

BlueLink

Connecting Blue-Collar Workers, Empowering Employment

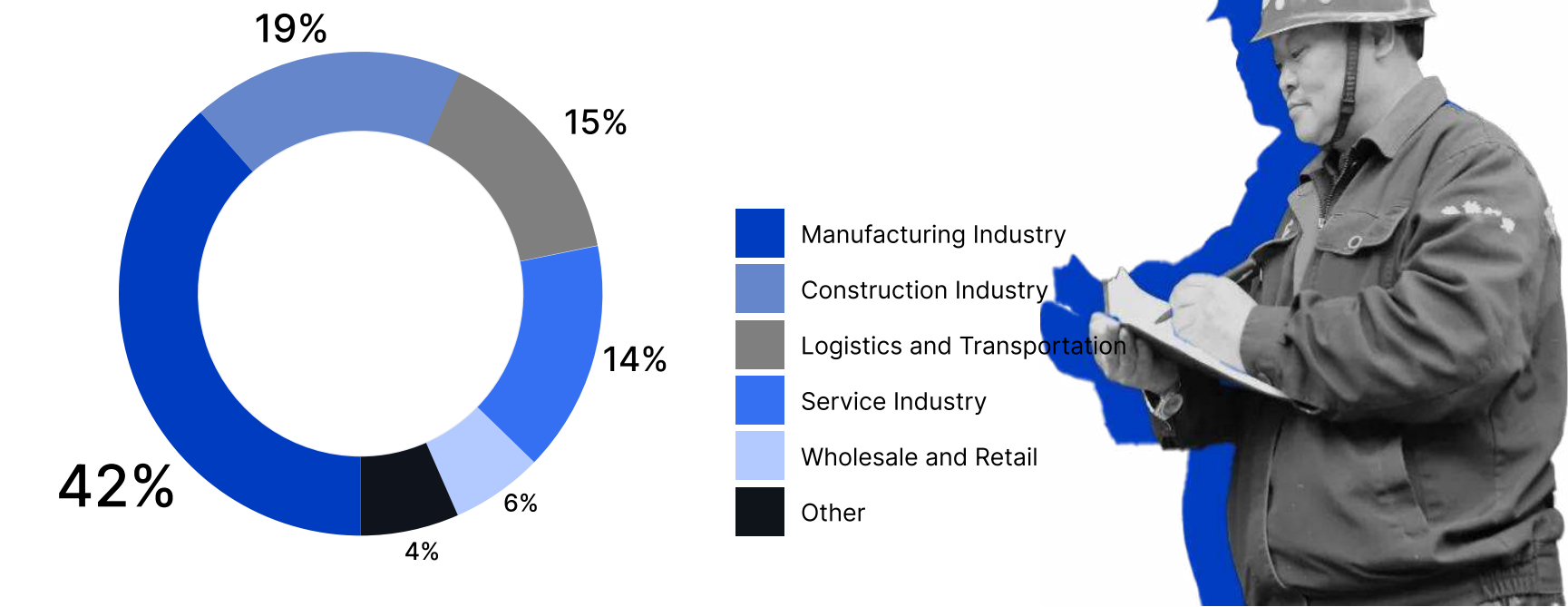
Problem: As times change, employment issues for **blue-collar workers** have become increasingly severe, which has also created hiring challenges for employers.

Objective/Design: Use worker experience-based categorization and smart matching algorithms to connect blue-collar workers and employers directly, cutting out middle search steps, saving time and resources, and easing employment challenges for blue-collar workers.

- **Service Design Design**
- **User Experience Design**
- **Functional Design**

Background

In early 2024, China’s New Employment Trends Research Center released the 2023 Employment Report on China’s Blue-Collar Workforce, showing that the blue-collar population has reached 400 million...



Chinese blue-collar workers play a crucial role in the economy and society, providing the foundational labor force for national economic development and driving urbanization and industrialization.

However, China’s blue-collar workers have also encountered many unavoidable challenges in their development process.

Low Wages

Inadequate Social Security

Job Instability

High Labor Intensity and Poor Working Conditions

Low Social Recognition

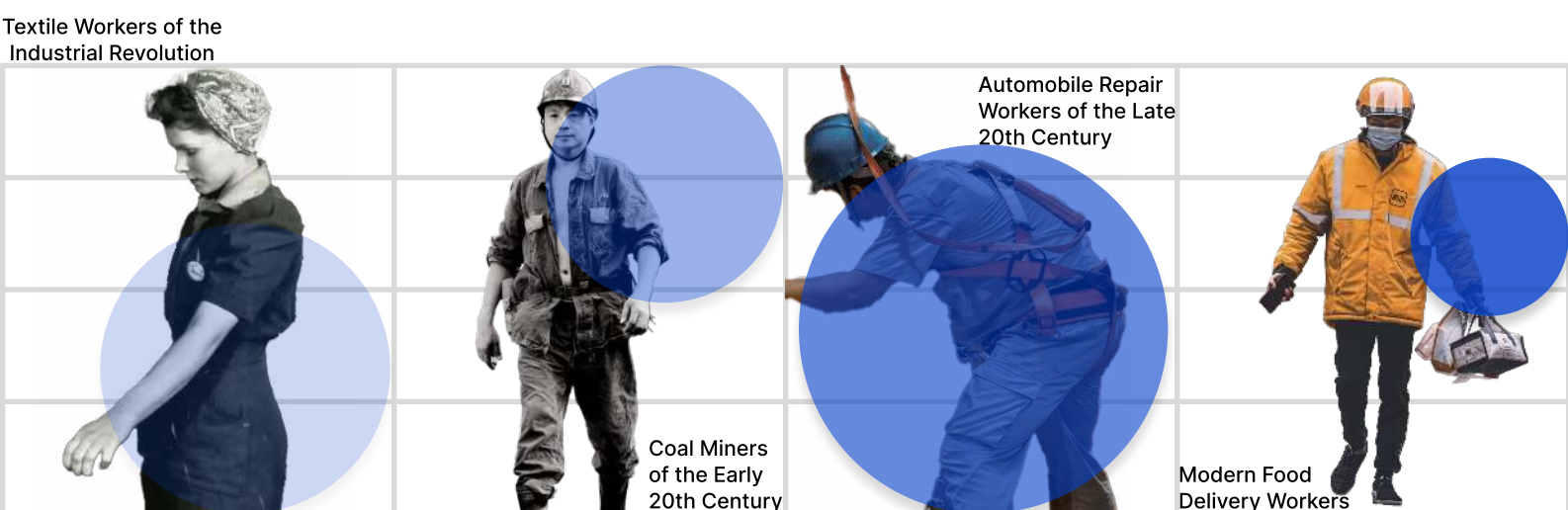
Limited Career Development Opportunities

