Meet the Team

Introducing the dedicated individuals from **Deep Thinkers**, the team behind **SmartPath**.

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SmartPath:

Navigating Careers with a Data-Driven Compass

SmartPath is your data-driven guide to personalized career discovery in Kenya. We empower young Kenyans to make informed choices aligned with their interests, strengths, and the job market. This initiative supports UNICEF's goal for relevant skills and provides valuable insights for educators and investors.

Why Does Kenya Need SmartPath?

High Youth Unemployment

5.7 million Kenyan youths (18-34) are actively job-hunting, highlighting a critical need for effective career guidance.

Limited Rural Access

Career guidance rarely reaches *mashinani* (rural areas), leaving a significant portion of the youth without crucial support.

Outdated Advice

Parents still often default to traditional careers like "Doctor, Lawyer, Engineer," overlooking a diverse range of modern opportunities.

The Big Idea: Personalized Career Matching

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Personalized Fit

SmartPath matches your unique interests and educational background to careers that truly fit your potential.

Powered by Science

Our platform is built on Holland's RIASEC framework and advanced machine learning algorithms for accurate recommendations.

Accessible to All

Delivered in English, SmartPath ensures everyone can navigate their career path, *hakuna math!* (no problem!).

Meet RIASEC: Your Career Compass

Realistic (R)

These are the 'doers' – individuals who enjoy hands-on work and practical problem-solving, like **fundis** and **engineers**.

Investigative (I)

The 'thinkers' are analytical and enjoy research and intellectual challenges, such as **lab technicians** and **data analysts**.

Artistic (A)

'Creators' are imaginative and expressive, thriving in environments that encourage innovation, like **graphic designers** and **musicians**.

Social (S)

'Helpers' are drawn to roles that involve assisting or educating others, including **teachers** and **nurses**.

Enterprising (E)

