

Research Question:

What are the needs of people through their work life and how can CNV Connectief support these needs?

Client:



MAIN INSIGHT

People envision their future during single sparkle events that are triggered by internal or external conflicts.

Conflicts trigger people to reflect on their life situation, make decisions and act upon them. Hence, during the sparkle events there is room to assist people to make wise and meaningful choices.

In the current always-changing world, people no longer define their career path at the age of 18 and stick to it their entire life, but are rather "forced" to explore what other choices there are, and might change career paths several times

during the life. This flexibility entails the challenge of managing all those options and each person develops its own mechanisms to face them. This situation enables third parties to play a role in helping and supporting people to make choices.



PROCESS

A creative session was held with 7 people from different education levels and different work sectors; care, education, and government. Participants were encouraged to share their stories and create their ideal support. After the session, the team analyzed the data gathered and identified key insights. Next, a framework, personas and a journey map were created to give CNV the tools to better define what is the type of support that their users need.

CNV Role Framework

The following framework shows how CNV should provide support and in which situations.

This framework is useful for CNV to have an overview on how and when to act and can help designing solutions for each particular case. By doing so, they will be solving their workers main needs.

- CNV binoculars to deliver the perfect support for the exact need -