Desk Research

Definition of Blue-Collar Workers



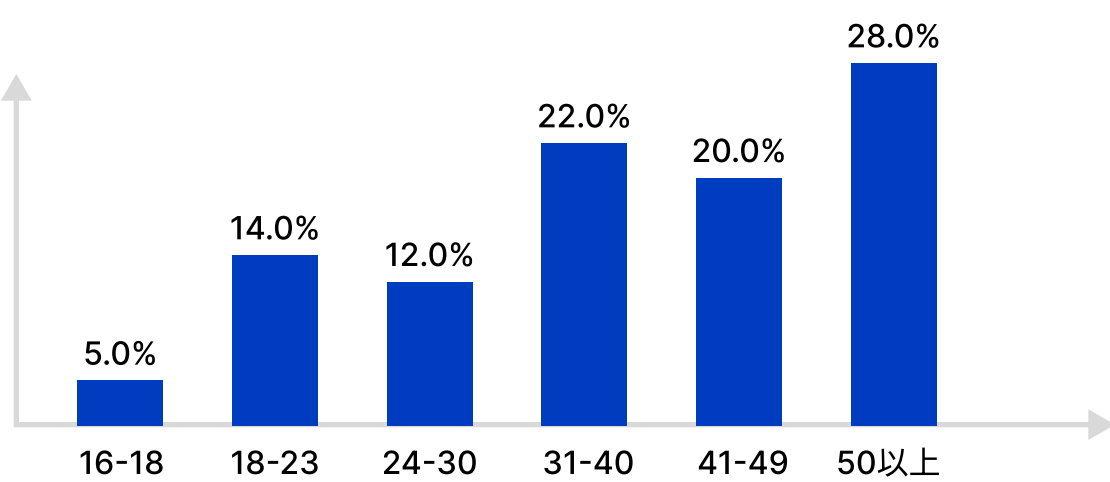
The term “blue-collar workers” originated in the early 20th century. Manual laborers often wore durable blue uniforms, making blue clothing a symbol of their work.



Current Issues Faced by Blue-Collar Workers:

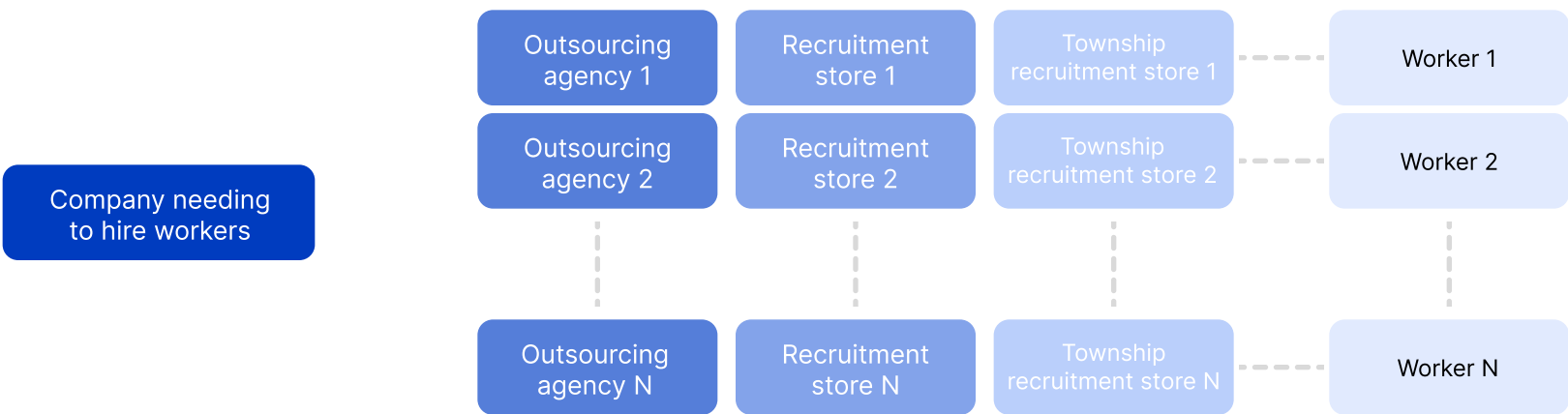
1.Age Distribution Characteristics of Blue-Collar Workers

The blue-collar workforce is aging, Over 50% of blue-collar workers are over 40, and interest from younger generations is decreasing, leading to an aging workforce in China.



3.Recruitment agencies taking multiple layers of commissions

In many cases, blue-collar workers face multiple layers of intermediaries that take a cut, resulting in a reduction of the wages that workers should rightfully receive.



2.Limited employment options, frequent job changes, and strong seasonality

The main employment channels for blue-collar workers in China are direct hiring by companies, employment agencies, and online recruitment. with referrals (direct company hiring) accounting for the largest proportion.



Finding

Chinese blue-collar workers are essential to economic and social development but face challenges that require policy and societal attention to improve their career growth and quality of life.

Employment is the most pressing issue that should be addressed first for this group.

User Research

The employment issues faced by blue-collar workers have also raised recruitment challenges for employers



Interview

Q: What are the main issues workers face when looking for jobs?

Honestly, the biggest problems right now are that income isn't steady, and it's tough to find work. I've been a welder for 23 years, and I'm 55 now, but I don't use those online apps to find jobs. Truth is, I just don't trust some of them.

Mr.He
age:52
Welder



Q: What issues do employers face when hiring workers?

The agency fees are really high—they usually take about 15% off what I'd pay. When I try hiring online, I barely get any responses, and when I do, it's almost always from outsourcing companies, not the workers themselves.

Mr.Liu
age:26
Employer



Q: If there were a new way to help workers find jobs, what would you hope it would be like?

