



1. Conceptual Challenges
2. From Technology To Value: Servuction Model and Role of the Wizard
3. A Process for Empathizing
 - Exemplary Output (1): Archetypes of Users/Stakeholders
 - Exemplary Output (2): Personas
 - Exemplary Output (3): Use Case
 - Exemplary Output (4): User Journey
4. Generation of Suggestions for Wizard Development and Interaction



1. Conceptual Challenges



*The objective of the second part of the Analytical Framework is to **bridge, or translate, between the actual Analytical Framework described earlier and its usage in the AI-supported system** developed for policy-makers across EU, and beyond.*

- 1) If the Framework is to guide the design of the AI-supported tools, how do we “**operationalize**” the **Framework into the Wizard**? (i.e. also how do we ensure interdisciplinarity)
- 2) How do we balance the **rigour** of the Analytical Framework and the **research** outputs it is based on with the relevance that the Wizard should have for its Users (=policy makers and stakeholders)?
- 3) How do we **anticipate possible usages of the Wizard** so that it is developed and fed in a relevant, effective and efficient way?



Polymakers, including both private and public decision-makers, must keep investing in education and training programmes that equip individuals with the skills needed to work alongside and with AI systems and harness their potential. As AI-generated content proliferates, the risk of over-reliance and dependence on such technologies in education, art, and public discourse raises new social and ethical concerns. While AI, and in particular GenAI, can augment human creativity and productivity, enabling faster workflows and alternative educational experiences, it can also dampen critical thinking, nuanced understanding, and the development of human skills while undermining our capacities to act in case such systems are not available. This tension between productivity gains and cognitive erosion demands that policymakers encourage judicious AI adoption, especially in sensitive domains like education and healthcare. AI should be a tool to augment human capabilities, not replace them. ■

WP1 – Framework Part B



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2. From Technology to Value: Servuction Model



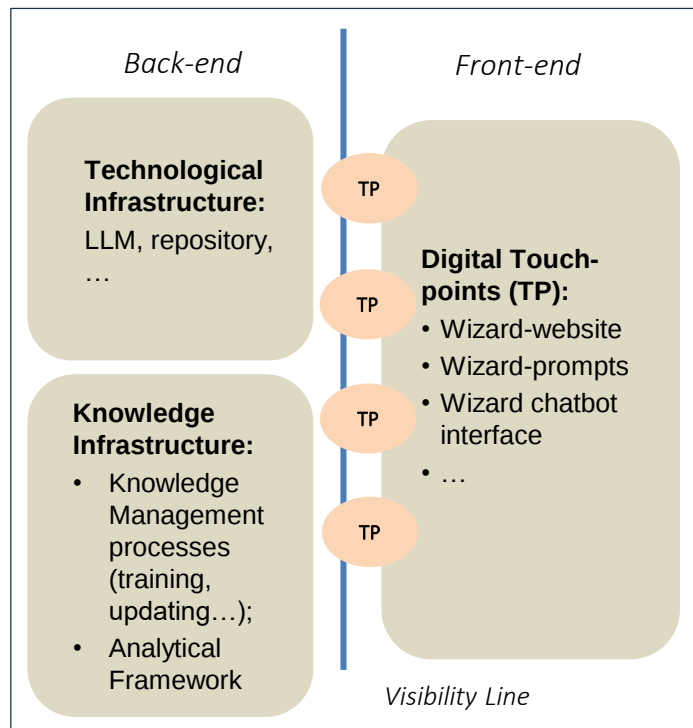
- We take and adapt a **Public Service-Dominant Logic** approach in framing the role of the Wizard and its relation with its Users (S. Osborne & Brown, 2011; S. P. Osborne, 2018; S. P. Osborne et al., 2013, 2022, 2022)
- By doing so, the User (policy-maker, stakeholder) is integral to the solution and the **beneficiary of the value creation** process
- To do so, we need to **not focus only on efficiency** but also on what else and better we can do with these AI instruments
- First, we need to reconstruct the **overall system** in which the Wizard is positioned
- Doing this helps to enhance synergies **across different disciplines**, in particular social sciences and information technology, providing an overall Framework (part B)



