

Saffron Interactive

**Create your own future**

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# What is ‘Create Your Own Future?’

- A human-centred, online platform that provides ‘scalable’ employment support solutions for advisors and jobseekers alike.
- An AI-enabled video mentor who guides the individual through an initial interview, a skills assessment, training and job matching process with dynamic action planning and ongoing support
- Works in conjunction with live coaching and human ‘touch-points’ to encompass a well-rounded platform – with 24-hour availability for the user.
- Fully customisable to specific programmes including content, branding, links, reporting etc. Functionality can be used separately or enhanced and developed further
- “Create Your Own Future” is the initial iteration, developed and launched in conjunction with TUC’s unionlearn, Nesta and funded by the Dept of Education via the CareerTech Challenge. Free to use, you can access the user portal for yourself:

<https://createyourownfuture.unionlearn.org.uk/>



# What does 'Create Your Own Future' do?

- Sentiment analysis, identified from text, voice and video interactions, to establish an individuals feelings and motivations throughout the journey
- Data points feed back into the programme's reporting, allowing providers to ascertain where live intervention might be needed
- Prompts and behavioural nudges bring the user back into the platform; encouraging them to progress with their journey
- Encourages continual improvement – the cycle doesn't finish when the participants become employed. Emphasis on the 'learner destination', with continual support and growth.
- Links to job boards, careers advice, internal and external training courses as well as additional resources including coach support and other contacts

# Why ‘Create Your Own Future?’

## We want individuals:

- to be inspired
- to build confidence
- to value who they are and their existing skills
- to build resilience
- to work towards being economically secure
- to fall in love with learning
- to have a clear line of sight to a job and long-term sustained career

***to build skills for life and enable them to create their own future***

# The User Experience



Welcome to the

## Create Your Own Future programme

If this is your first time visiting Create Your Own Future, please select 'I'm new here' to be taken straight to the start of your journey.

I'm new here

If you're returning to the programme, please type your email address below, then select 'Continue' to pick up your journey where you left off.

Enter your email address

Continue

*The "Create Your Own Future" platform shown here is one version, developed and launched in conjunction with TUC's unionlearn, Nesta and funded by the Dept of Education via the CareerTech Challenge*

## Mentors

# The individual chooses their mentor...



Name:

**Mike Green**

Age:

**29**

Current job:

**Community transport worker**

Previous job:

**Retail assistant**

Other details:

**A family man. He was previously made redundant, and is keen to secure his family's future.**

**Choose Mike**



Name:

**Susan Smith**

Age:

**52**

Current job:

**Project manager**

Previous job:

**Administration assistant**

Other details:

**Married and comfortable. She previously worked as an admin assistant, but was looking for a new challenge.**

**Choose Susan**



Name:

**Javed Khan**

Age:

**55**

Current job:

**Security consultant**

Previous job:

**Production line worker**

Other details:

**A widower. His focus is retirement, and ensuring he can comfortably enjoy this with his grandchildren.**

**Choose Javed**



Name:

**Alisha Bailey**

Age:

**27**

Current job:

**Nurse**

Previous job:

**Food factory worker**

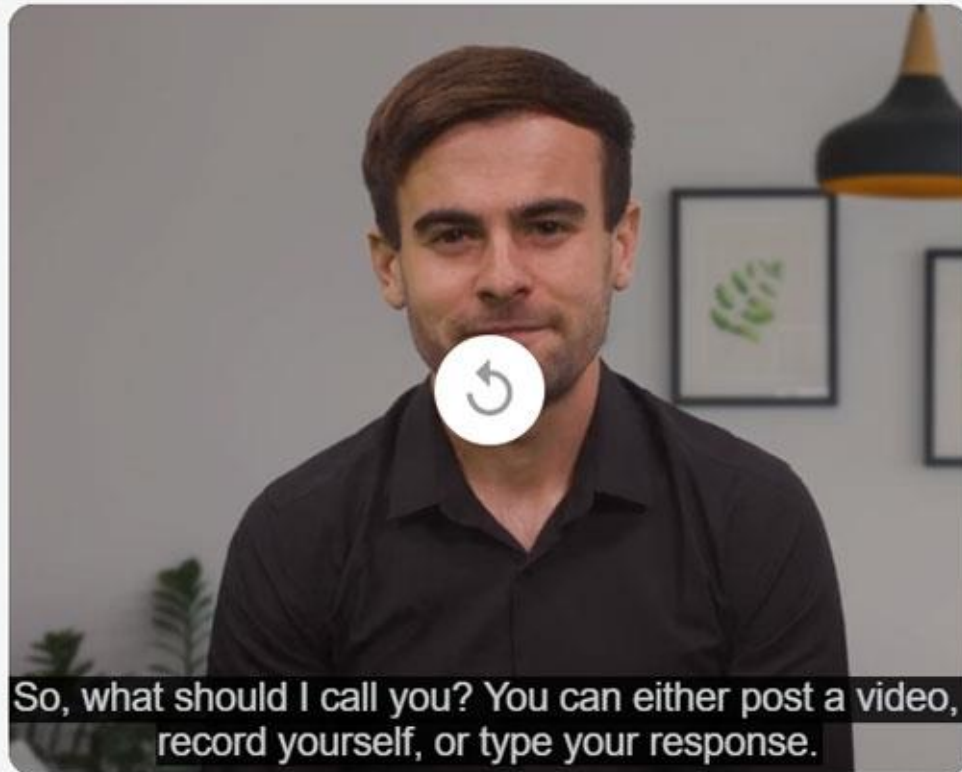
Other details:

