arun works in an IT firm. He is a Bachelor and generally works late in the office.

Since few days the bathroom tap is not working properly. So he has asked his watchman to send a plumber. The problem is he comes late everyday.

Mobile Application



- Can be used to connect to an employee or employer again
- History of the last month can be saved, rest messages can be saved according to the users choice.

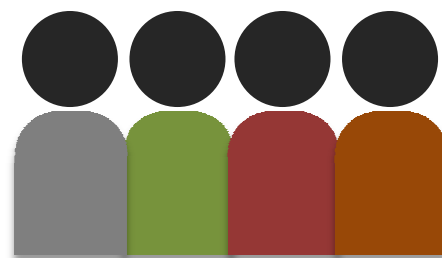


- This option can be used as a reminder for user, to see the upcoming or pending jobs.

Interactive Voice Response

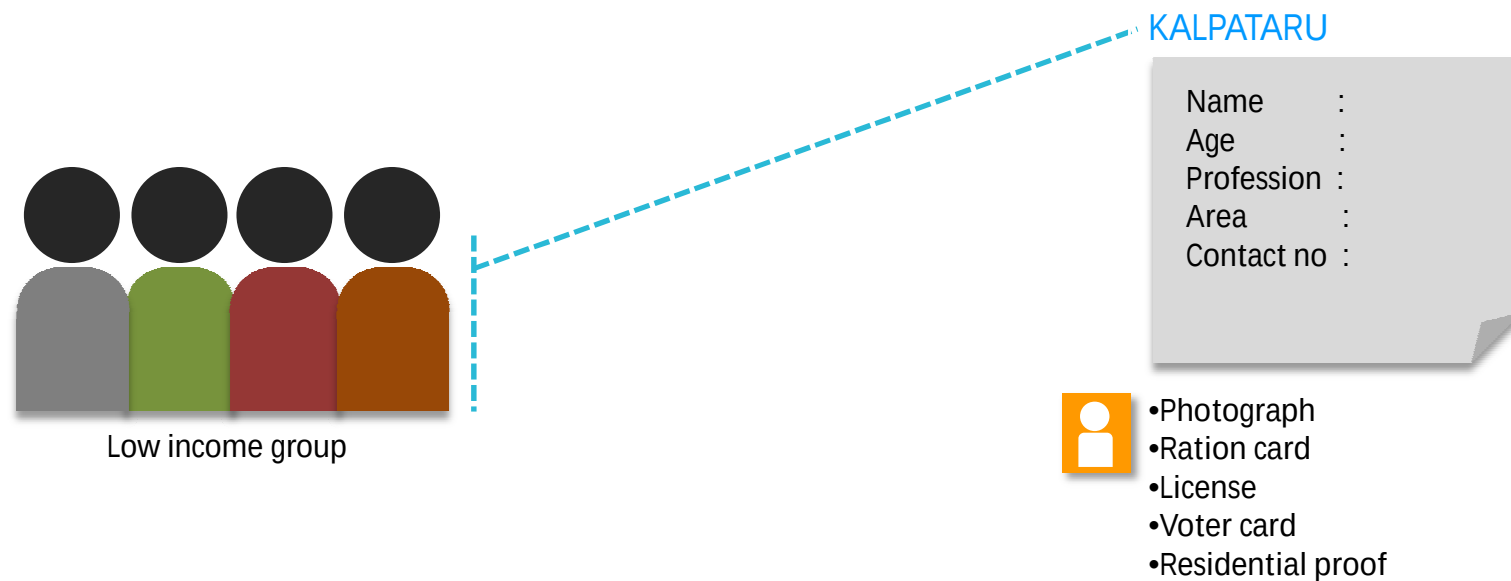
- Pin codes can also be used in the IVR instead of asking the user the name of place
- Feedbacks can be taken from the user to confirm whether the Employer has got the desired employee or vice versa
- There can be difficulties for system in identifying the names of certain places because of the wrong spellings and it can be difficult through voice input also, in that case system can take the nearest as an input.