Ideally, it'd be run by the government and super easy to use. And if it didn't cost anything, that'd be even better!

Mr.Wu
age:39
Security guard



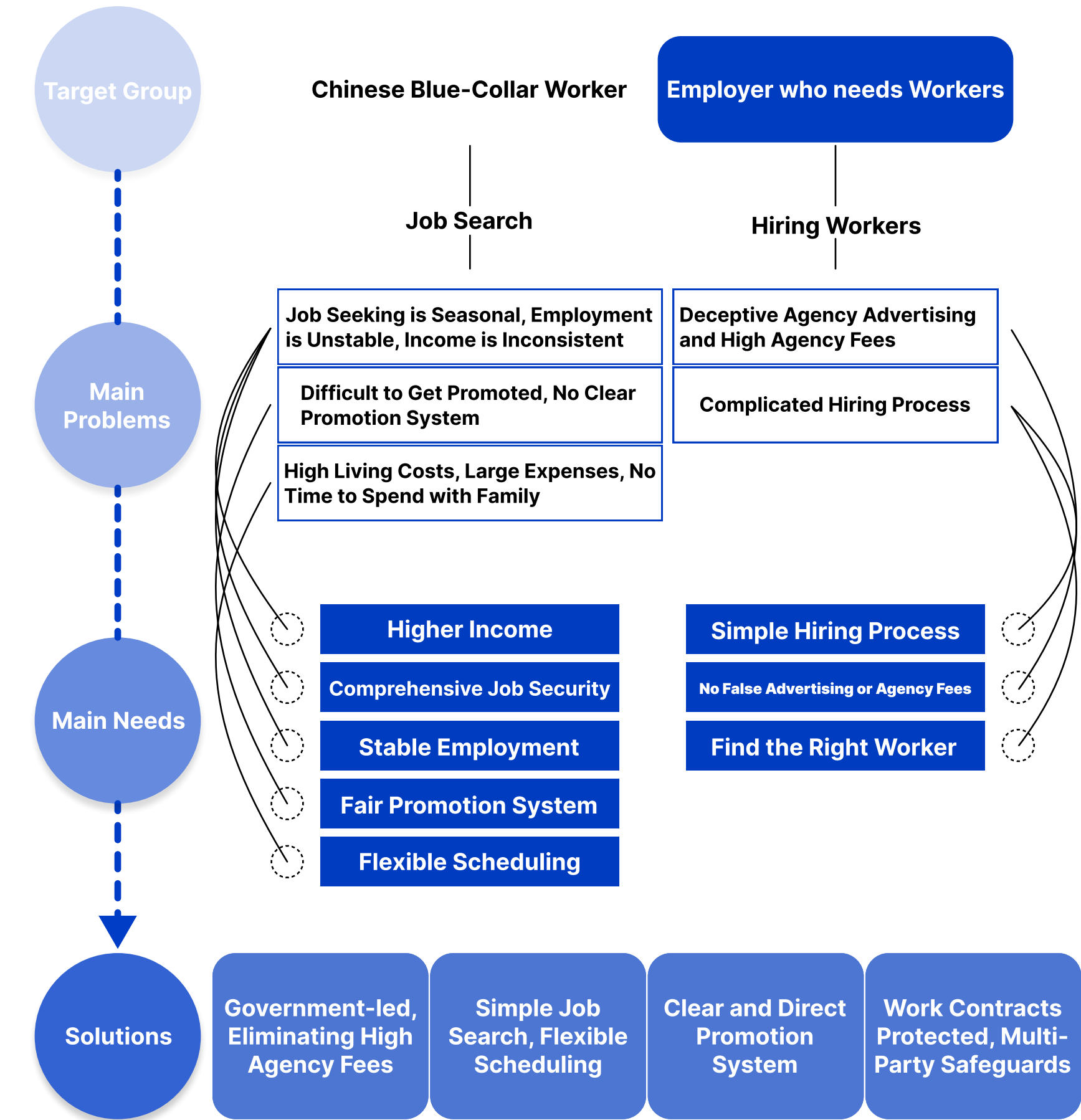
Persona

	Name Mr. Lei (55)	Description - from Yunnan 23 years as a welder - middle school education - has three children
	Objective/Motivation - Higher income - Easier work - Technical inheritance - More comprehensive job security system	Frustrations Unstable income with significant fluctuations Job search is too complicated, with high agency fees Work is too exhausting

Finding

The employment challenges faced by Chinese blue-collar workers have simultaneously led to recruitment issues for employers seeking blue-collar labor. While workers struggle to find stable jobs, employers have difficulty finding suitable candidates.

Key Issue



HMW

HOW MIGHT WE
find suitable jobs (salary, work environment, working hours, etc.)
FOR
the Chinese blue-collar worker group in need of work
SO THAT
they receive rewards proportional to their labor contributions?

