

Research question:

How can design help graduates that have been unable to find success after leaving Higher Education?

Overview of the problem:



The % of young adults that enrol in HE continues to grow each year.

(average of 2% increase per annum since 2014/15)

DfE figures for 2017-18, show that 50.2% of all young people in UK now attend university

HESA – Higher Education Student Statistics: UK, 2018/19 – Student numbers and characteristics



The graduate job market is subsequently 'oversaturated' and highly competitive

just half (52%) of graduates secure a graduate-level job six months after they finish their course

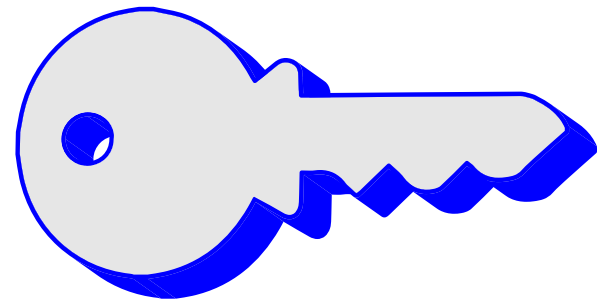
CIPD – 'The graduate employment gap: expectations versus reality' Nov 2017



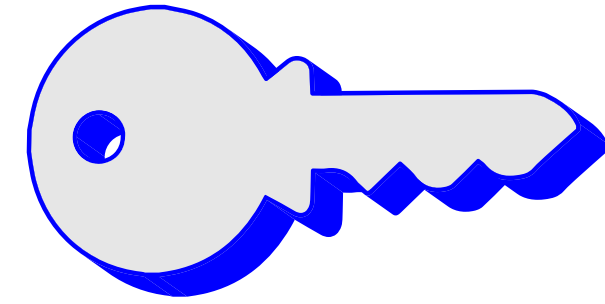
Students from disadvantaged backgrounds are disproportionately affected

Many end up in employment for which they are overqualified or underutilised

Mason, G., 2002. High Skills Utilisation Under Mass Higher Education: Graduate employment in service industries in Britain.