Kalpataru – The system

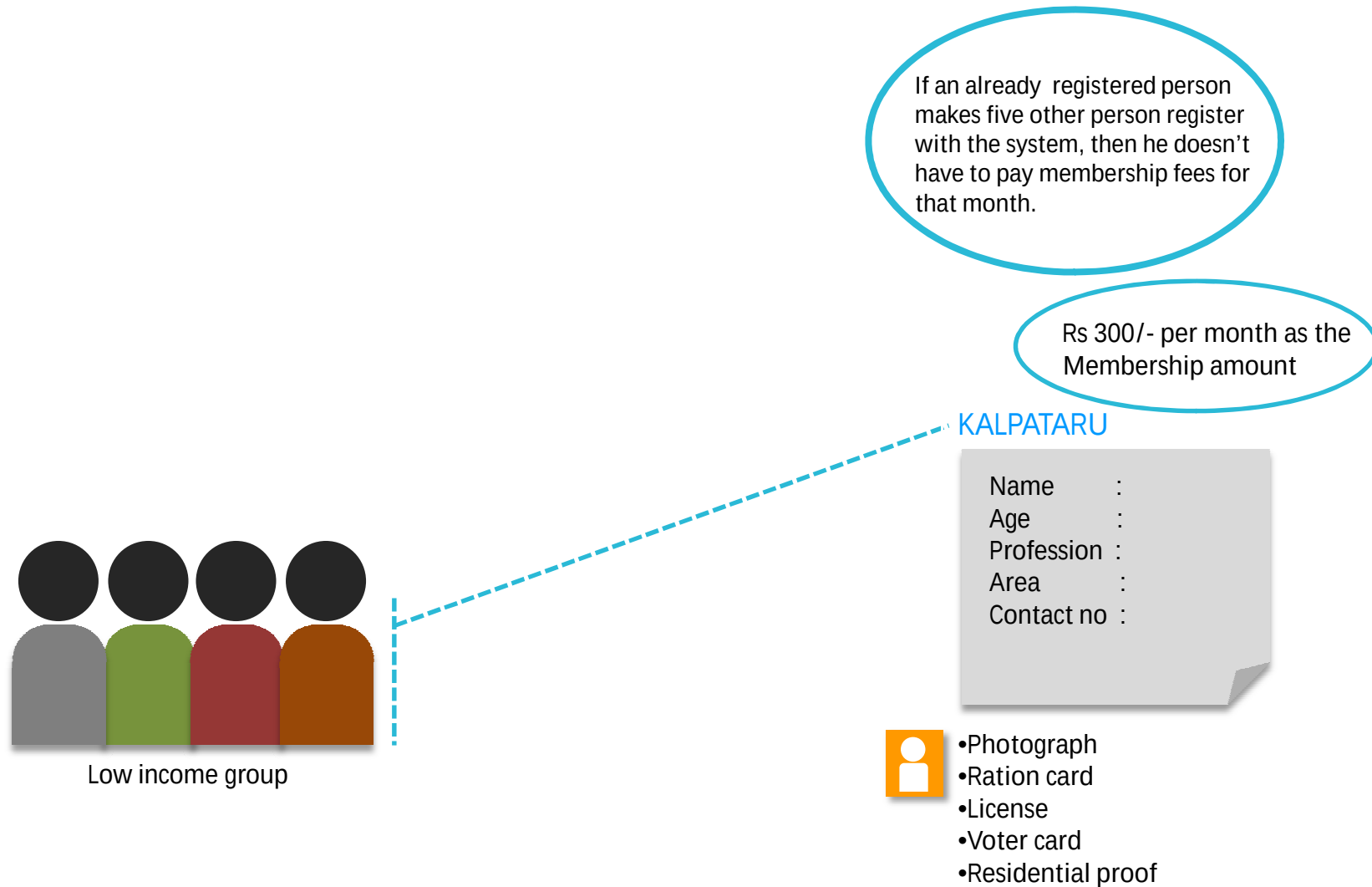


Low income group

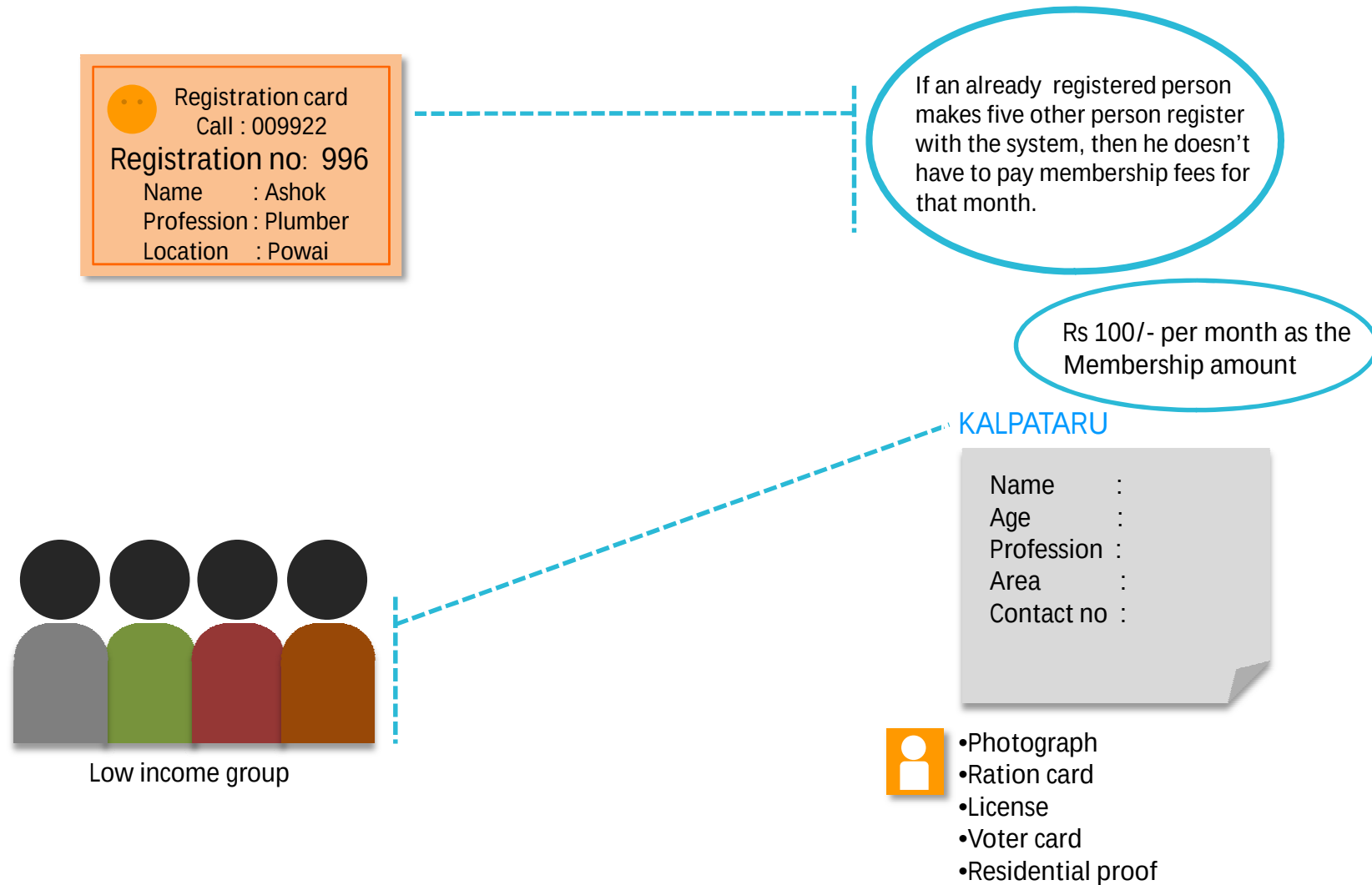
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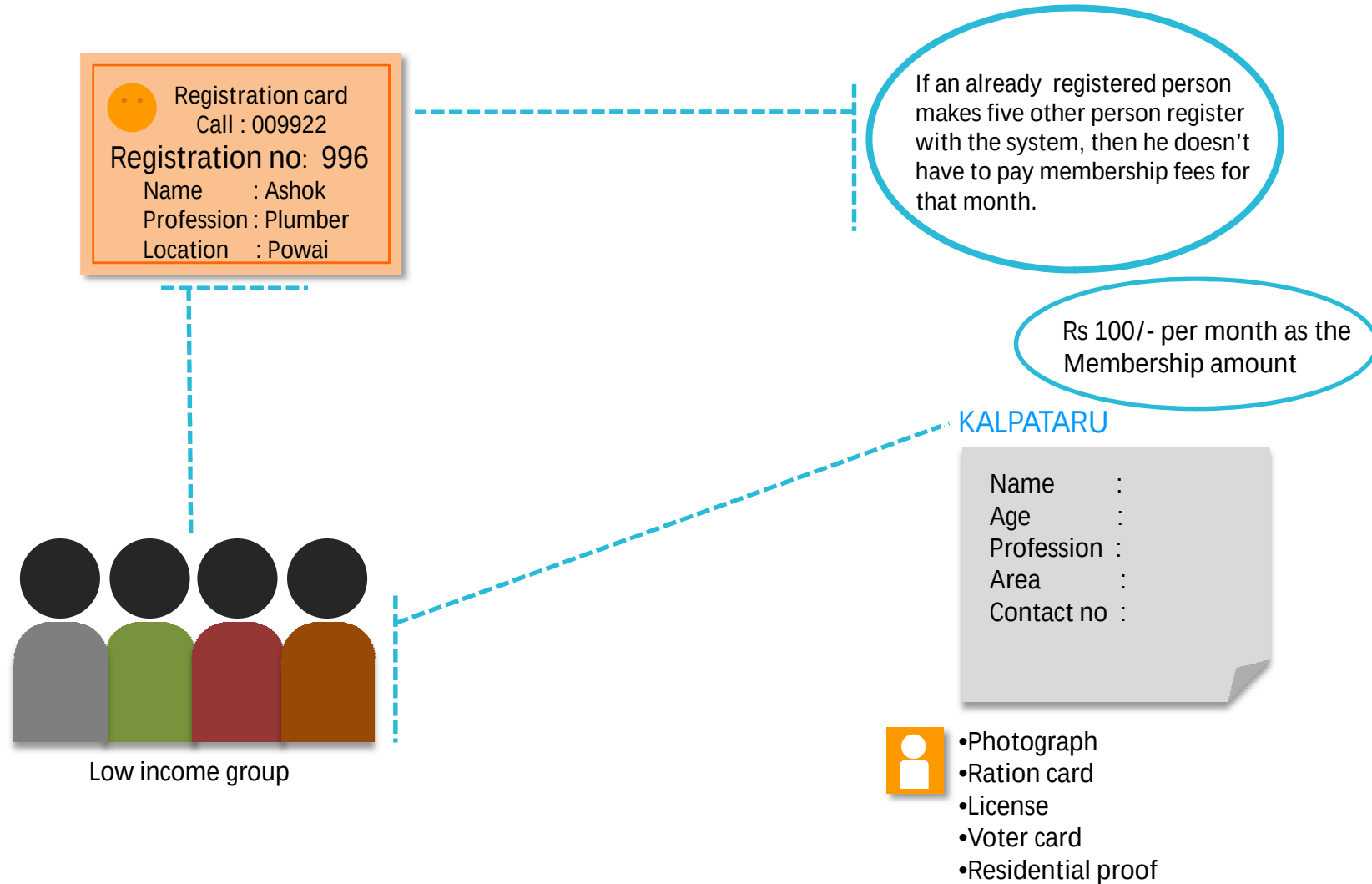
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- First three times, application can be used for free
- Rs.6/- per call will be deducted or will be added to phone bill

Kalpataru – The system



Data of all the employees

Maid	Plumber	Carpenter	Electrician	Cook
M001	P001	C001	E001	C001
M002	P002	C002	E002	C002
M003	P003	C003	E003	C003
M004	P004	C004	E004	C004
M005	P005	C005	E005	C005
M006	P006	C006	E006	C006