**A single parent. She wanted to secure a stable career to support her son.**

**Choose Alisha**



...and has a conversation.



Choose your way to answer the question



Voice



Video




Text

Voice, text and video recognition incorporated into the tool. Sentiment analysis feeds data points into reporting systems, identifying key points for support intervention.





 Don't forget to review and update your notes.

[Add](#) [View all](#)

## Analysing

Getting a deeper understanding of data by exploring identifying, comparing, sorting and examining information.

*Click to rate yourself*

[Continue](#)

**1** / 12

Deck progress

---

**Undeveloped** 0 cards

Skills you rarely or never use

**Adequate** 0 cards

Skills you occasionally use but not confidently

**Competent** 0 cards

Skills you regularly use confidently

**Very competent** 0 cards

Skills you often use very confidently

An opportunity for the learner to self-reflect. Skills are assessed across people, data, ideas and things, with AI built-in to provide mentor prompts when needed



## User provided visualisation of personal skills profile

### Your Skills Assessment Overview

Here's how you rated yourself across all of the skills cards.

When you're ready, select 'Continue' to see your Results page. This will show you in more detail how these skills ratings match job roles and the training that you can do.

[Continue](#)



# Your career matches

## Skills matched to the 1,527 jobs profiles on the National Career Service plus recommended training and resources

### Careers for you

These are the jobs you are best matched for based on your current skills.

Home services **33**

Sports and leisure **41**

Travel and tourism **19**

Law and legal **15**

Animal care **25**

Retail and sales **46**

Hospitality and food **12**

Science and research **34**

Healthcare **64**

Engineering and maintenance **04**

### Career information

Health records clerk



Admin assistant



Local government administrative assistant



Insurance technician



Secretary



School secretary



Human resources assistant



### Training



Equality and diversity



8-12 weeks Level 2



Event planning



8-12 weeks Level 2



Information, advice or guidance



8-12 weeks Level 2





← Go back



## Resources

**Additional resources and “live” provider or other support incorporated**

### National Careers Service

[nationalcareers.service.gov.uk](https://nationalcareers.service.gov.uk)

0800 100 900

Web chat

text ADVICE to 07766 413219

### TUC unionlearn

[unionlearn.org.uk](https://unionlearn.org.uk)

[ulweb@tuc.org.uk](mailto:ulweb@tuc.org.uk)

020 7467 1212

@tucunionlearn

@unionlearn

### Unions

Find your union's contact details

TUC Unions

[tuc.org.uk/unions](https://tuc.org.uk/unions)

Find your unions

[findyourunion.tuc.org.uk](https://findyourunion.tuc.org.uk)

### Working support

#### Work choice

[gov.uk](https://gov.uk)

#### The Equality and Diversity Forum

[edf.org.uk](https://edf.org.uk)

#### National Institute of Adult Continuing Education

[local.gov.uk](https://local.gov.uk)



## Action Plan

Your action plan is the roadmap to your future career. Select the '+' icon to create a new goal. Once you've added all your goals, select 'Continue' to add your action plan to your dashboard.

Come back to add more goals or update existing ones whenever you need to. Your mentor will be on hand to answer any questions you have - just select their picture if you need them!