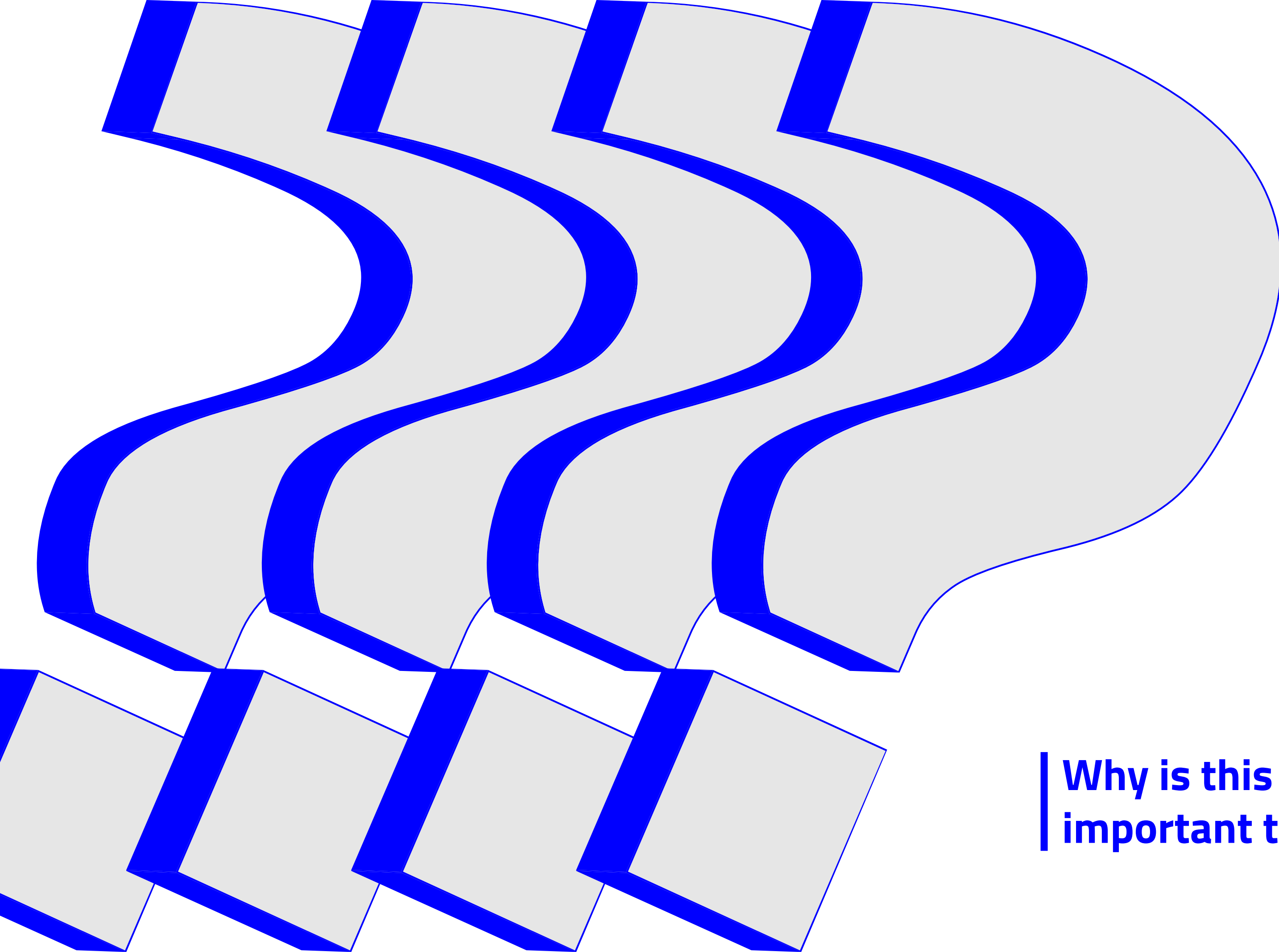
KEY INSIGHTS



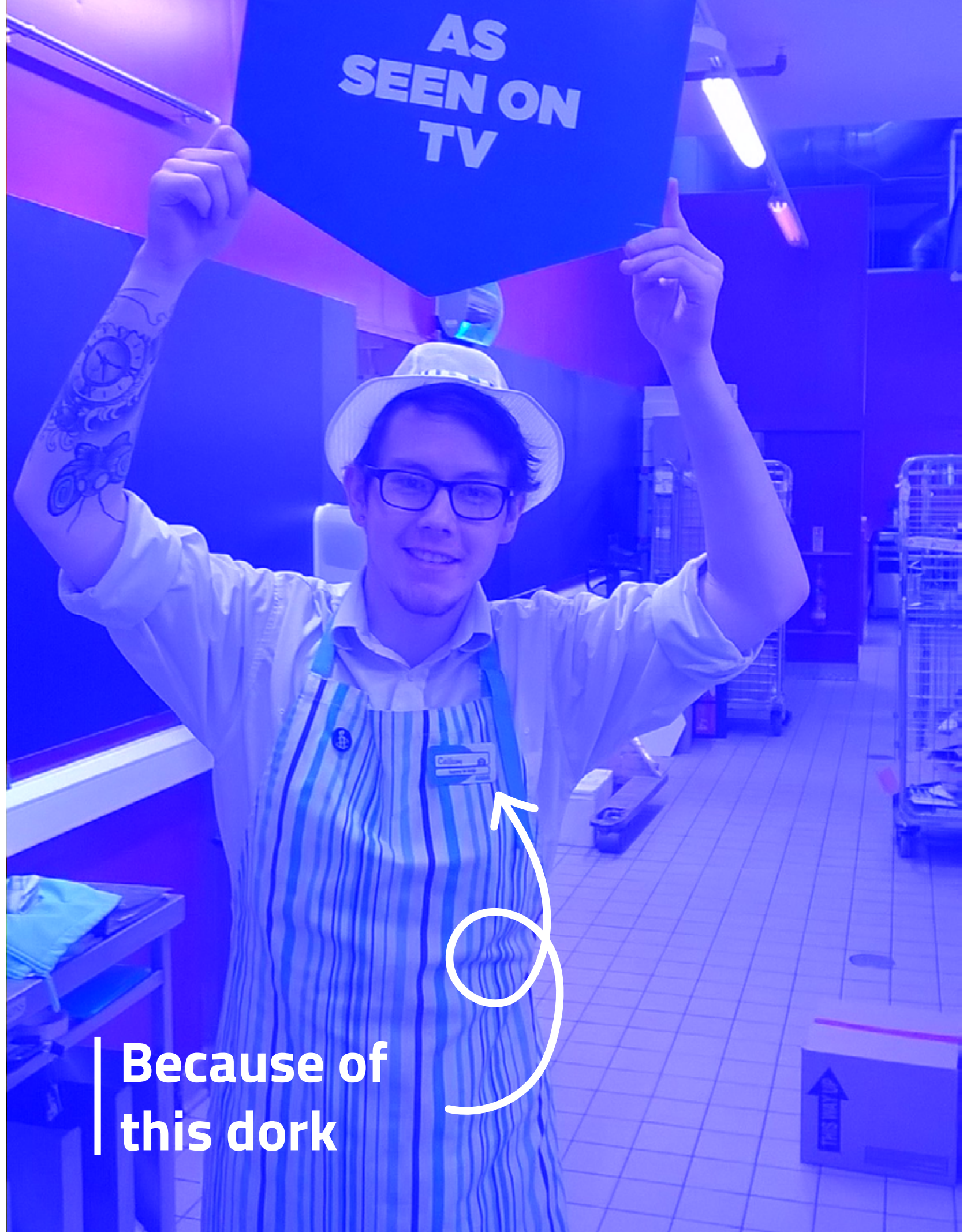
In a world of 50% age-cohort participation, the outputs of HE will have to move into the less knowledge-intensive sectors. **(Keep and Mayhew, 2004)**