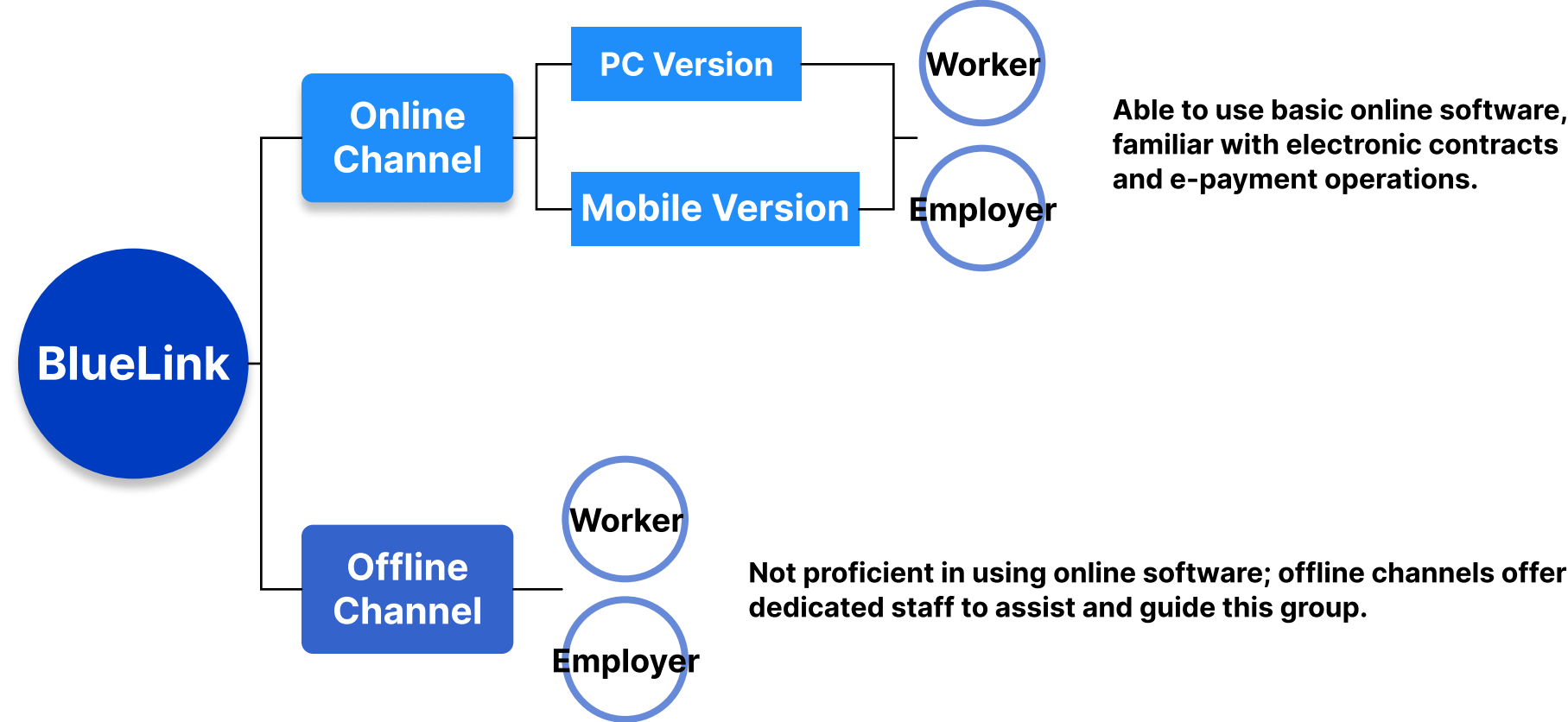




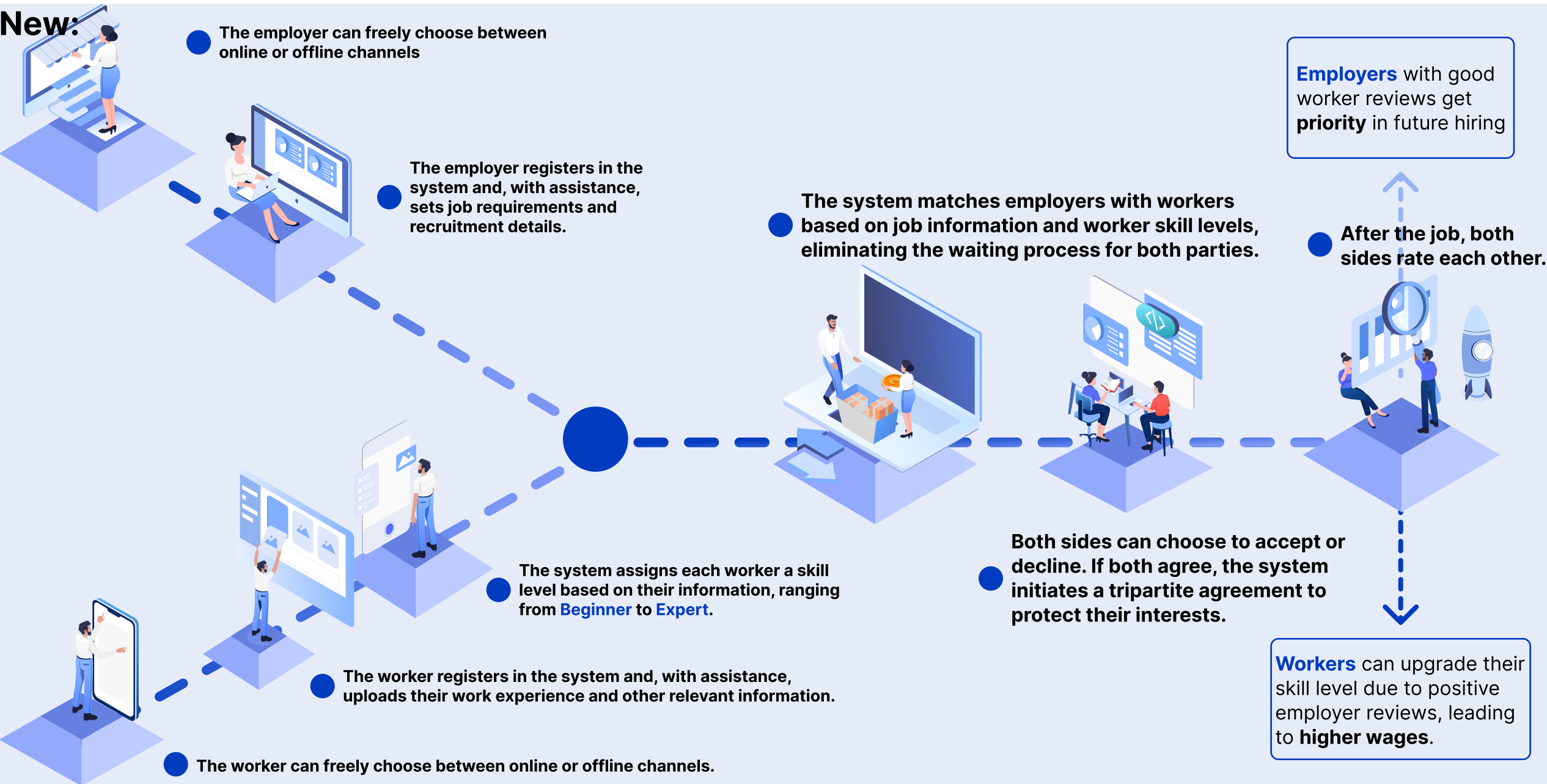
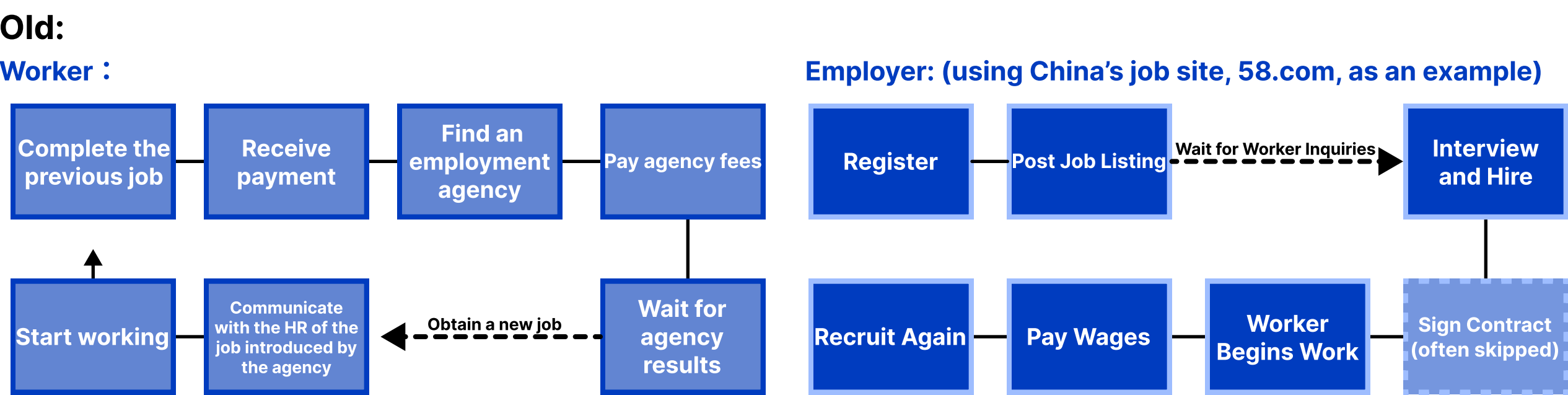
HOW MIGHT WE
find qualified and trustworthy employees
FOR
employers in need of blue-collar workers
SO THAT
we reduce the time and cost required for recruitment?