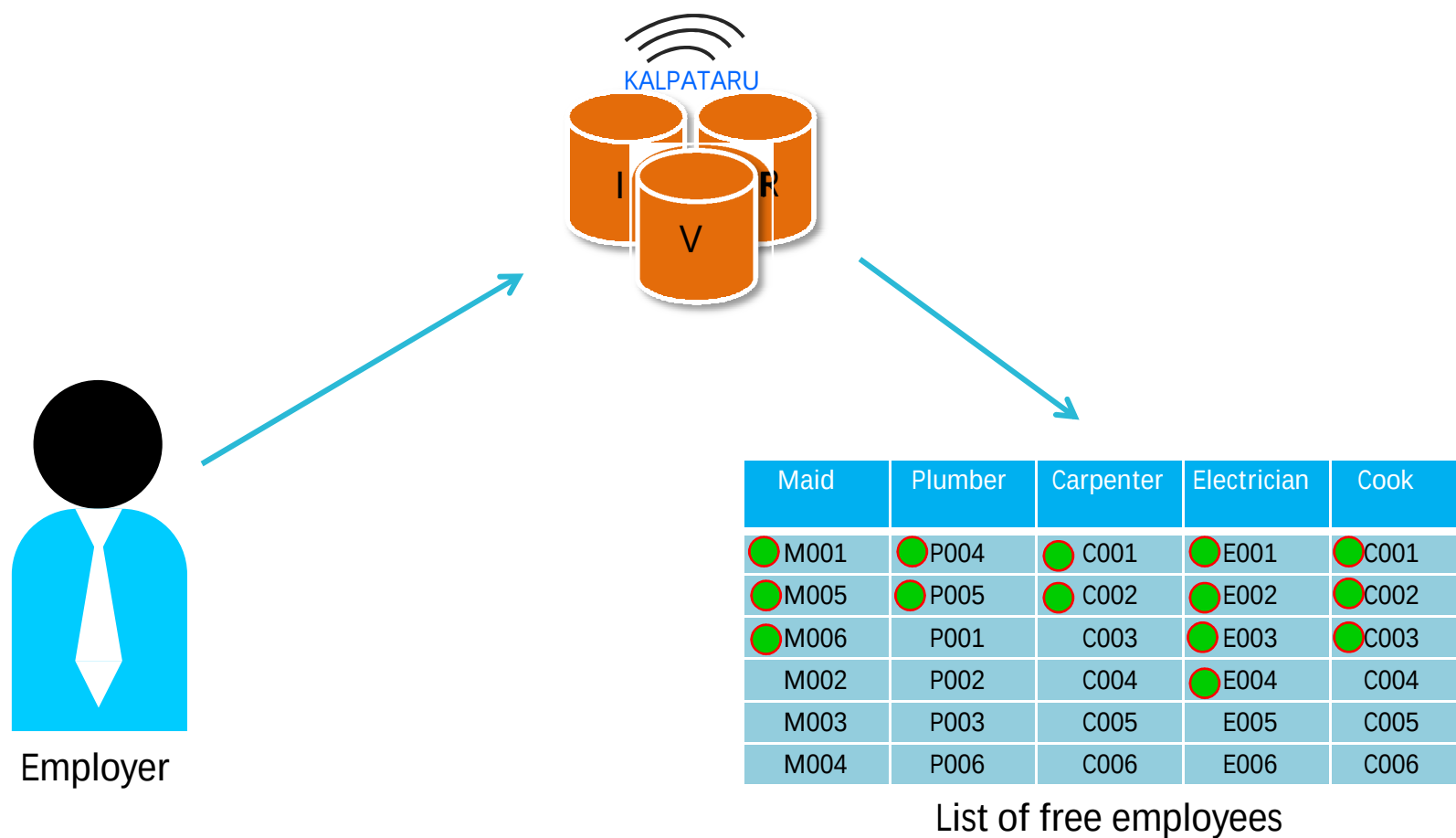
List of all the employees from Powai



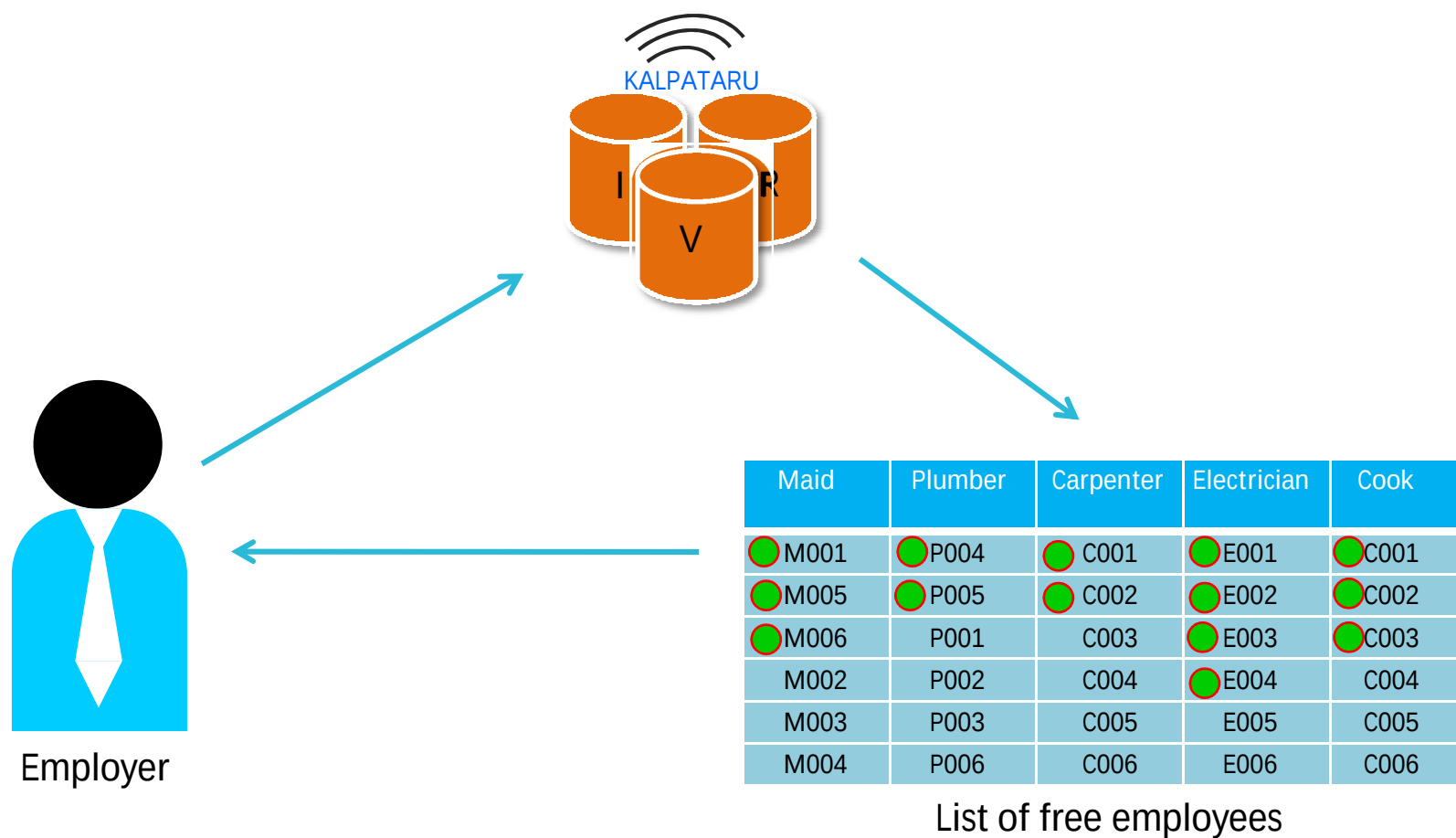
Maid	Plumber	Carpenter	Electrician	Cook
☒ M001	☒ P004	☒ C001	☒ E001	☒ C001
☒ M005	☒ P005	☒ C002	☒ E002	☒ C002
☒ M006	P001	C003	☒ E003	☒ C003
M002	P002	C004	☒ E004	C004
M003	P003	C005	E005	C005
M004	P006	C006	E006	C006