Periods of under-employment for graduates continue to have lingering effects on their subsequent career progress and salaries. **(Elias & McKnight, 1999; Green et al., 2002)**

The discourse of graduate employability appears to be moving away from credentials that are merely a 'tick in the box'. Employers are increasingly defining employability more around notions of 'behavioural competence'. **(Tomlinson, 2008)**



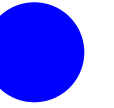
**Why is this issue
important to me?**



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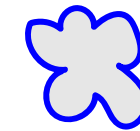
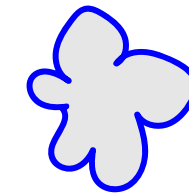
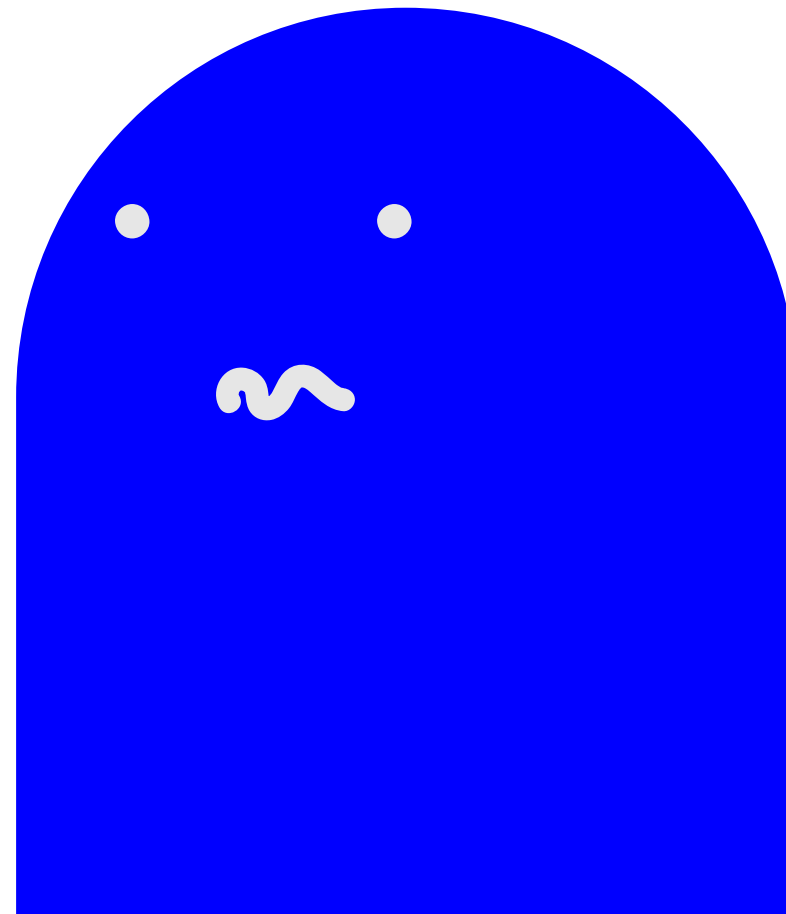
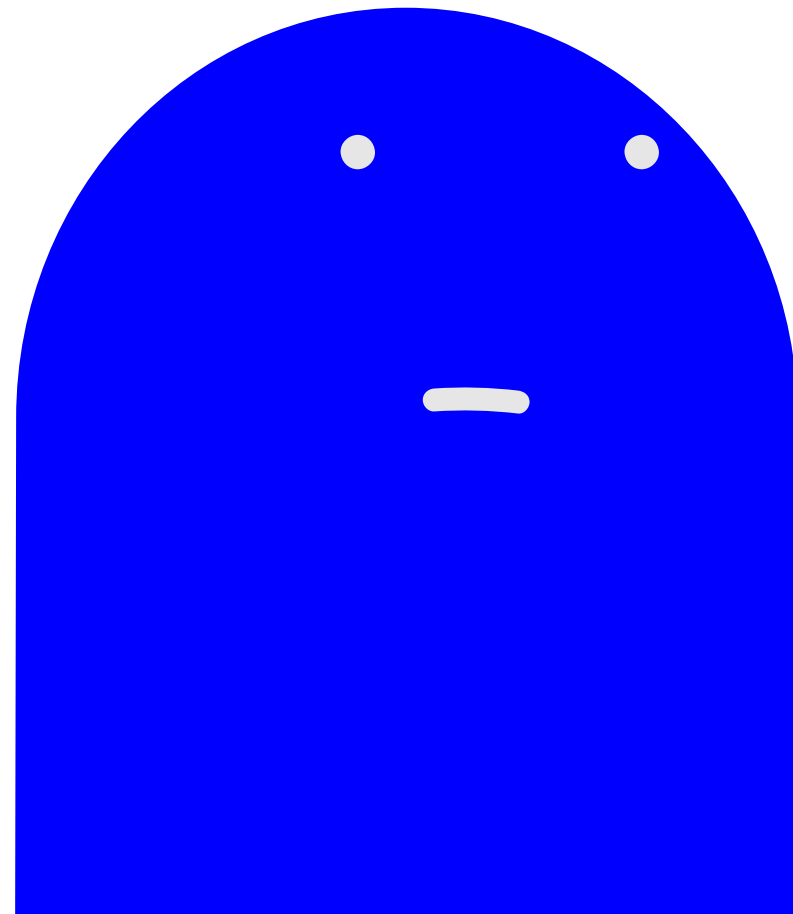
Because of
this dork