Online & Offline

The system includes multiple online and offline channels with shared resources across all channels, each tailored to meet the needs of different user groups.



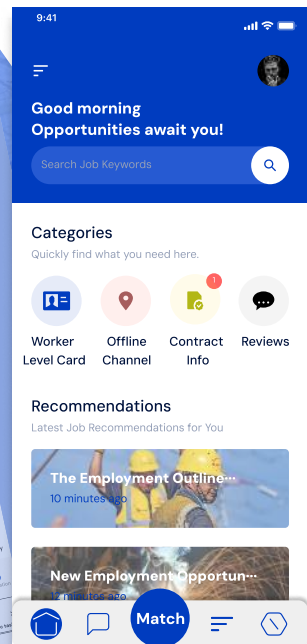
System Map



Online Channel

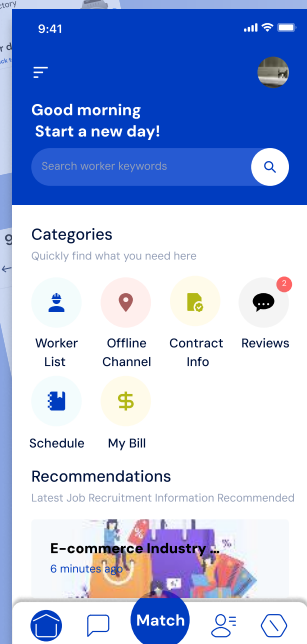
Mobile version

Worker Portal

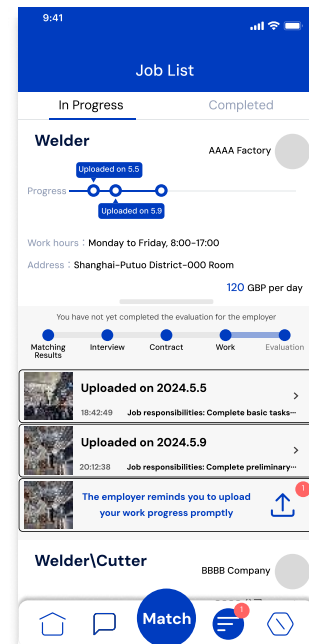


Worker Home Page

Employer Portal



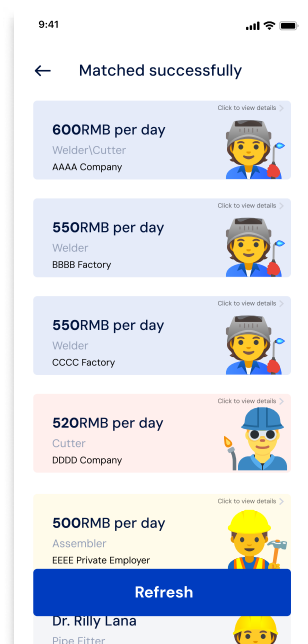
Employer Home Page



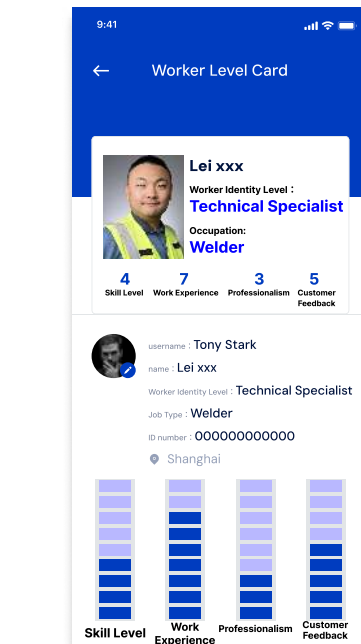
Job List



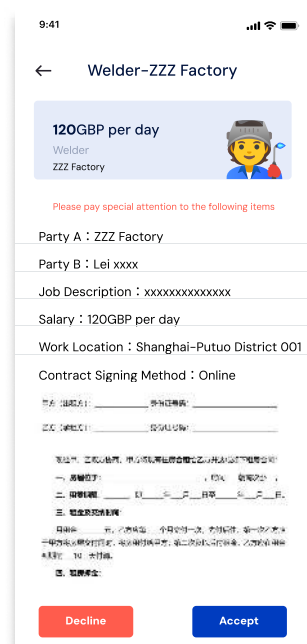