List of all the free employees from Powai

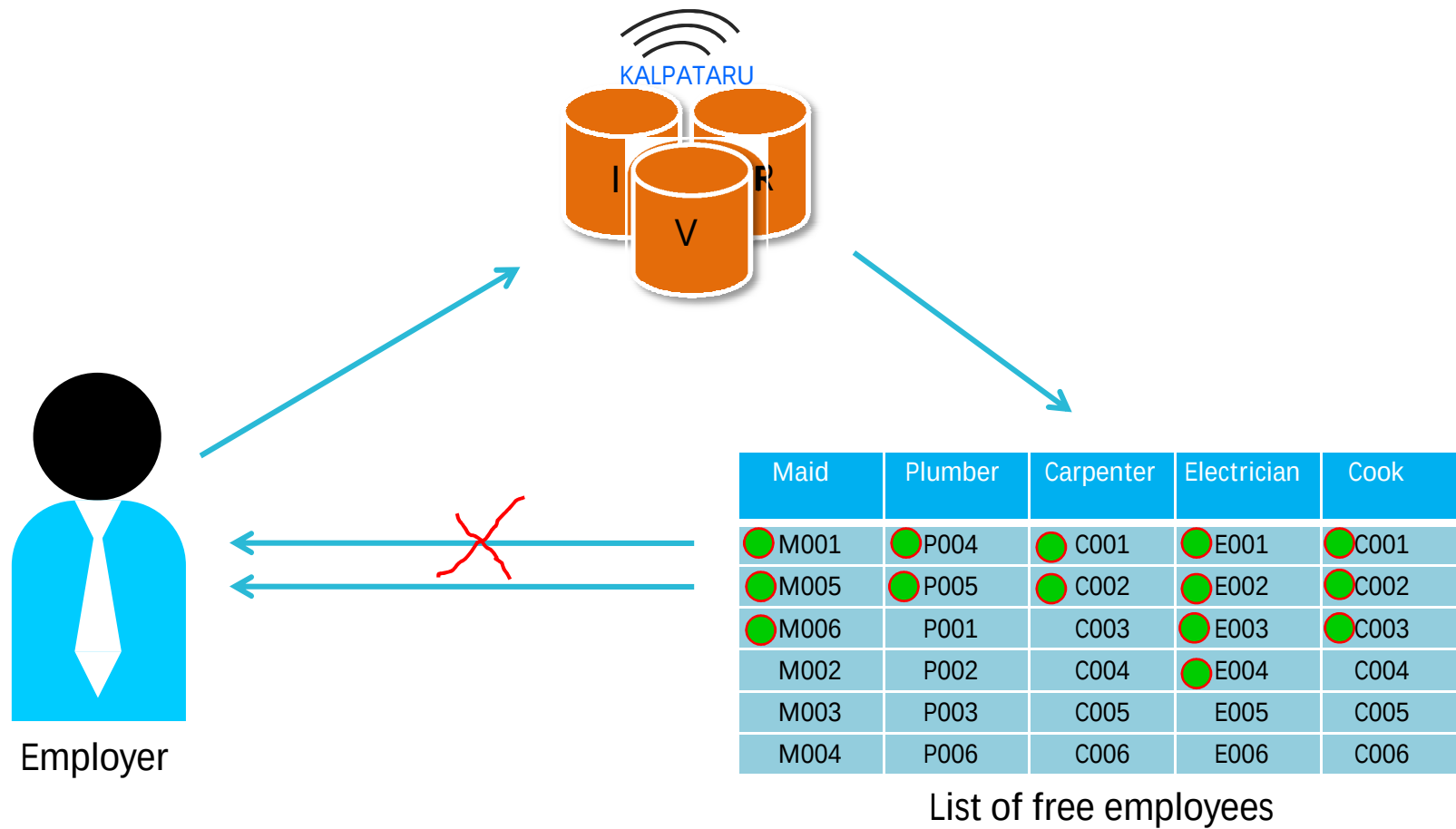
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