That was my experience over 5 years ago.

Recent issues such as Brexit & Covid-19 have only made things worse. The number of available jobs has contracted even further.



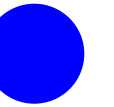
Unemployment rate has risen from 4% to 4.9% and is expected to hit 6.7% by end of 2021

Job postings on Indeed's UK site are running 37% behind last year's trend.



Wow, this presentation is a real bummer. What's the plan then?

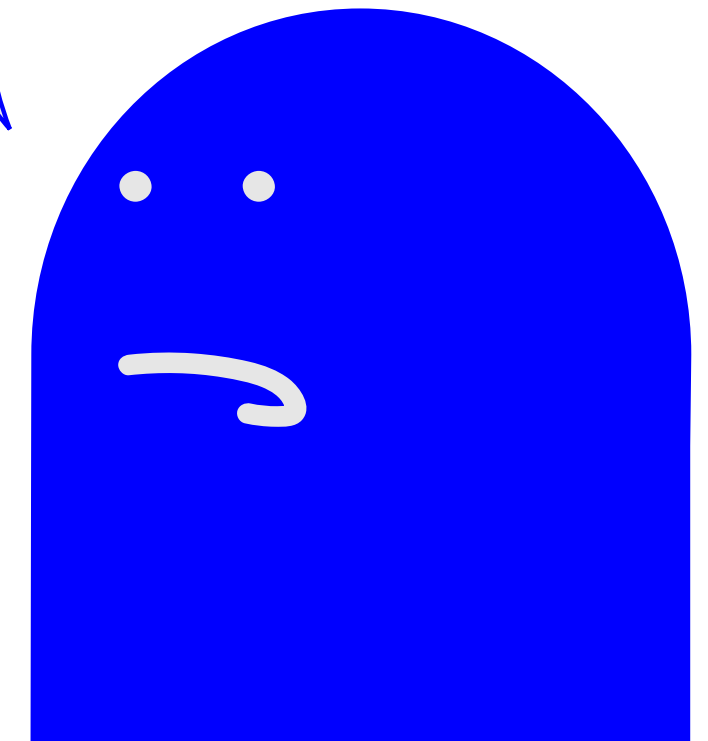
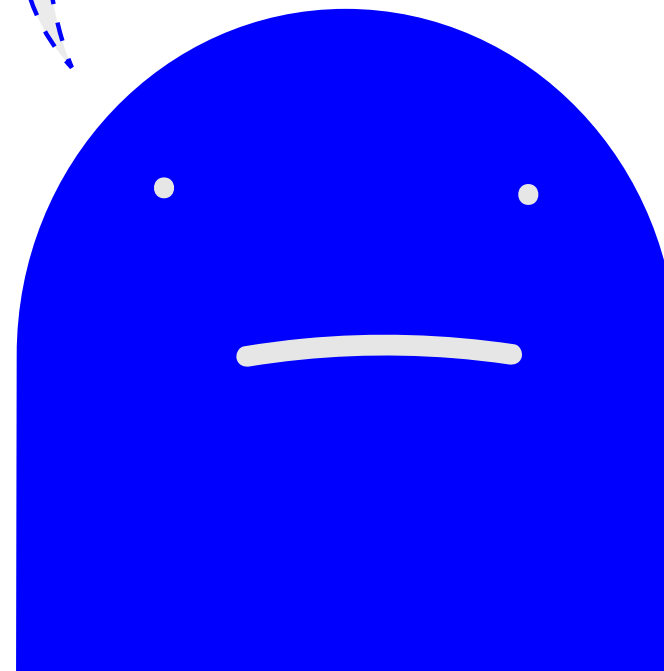
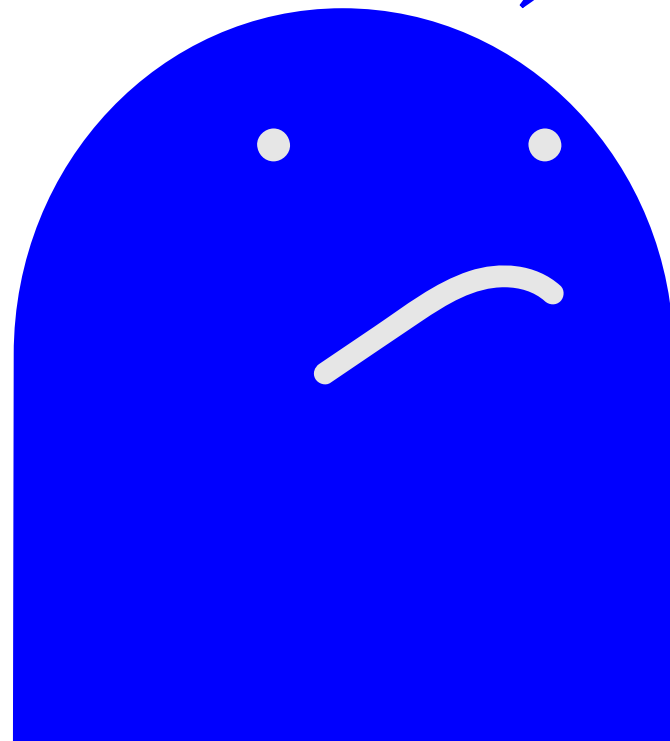
I want to build a web-based platform for grads that helps passively develop employability through their engagement with learning events and group projects.