ALMPO-Wizard as Enabling Component of a Broader System



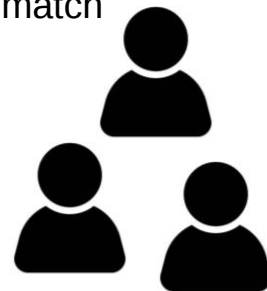
ALMPO-Wizard



Wizard-Users:
Policy-makers at
different
Governance Levels
and in different
countries



Final Beneficiaries:
People and
Citizens involved in
measures aiming
at reducing Skills
Mismatch



Based on Servuction Model; developed by IRS
TP=Touch-points



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3. A process for Empathizing and Generating Possible Use Cases



The process followed leverages traditional and established design-thinking methodologies, useful to reach a high-level concept of the Wizard and derive some implications for its design; Particular attention was dedicated to empathizing as source of insights for requirements and priorities



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ID	Role in Policy Design	Stakeholder and Governance Level
1	Government & Public Authorities (core decision-makers)	National Ministries (Labour, Education, Economy, Social Affairs, etc.)
2		Regional & Local Governments
3	Social Partners (with a formal negotiation and policy co-design role)	Bipartite & Tripartite Bodies (e.g., Economic and Social Councils, Labour Market Boards
4	Sectoral & Technical Bodies/agencies (with a formal negotiation and policy co-design role)	Skills Councils (Sectoral or Cross-Sectoral Bodies)
5		National Labour Market & Skills Agencies
6		Regional & Local Labour Market & Skills Agencies



Personas



Name
Ewa

Age
50

Nationality
Poland

Occupation
Director of Department of Labour Market – Ministry of Labour

Education
Degree in Law/political Science

Technology (rate from 1 to 10)

	1	2	3	4	5	6	7	8	9	10
PC and Internet	○	○	○	○	○	○	○	○	●	○
Mobile Apps	○	○	○	○	○	●	●	○	○	○
Social Network	○	○	○	○	○	●	●	○	○	○

Key Responsibilities and Activities:

- Overseeing the drafting of the legal acts for labour market;
- Leading role in producing overall strategy/framework for LMPs
- She coordinates herself with the viceminister;
- She is government representative of tripartite committees and collaborates with all of the other stakeholders;
- She oversees the PES;
- She coordinates herself with the Department in charge of Structural Funds;
- she drafts the proposal for budgetary allocation
- ...

Pains perceived in the current products/services proposed

- Low level of the implementation at local level
- Problems in coordinating and balancing different interests in tripartite committees
- Lack of integrated data sources especially on vacancy composition (she doesn't see the whole picture)
- Lack of data or skills
- No foresight/forecast on skills
- Lack of evaluations she doesn't know what really works at local level
- Training measures are under the responsibilities of different ministries

Gains expected in the new Service/Experience

- Getting evidence to justify/support new legislative measures...
- Getting examples of how other countries deal with social dialogue...
- Information on skills required in the labour market...
- Challenging her way of thinking (am I on the right way?)...
- Forecast data at sectoral level...
- ...

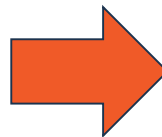


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Proto-use cases



1. **Inspiration**/further learning for practices or specific interventions
2. Examples of **detailed interventions**/elements of interventions
3. Queries on **specific variables** to be considered – for instance target groups, organization, objectives...
4. Integrated information on specific elements of **the local or extra-local labour market**, skills needs, etc.
5. Double-check of information or **challenging of specific items**
6. **Evidences** about problems or obstacles emerged in other practices/other countries and how they have been overcome
7. Input and insights on **evaluation and monitoring**, such as specific indicators, processes etc.
8. ...



Contribution and competence of Policy-maker/Stakeholder is key!



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Ewa's Journey Map with ALMPO: Example of User Journey Section

Step 1: Definition of Overall Objectives for Policy Design and First Collection of Evidence and Practice

Action of the User

In the first interaction with the tool, Ewa will set the stage for the process and the context in which she is interested. She might share details on her responsibilities, the type of objectives that they are pursuing as a Ministry, and request some assistance in collecting evidences and practices on her target group.

Touchpoint

Interaction with Wizard; Ewa might have collected specific information beforehand and prompt them into the system.