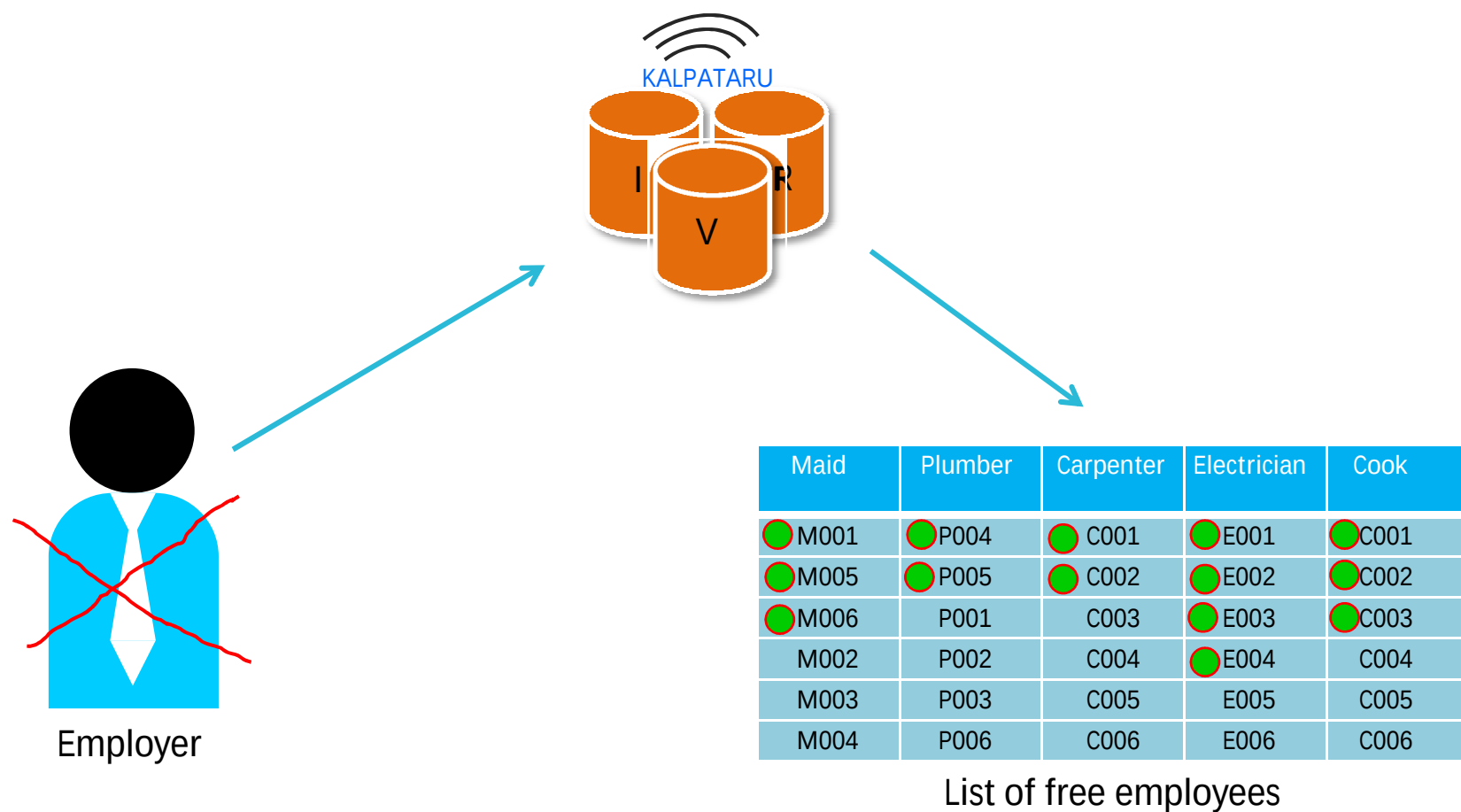
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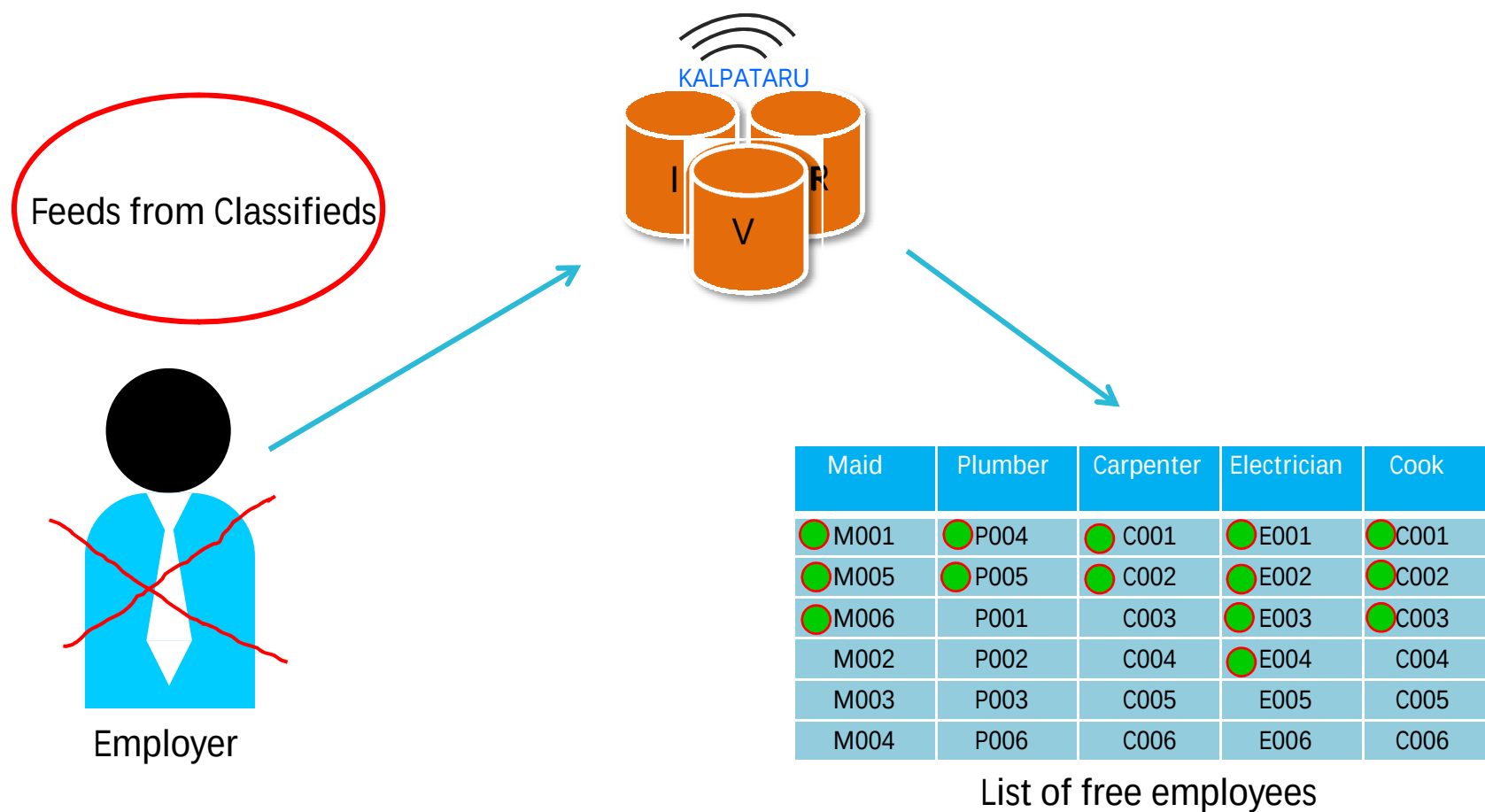
Kalpataru – Use Cases