I've been outside of the uni bubble for too long & have lost confidence in myself

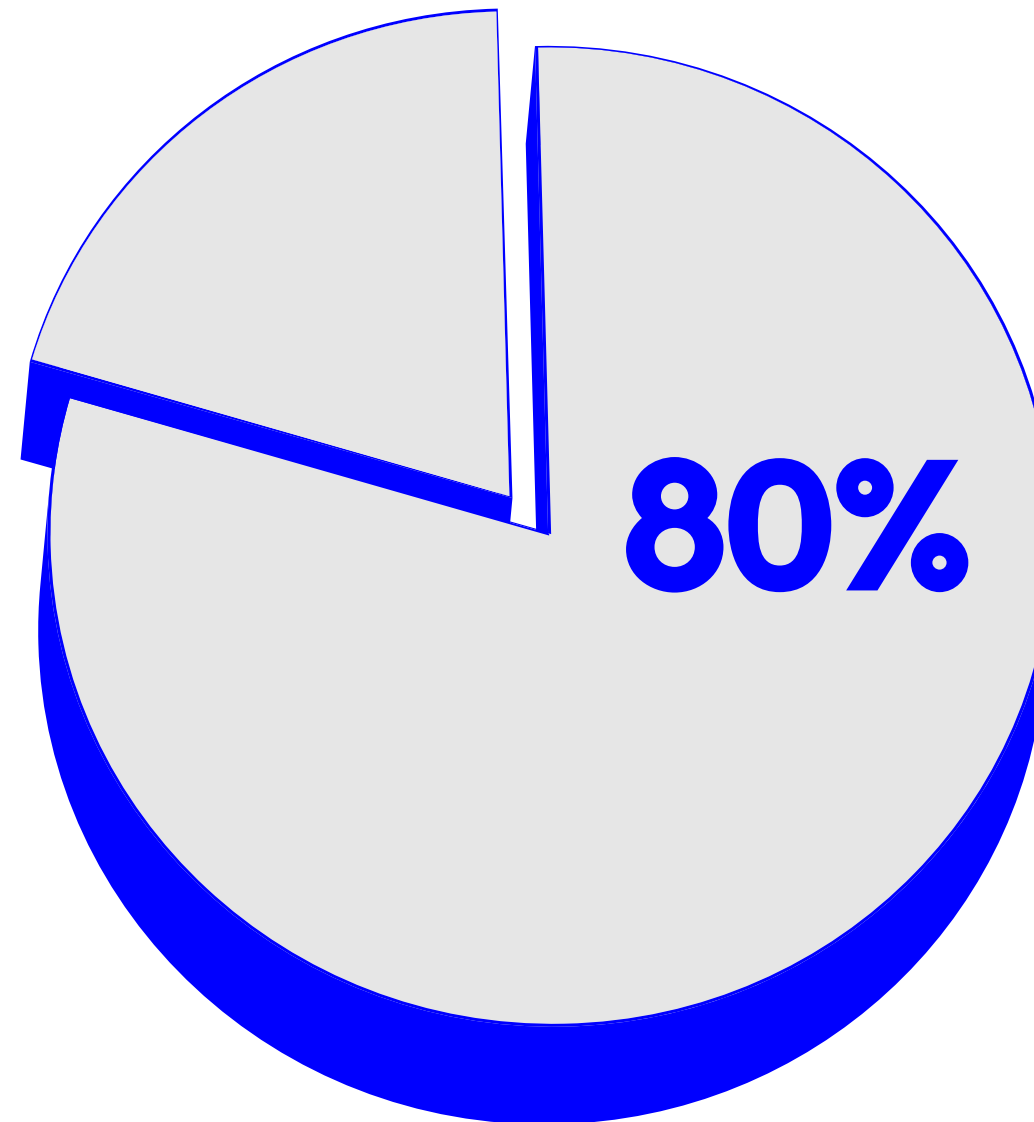
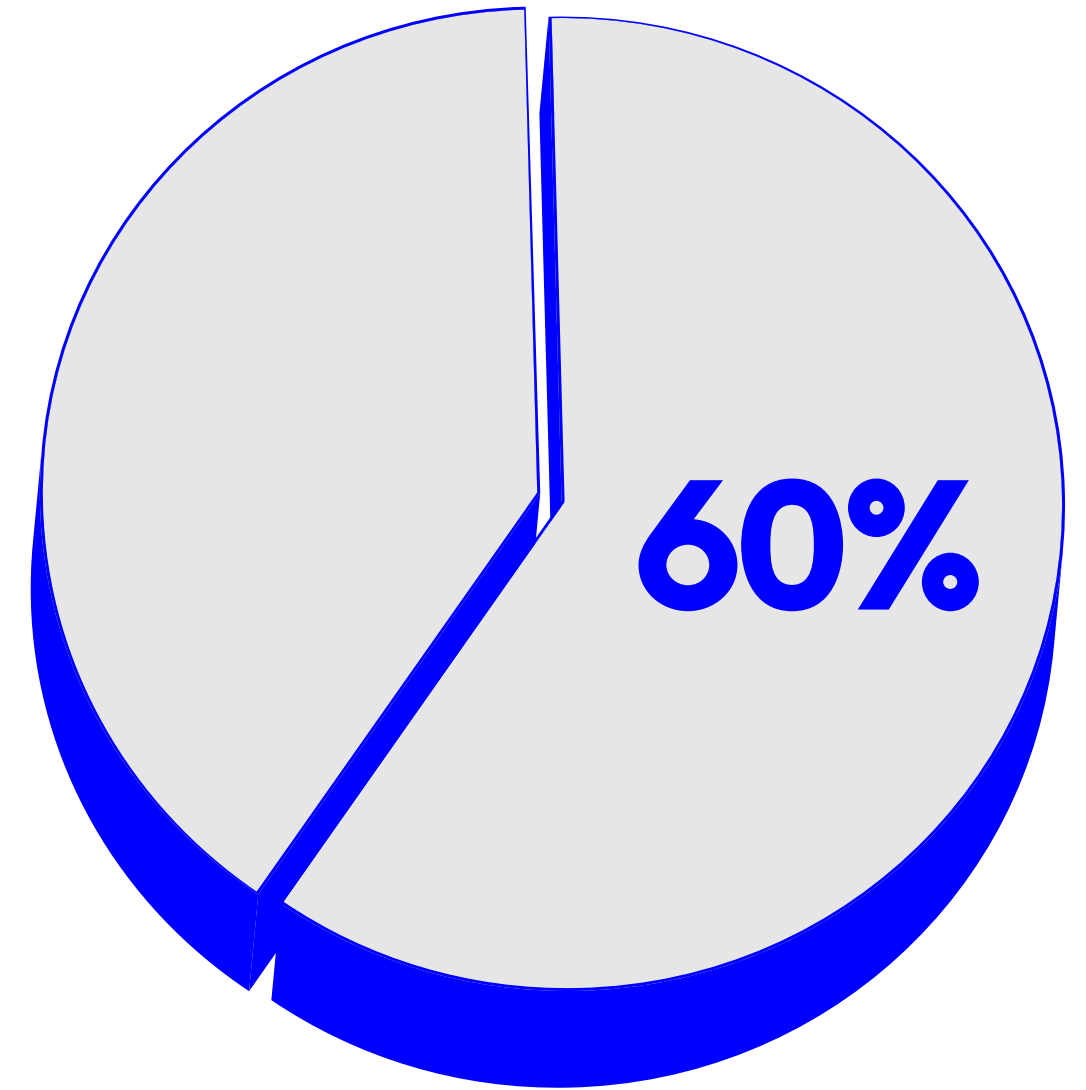
I just want to increase my employability and stand out at job interviews