'Persuaders' are ambitious and enjoy leading and influencing, often found as **sales representatives** or **entrepreneurs**.
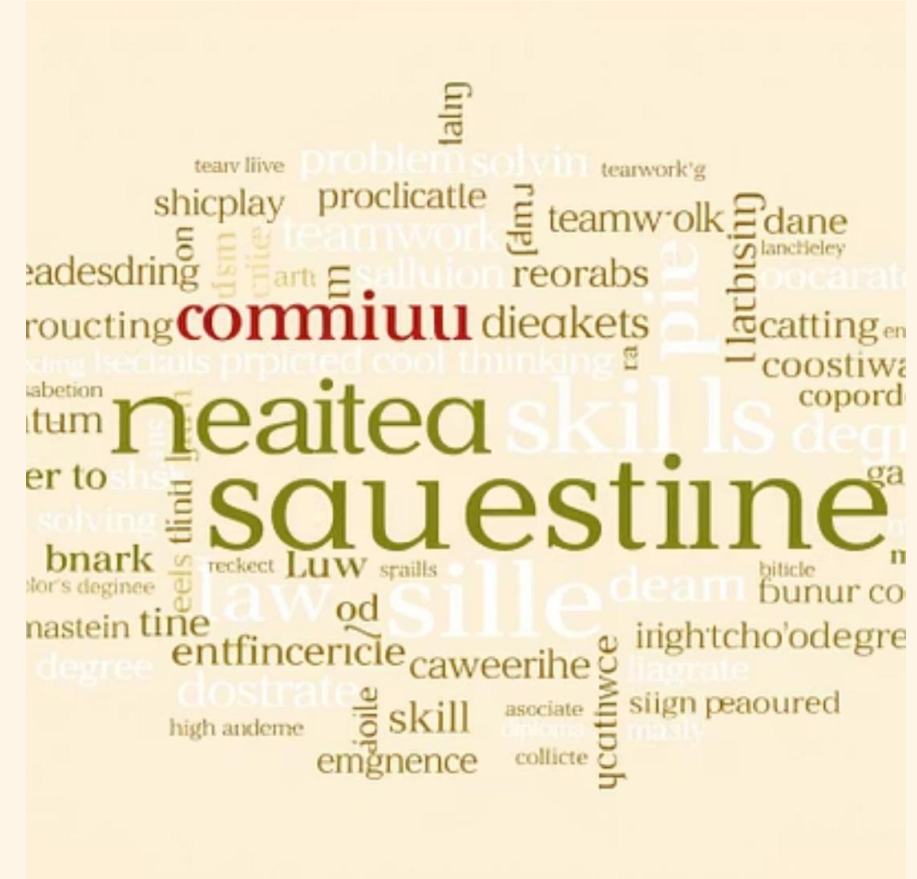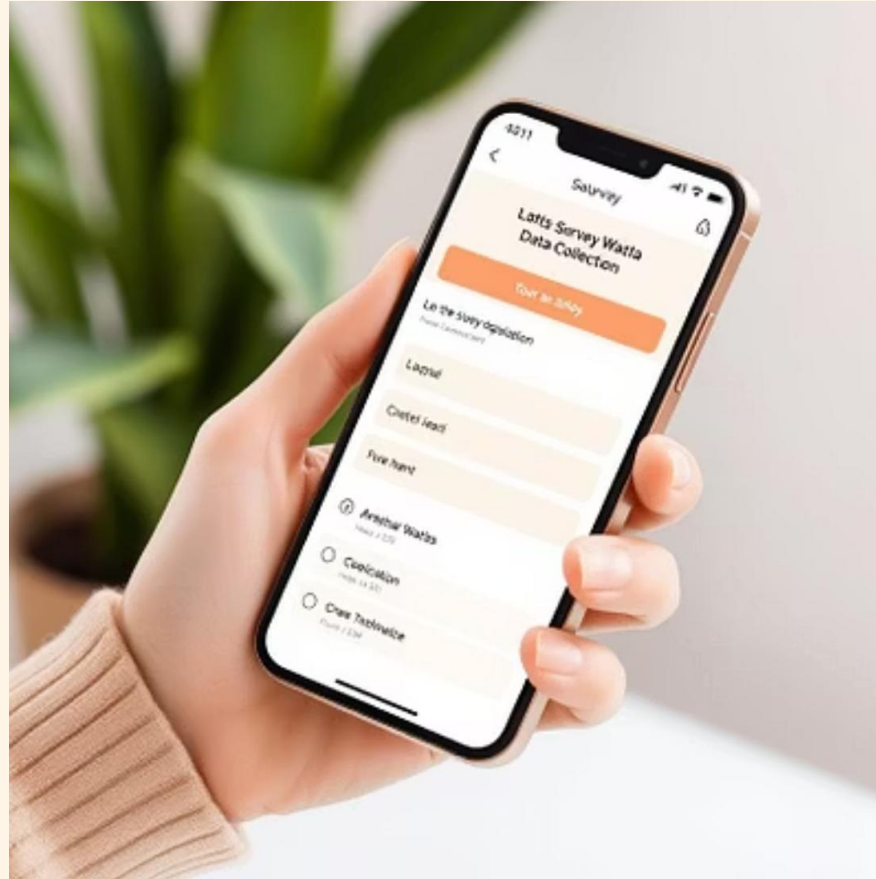
Conventional (C)

'Organizers' are detail-oriented and prefer structured environments, excelling as **account clerks** or **librarians**.

Our Data Ingredients: Fueling SmartPath

SmartPath is powered by a rich comprehensive data source(O*Net 29.3 Database), ensuring our recommendations are accurate and relevant to the job market.

Methodology: Hybrid Score Breakdown

SmartPath uses a hybrid approach to generate personalized career recommendations tailored just for you.

Filter by Education

Narrows the job pool to roles that align with your specific education level and qualifications.

RIASEC Personality Match

Calculates the cosine similarity between your RIASEC scores and the personality profiles of suitable jobs.