Match



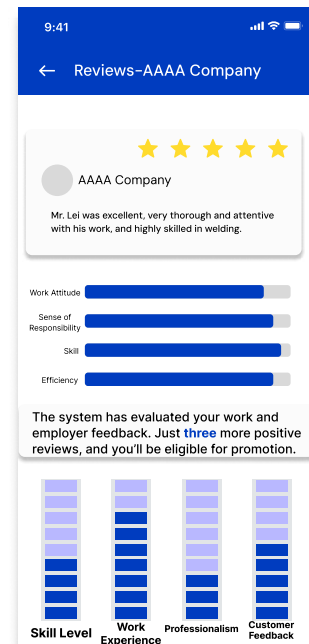
Match Results



Worker Identity Level Card



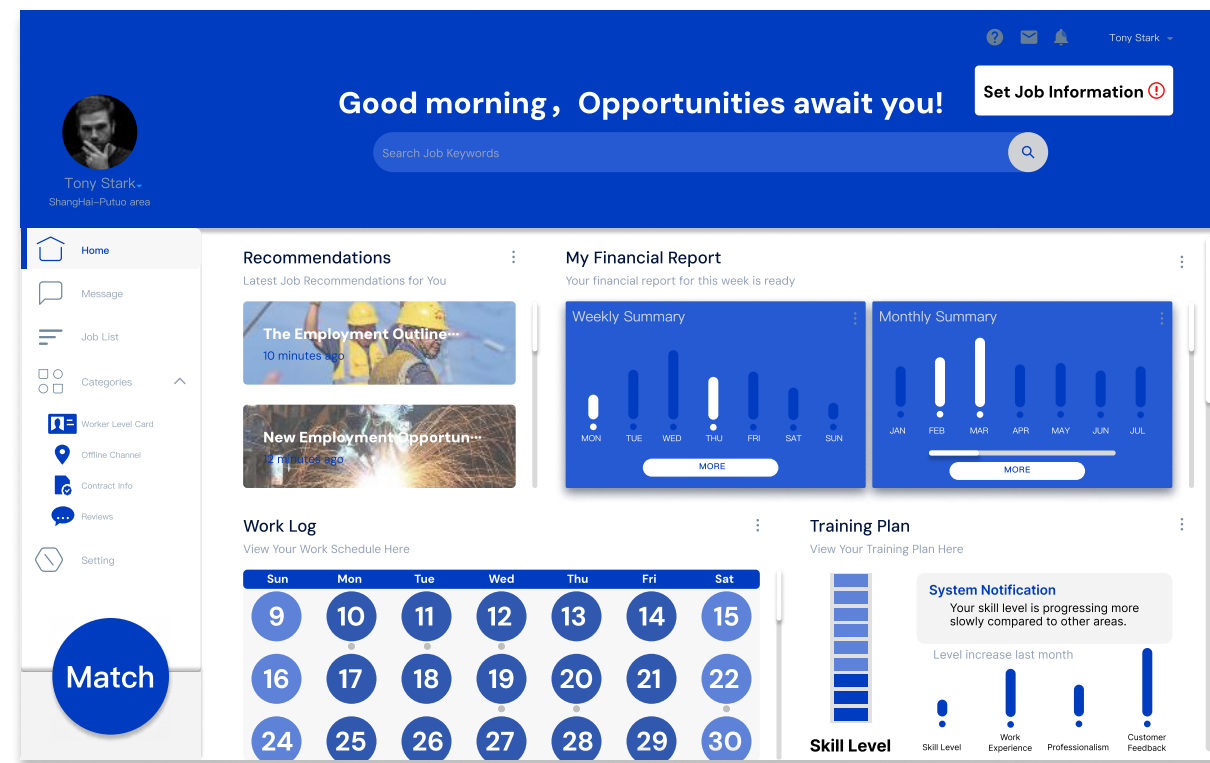
Three-Party Work Contract



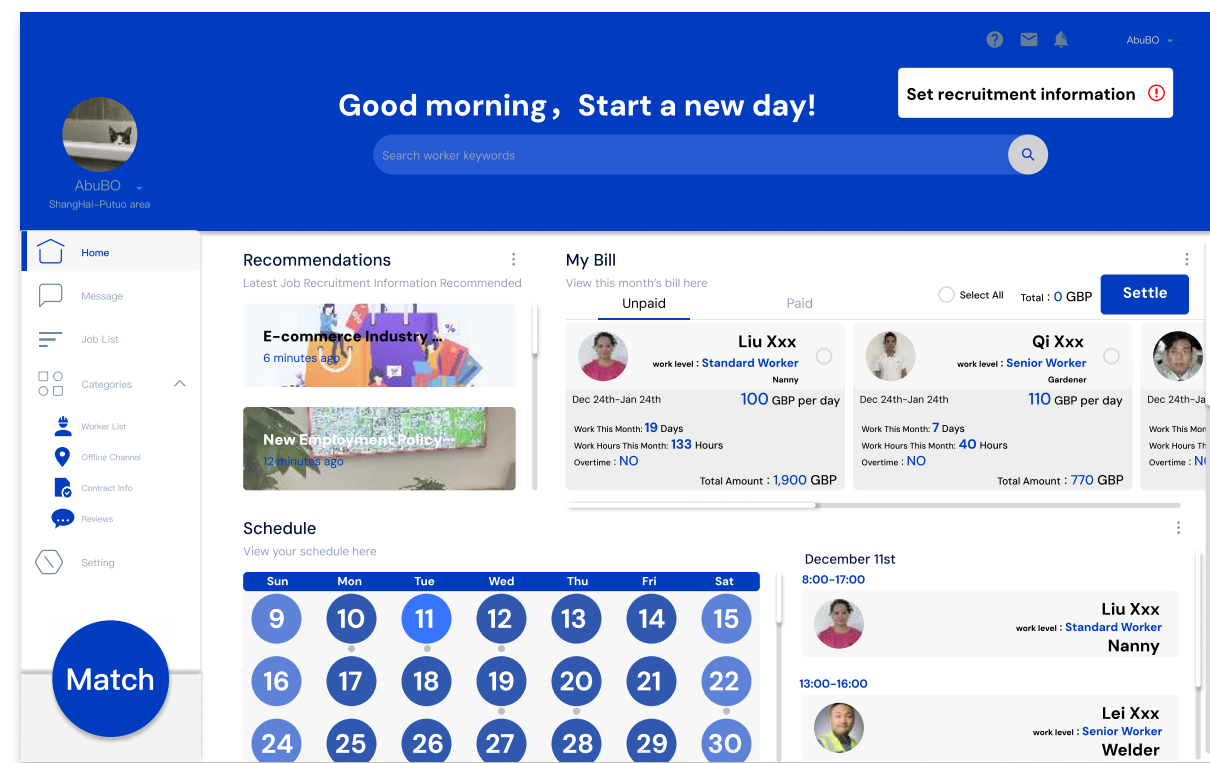
Post-Work Feedback and Promotion

PC version

Mobile and PC versions meet different scenarios and user needs, offering a seamless and convenient experience.



Worker PC page



Employer PC page

Offline Channel

Location

The offline location should cater to both workers and employers, so it should ideally be situated between residential areas and industrial zones.