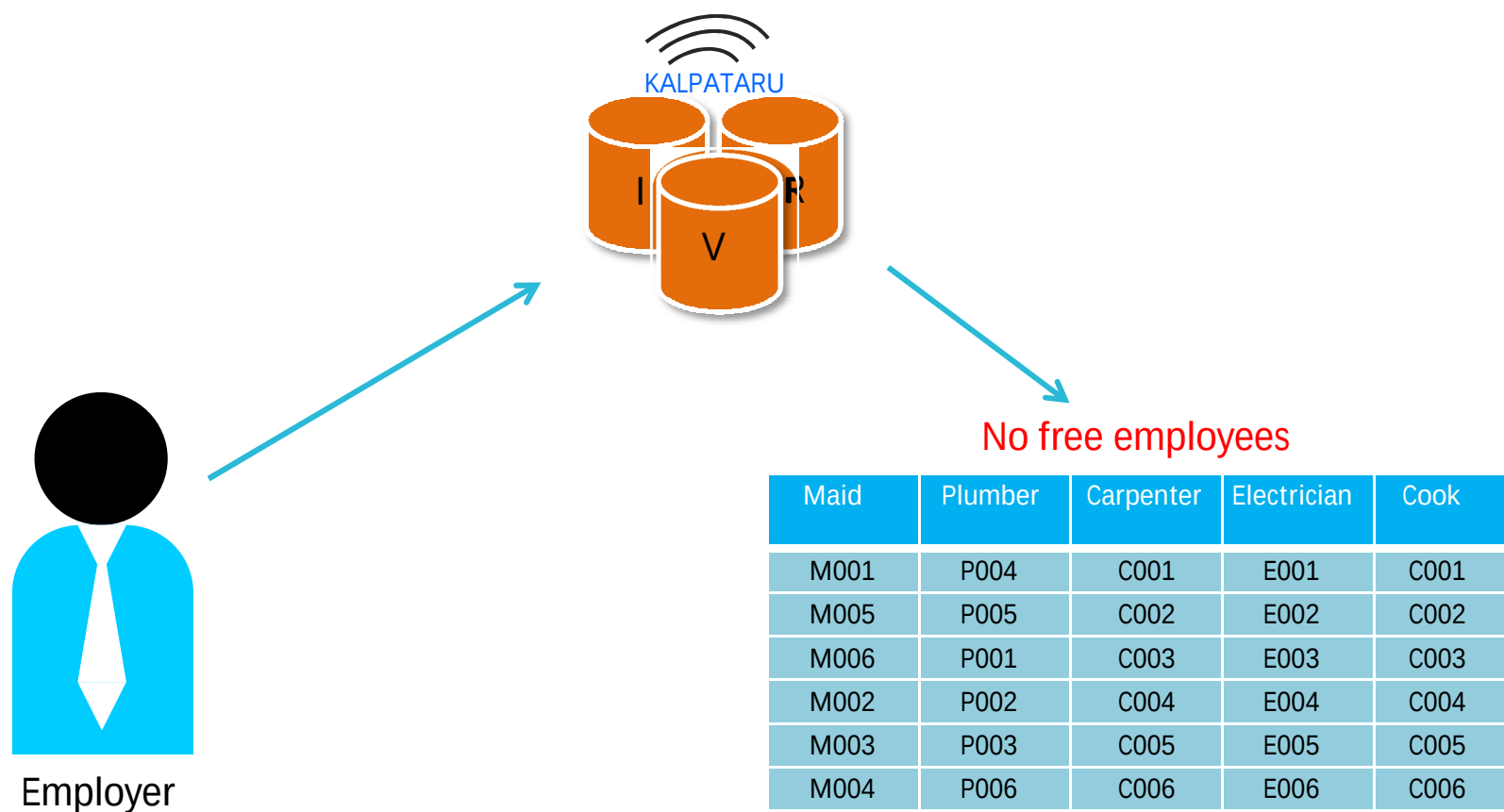
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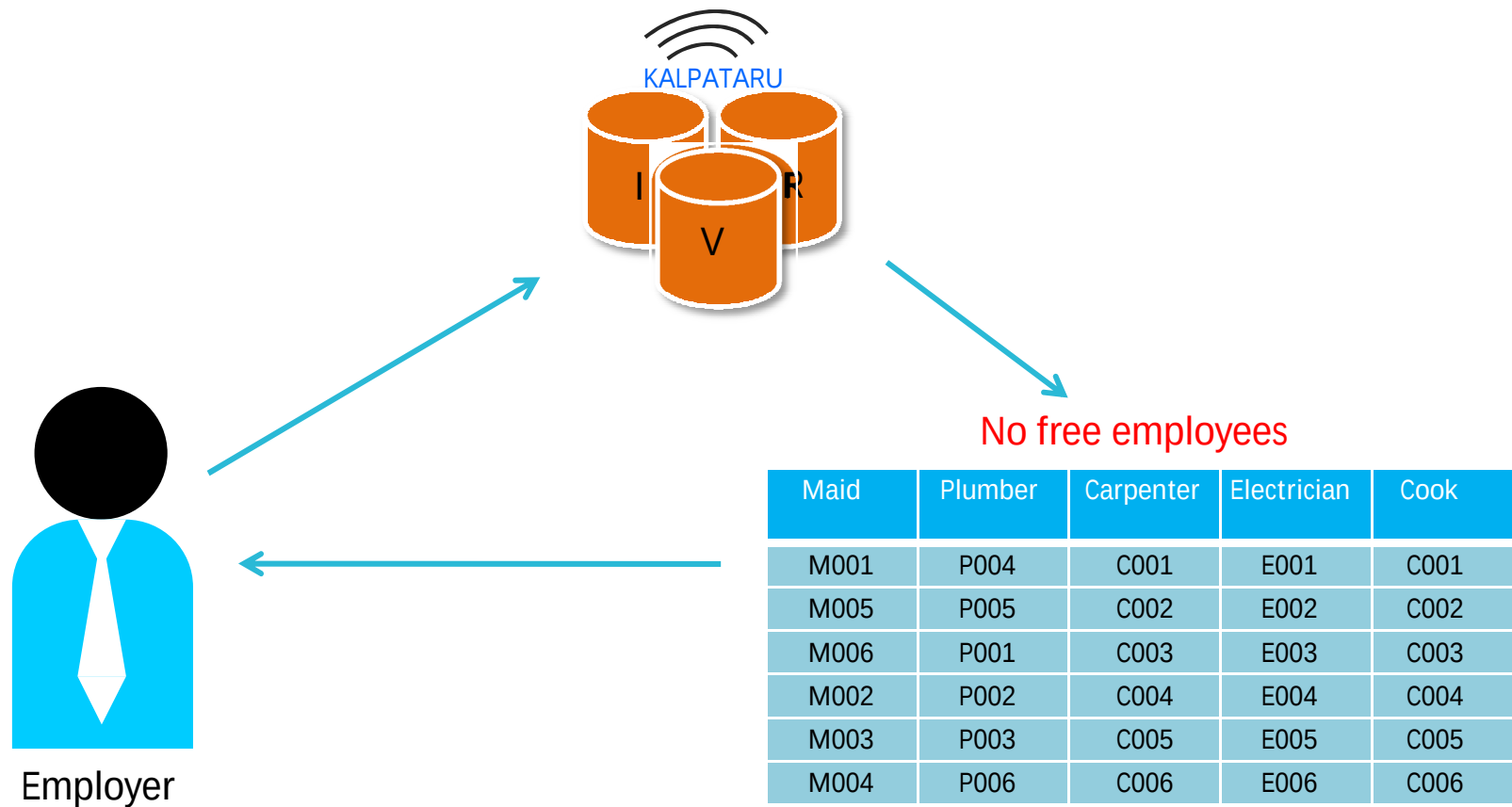
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Future Scopes

Web portal: All the collected data, can also be presented to the employers to find employees. So this will be covering another medium and giving one more platform to the employers and the employees

More services: To increase the scope of the project more services can be added to the system like book a cab, book a ticket etc.

Compatibility: The mobile application can be made compatible to various mobiles and can be made in different languages

Acknowledgments

I would like to express my sincere acknowledgements to my Guide Prof. Anirudha joshi for his constant guidance and motivation.

My sincere thanks to Prof. Ravi Poovaiah and Prof. Uday Athavankar for their valuable inputs during stage presentations.

Also my sincere thanks to my friends and batchmates for their help and feedback.

Special thanks to Onkar and Pradeep for helping in the prototyping of the IVR (interactive voice response) system.



Thank you