Weighted Hybrid Score

Combines both educational fit and RIASEC match for a precise and personalized career recommendation.
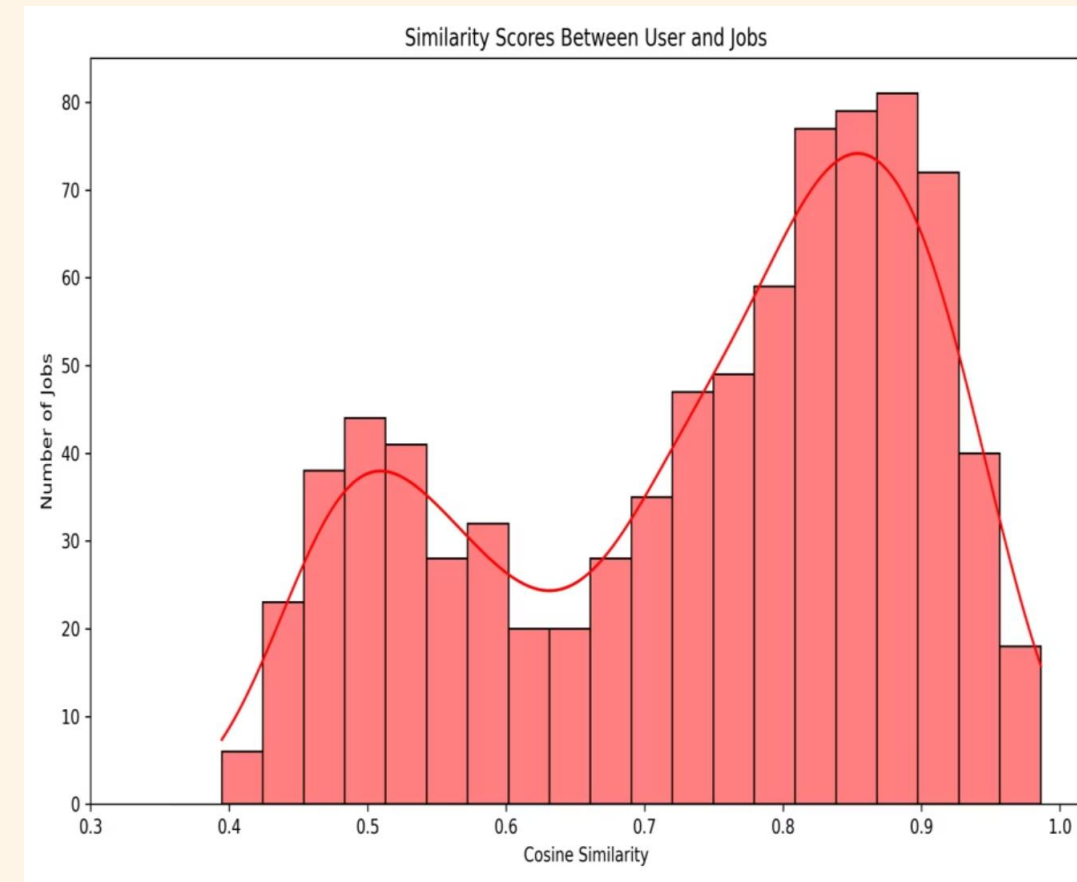
From Quiz to Recommendation: How It Works

Your quiz answers are transformed into a unique **6-dimensional personality 'fingerprint'**. Every job in our database also gets its own fingerprint.

We then measure **cosine similarity** to see how closely your fingerprint matches different jobs – it's about finding the perfect 'vibe' match!