After an on-site inspection, we found that the **building materials market** meets these criteria.

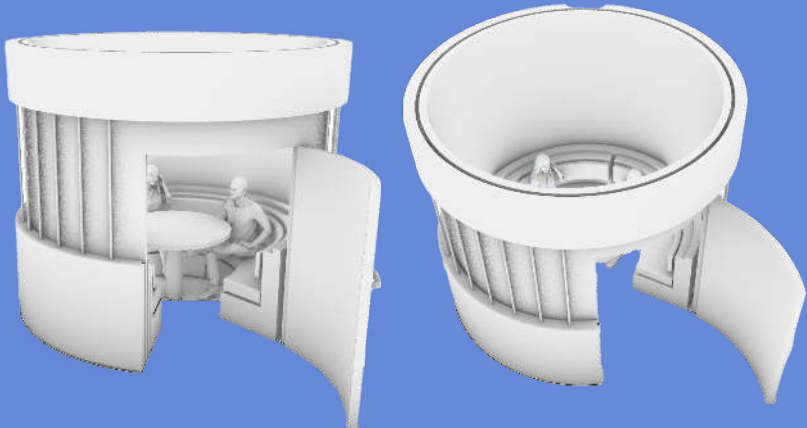
Meeting Room

In offline services, **interviews** and **in-person contract signings** play a major role, so offline locations will provide dedicated meeting rooms for workers and employers to use.

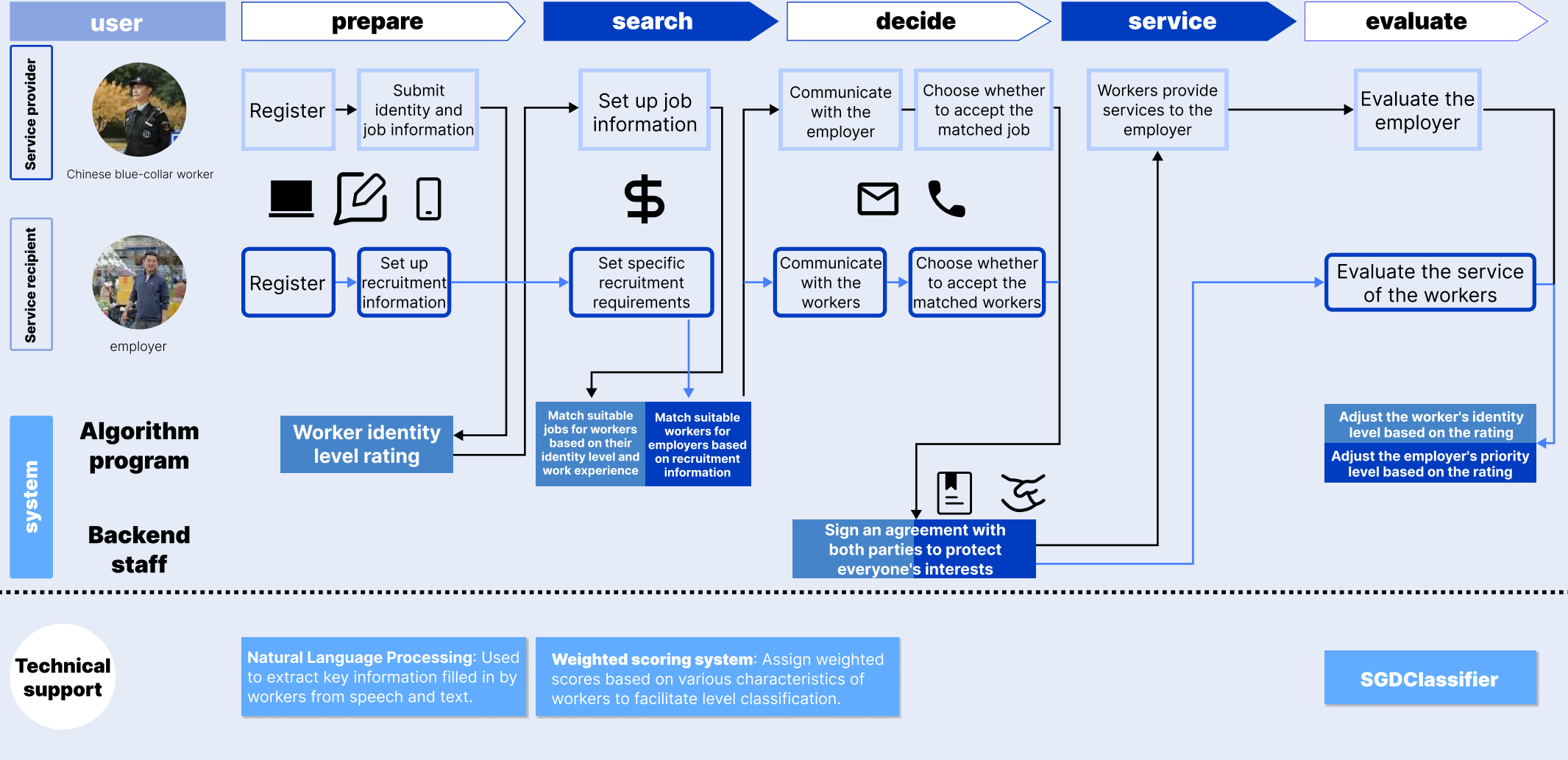


Meeting Room

The **building materials market** is not only where workers buy supplies but also offers facilities like **worker hostels** and **cargo stations**.