Database/ Repository/ Wizard

Wizard might:

- draw on dataset for country-specific labour market
- Draw on practices from her or other countries on the same target group
- Draw on evidence on similar initiatives carried out
- Prompt her to identify additional data, interact with specific stakeholders, refine her objectives (Wizard personality – it challenges her)

Step 2: Discussion of Objectives and First Evidence with Colleagues and Stakeholders

Prompted by the Wizard, Ewa now has additional information to prepare a first outline of the measure and refine the objectives in a more precise way. She wants to discuss it with some specific stakeholders she has identified.

Analogue/off-Wizard (meeting with key stakeholders or other informants); might use the Wizard as support during the meeting

Wizard might be available during the meeting for some additional support. Ewa might report into the Wizard some of the information collected to improve the following results

Step 3: Drill-down on details for the measure

Ewa has been able to get a clearer picture of the objectives for the pilot measure, bridging overall policy expectations with the reality of the specific contexts. She now wants to design in a coherent manner key elements for the measure: partners, duration, monitoring system, combination with additional initiatives. She would like to draw on the newest experiences in job services and contribute to building a solid pilot for the new measure.

Interaction with Wizard

Wizard might:

- Provide latest evidence on the combination of different measures (e.g. training and job services for the specific target)
- Point out key challenges to be considered in a pilot set-up, with particular attention to scalability and learning/capacity building
- Point out target-specific challenges for outreach: e.g., the need to allocate budget to provide or ensure child support if target women have care responsibilities, as part of the measure's budget (effectiveness determinants)
- Stress the importance of monitoring the pilot to be able to improve later on
- Provide her with a customized check-list for the identification of partners on field for the pilot

Journey continues

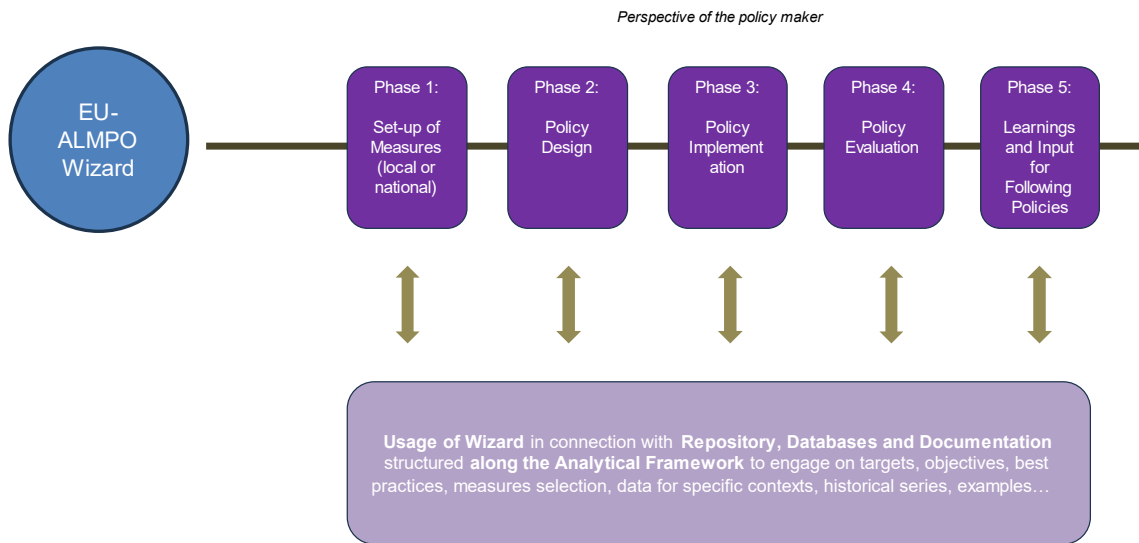
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4. Some Suggestions we Derived



Possibility for the Wizard to work with different “personalities” (among which: **critical** ones)

Possibility to access different **databases** in different **languages**

Possibility to create **analysis** based on specific input, not only retrieval of information

Possibility to provide suggestions to the users for next steps, best practices and common pitfalls in a policy design process, thus allowing **users with different competences** and experience to benefit from the tool

Possibility for the Wizard to create **operational tools**: checklists, summaries, notes...

From an interface perspective, possibility to work with Projects/different **queries which build over time** and are not only fast “chats” for very detailed questions

...



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