Visualization Explanation

Most jobs have high similarity scores with the user, meaning they are a good match based on interests and skills. Few jobs have low scores.
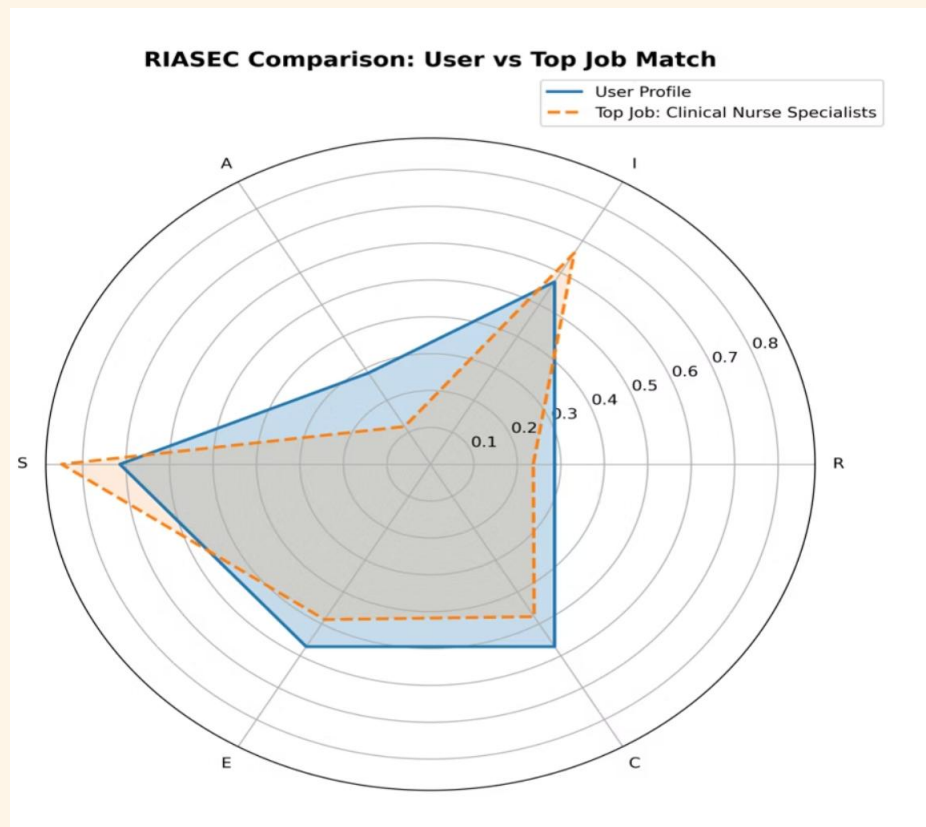

Finally, we filter recommendations based on your highest completed education level, ensuring practicality and relevance to your academic background.

What Does 'Fit' Look Like?

Visualizing your career compatibility is key to building trust and understanding, even for *shosho* (grandmother).

Radar Chart: A visual comparison of your RIASEC profile against a top job recommendation, displayed in a spider-web style chart.

Green Zone: Clearly highlights the areas where your strengths align with the job's requirements, indicating where you'll thrive daily.

Visual 'Why': This intuitive representation helps you understand *why* a job is a good fit, building confidence in the recommendation.

The user's RIASEC profile closely matches the top job (Clinical Nurse Specialists), especially in Social, Investigative, and Enterprising areas—showing it's a good fit.

Deployment

User Journey: Your Path to a Career

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User Input

The user enters their highest education level, interests and skills into the system.

Top 10 Careers

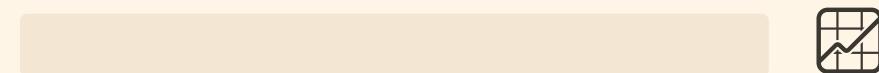Receive a ranked list of your top 10 career matches, complete with required courses.

Feedback Collection

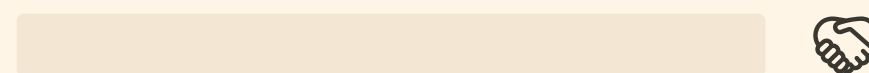The user gives feedback to help improve the recommendations.

Impact for Kenya: A Brighter Future

SmartPath is poised to revolutionize career development, fostering a more skilled and engaged workforce across Kenya.
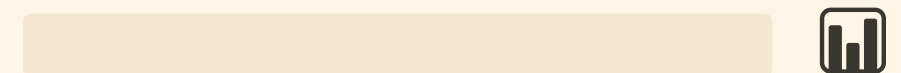
Reduced Unemployment

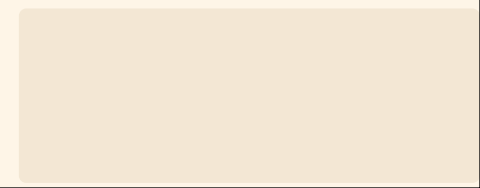Youth pick courses that directly lead to real jobs, minimizing *tarmacking* (jobless wandering).

Better Talent Match

Employers connect with candidates who genuinely enjoy and are suited for the work.

Strategic Planning

Counties gain insights to track local skills gaps, enabling smarter resource allocation and planning.

Thank You!

Thank you for your attention today. We are now eager to address any questions or insights you may have.