Service Blueprint



Feedback



Mr. Wang 63
sanitation worker

Super easy to use! Saves me time without running around to find jobs. Some online stuff can be tricky for older folks like me.



Mr. Zhang 29
ride-hailing driver

Fast matching means I get jobs quicker and can earn sooner. Sometimes job info isn't updated enough, so I miss out on good gigs.



Ms.Niu 74
Employer

Having someone help me with the tech makes hiring way easier!Online stuff can feel overwhelming; I wish it was simpler.



Mr. Lin 51
Employer

The feedback system motivates everyone to do better! Confusing rating standards; not all employers rate the same way.

Note: 4 employers and 7 workers joined the test.

Storyboard



Mr. Lei is a blue-collar worker who recently finished his previous job and is now looking for new employment



One day, at the building materials market, he noticed a new employment method for workers introduced by the government and decided to give it a try



He chose the offline channel, where the staff explained to Mr. Lei how the entire system operates



With guidance, Mr. Lei completed registration and info input, receiving a worker ID card and "Technical Specialist" level.



Lei xxx

Worker Identity Level :
Technical Specialist

Occupation:
Welder

4	7	3	5
Skill Level	Work Experience	Professionalism	Customer Feedback



The system matched Mr. Zhang and Mr. Lei after comparing their information



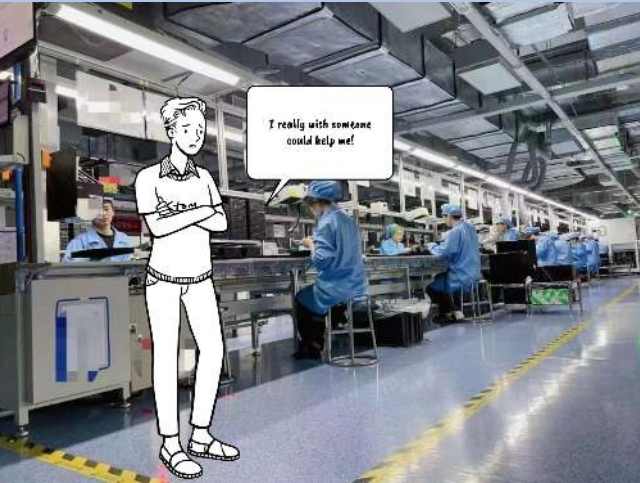
Online interview



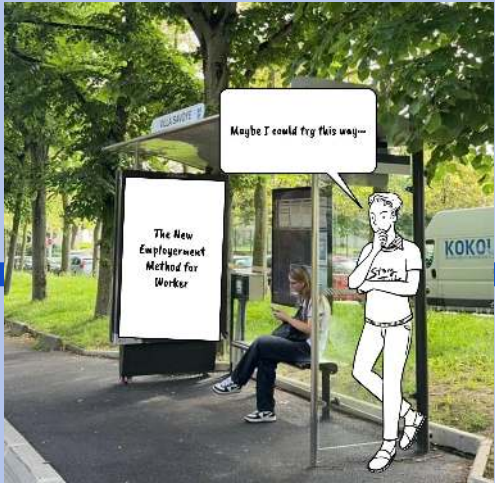
After reviewing each other's detailed information, both agreed to proceed, and the system facilitated the signing of the agreement offline



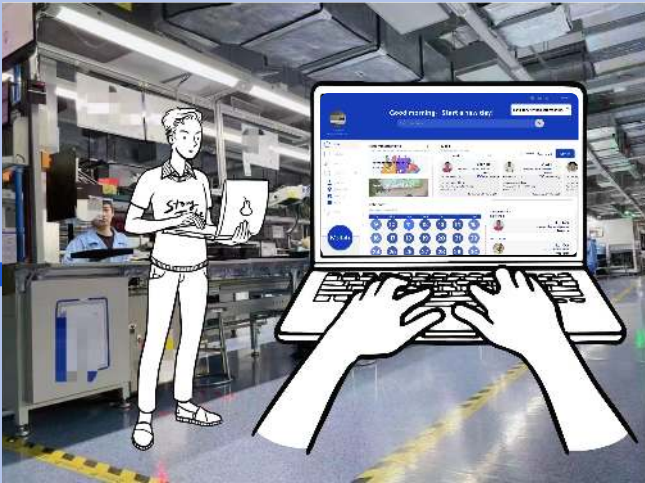
Mr. Lei began working for Mr. Zhang



Mr. Zhang is a factory supervisor, and with a recent surge in orders, he needs a skilled worker to help address the situation



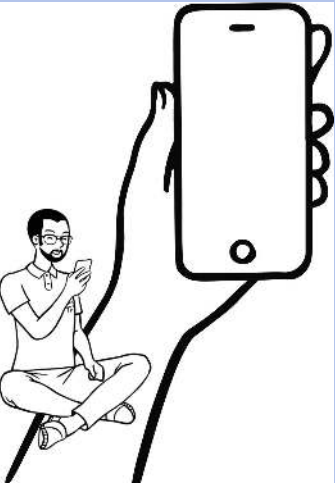
Mr. Zhang discovered this new government-led recruitment method on the notice board at a bus stop and decided to give it a try.



Mr. Zhang opted for the online method, registering and filling in the required information.

After the work was completed, Mr. Zhang also evaluated Mr. Lei's job performance

Mr. Lei's worker identity card was also upgraded in the work experience section due to Mr. Zhang's evaluation



After completing the work, Mr. Lei evaluated the salary and working conditions provided by Mr. Zhang

Mr. Zhang gained priority in recruitment for subsequent hires due to Mr. Lei's positive evaluation