Continue



Review or update your notes while you work on your Action Plan

Add

[View all](#)



Use the careers and training you pinned earlier to help you put together your Action Plan.

## Active goals



Goal 1

14 days

High



Goal 2

1 month

Medium



Goal 3

3 months

Low



## Careers

## Training

Local government administrative assistant



Human resources assistant



Hotel receptionist



**Video mentor helps user to collect results, insights and build action plan**



# My Dashboard

Dashboard encourages user to execute plan and continue journey to job and beyond

Completed courses

3

Pinned courses

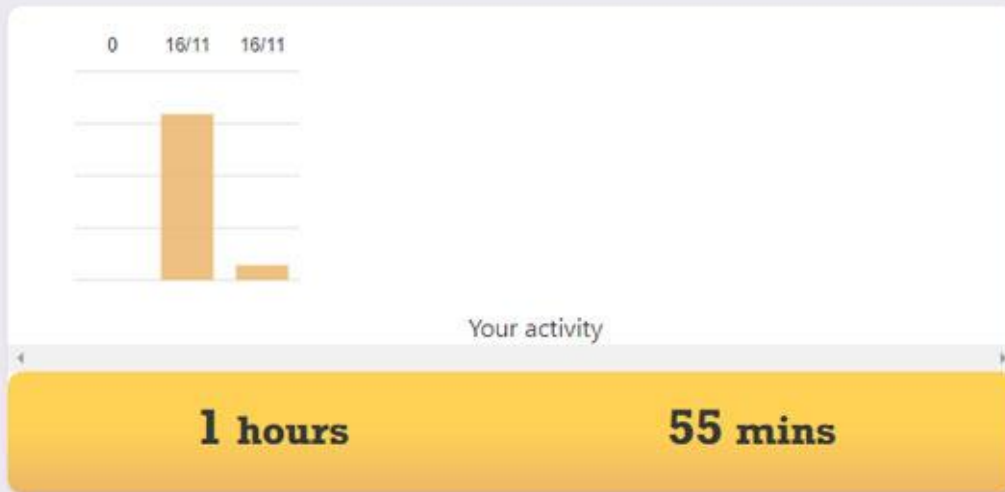
1

Completed actions

0

Open actions

3



### My Active Goals

Goal 1	16/11/2020	High
Goal 2	16/11/2020	Medium
Goal 3	16/11/2020	Low

[Go to Action Plan](#)

### My Milestones

You'll achieve milestones as you work through your dashboard. You'll earn a badge for every milestone you achieve!

[Go to Milestones](#)

### My Notes

You haven't added any notes yet – they'll appear here when you do.


[Go to Notes](#)


### Pinned Careers

- Local government administrative assistant
- Human resources assistant
- Hotel receptionist

[Go to Results](#)

## My Courses




Information, advice or guidance 


8-12 weeks Level 2

Not completed

**Course catalogue helps user to customise their learning, develop their skills and get “job ready”.**


## Core skills courses




Study skills 

na


Not completed




Motivational techniques 

na


Not completed




Showcasing your skills: CVs and cover letters 

na

Not completed




Good communication 


na

Not completed




## Digital Skills Courses




Online basics 

na


Not completed




Using your computer or device 

na


Not completed




Office programmes 

na

Not completed



Online safety 

na

Not completed



# User Feedback

- *“It seems essential to develop this tool, to make it known and to promote its use”*
- *“It makes you aware of your potential.....and validation of prior experience”*
- *“The online tool is amazing and can help us to connect and understand our service users better”*
- *“I love this way of engaging with people and how motivated they can be”*
- *“So useful and easy to use – a really good way to open up communication.....and help workers progress”*



# Customisations and use cases

- Each area of functionality – video-mentor, skills assessment, skills to job matching, action planning - can be used stand alone, adapted or integrated with other systems
- Can be customised for a particular target cohort, a particular region, a particular programme etc. This includes translation and localisation services.
- Can link to live job boards and opportunities
- Works with the advisor and jobseeker alike to complement, support and help them to get into work, sustaining and developing their career over time
- Supports advisors with reports and prompts on “at risk” individuals
- “Big data” collection for analysis and programme improvement
- Flexibility and Development in partnership with providers and based on user need

**Saffron are firmly committed to helping the disadvantaged and to work in partnership with like-minded organisations to develop solutions for the good of all in our community**

**For further information and to start the conversation,  
email us on: [info@saffroninteractive.com](mailto:info@saffroninteractive.com)**

# Thank you!



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