I want to build connections with other graduates & work on shared projects

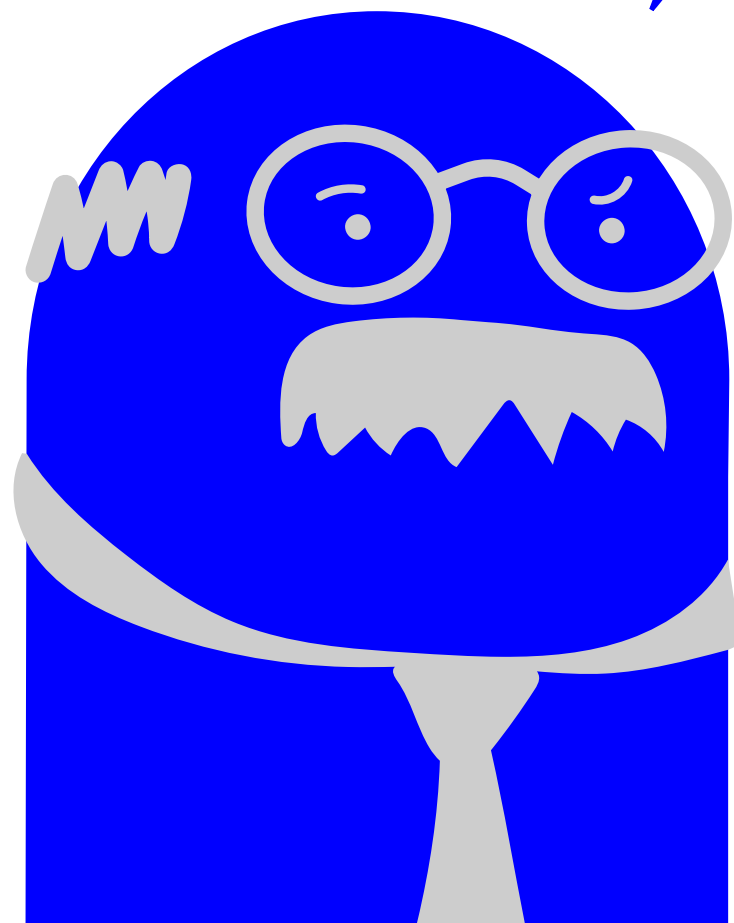


Son is there even a market for that sort of thing?

60% of 58 graduates polled would be interested in joining a collaborative graduate community.



80% of those interested would be willing to pay a monthly subscription of up to £7



Primary research questionnaire polling 58 UK born graduates in January 2021

A combination of

A networking hub

+

Online learning events

Passively building a profile through positive engagement

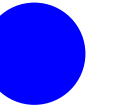
Engagement with workshops, lectures, group projects and internal competitions generate badges on each user's profile.

Over time a broad picture of each user's interests and areas of specialism are built up on their profiles. Brand loyalty and user retention are generated through investment.

Profiles become a great way for graduates to advertise their 'behavioural competence'.

Users can curate their profiles giving prominence to the things they're proudest of / most interested in.

What have others said?



You'd need a great branding and promo operation in order to launch this with a USP of some kind that would build brand loyalty.

From the users POV, it's about getting that buzz from meeting people, making things together and being able to find an output for their creativity. By shifting their energy from the stress of the lack of opportunities to making work for the fun of it, they can actually improve their prospects without consciously doing so.

Alec Dudson

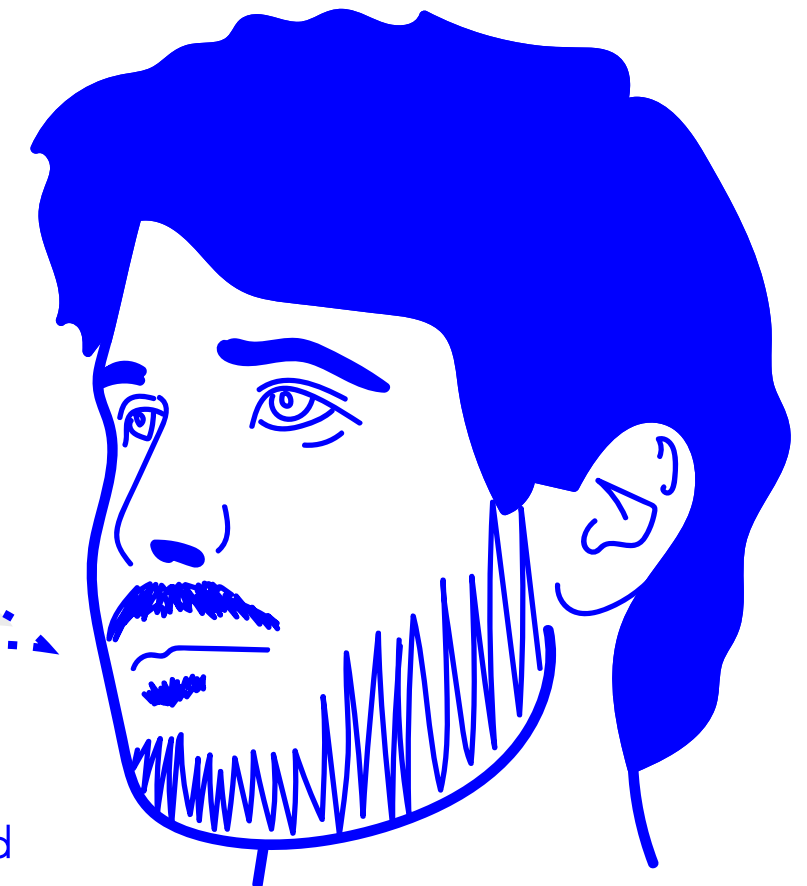
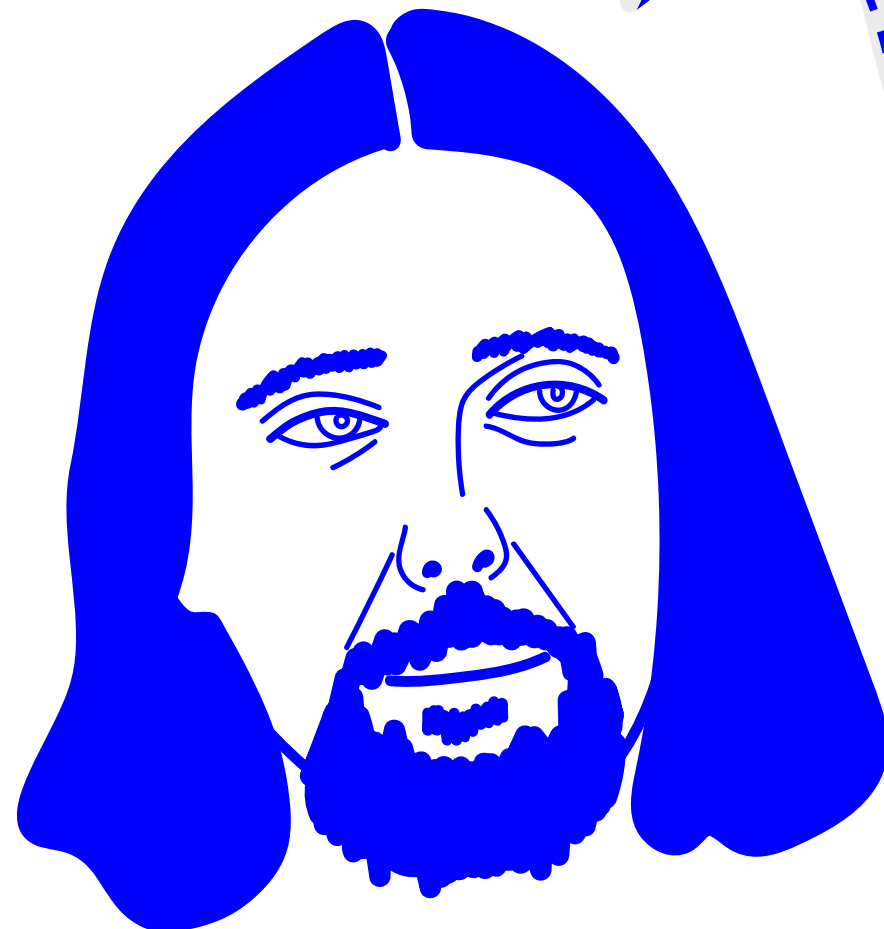
Founder at Intern

I think it is a very valid idea that responds to a strong need. I would very much like see this project made

If the platform is successful it might pay for itself but I would be surprised if a company asked less than 8,000 EUR for making this platform, and serious ones might get up to 20,000 or more.

Andrea Zanibellato

Web developer, software engineer and computer science educator





That's all folks