**📘 Activity 1: Aisha’s Success Story – "Click into Her Journey"**

**🧭 Type: Interactive Case Study (Text + Clickable Hotspots + Reflection Prompt)**

**🎯 CBC Learning Outcome:**

Demonstrate an understanding of how pathway and track choices influence skill development and career success.

**🎬 Improved Activity Introduction – Voice-over (VO)**

🎙️ *Narrator (inspiring and curious tone):*  
"Meet Aisha, a confident, successful businesswoman who turned her school pathway into a thriving career! 🛍️💼 As you read her story, click on the highlighted keywords to explore how her decisions in school helped shape her skills and achievements.  
Ready to find out how a pathway can pave the way? Let us click into her journey!"

**📝 Learner Instructions**

**Step 1 – Read Aisha’s Story** Carefully read through the story on the right side of the screen. Look out for **highlighted keywords**, these are clues to important skills, subjects, and choices in her journey.

**Step 2 – Click the Keywords** Whenever you see a glowing or pulsing keyword, click on it to reveal:

* 🧠 **The skill or subject explained**
* 💼 **How it helped Aisha succeed**
* 🎓 **The subject or track it came from**

**Step 3 – Make Connections** As you explore each keyword, think about:

* How the subject or skill connects to Aisha’s career
* How similar choices might help you in your own future

**🎥 Media Integration: Upgraded Interactive Storybook Format**

* **Visual Format:**
  + A split, screen layout (illustration of Aisha on one side, story text on the other).
  + **Highlighted keywords** glow subtly or pulse gently.
* **Click Feedback Mechanics:**
  + Clicking each keyword triggers:
    - A **Pop-up card** or sidebar with:
      * 🧠 Skill/subject explanation
      * 💼 How it helped Aisha
      * 🎓 Subject/track it came from
* **Optional Media Enhancements:**
  + Infographic, style overlays showing skill → subject → career link

**📖 Narrative Text:**

Aisha always enjoyed working with people. In junior school, she loved class discussions and organizing group projects. When she joined senior school, she chose the **Humanities and Business Studies** track in the **Social Sciences pathway** because she wanted to understand how people think and how businesses work.

In her Business Studies lessons, Aisha learnt how to **handle money**, keep records, and write business plans. She also studied **Languages and Literature**, which helped her **communicate effectively** with customers and write clear adverts for her products.

One of her Favorite lessons was ICT. She became **competent in ICT skills** and used that knowledge to create posters, send emails, and even design a basic website for her shop. After school, she started a small business selling handmade bags and earrings.

To grow her brand, she learnt how to **advertise online**, using platforms like WhatsApp and Instagram. Today, Aisha is a successful entrepreneur. She manages her own shop, handles orders, trains other young women, and even gives talks at youth empowerment events.

She always says, *“Choosing the right pathway gave me direction, purpose, and the skills I needed to succeed.”*

**📖 Key Story Keywords & Improved Pop-up Feedback Examples**

1. **“Humanities and Business Studies”**  
   💬 *Pop-up:*

🧠 **Skill/Subject Explanation:**

Focuses on understanding people, society, and how businesses operate, including decision-making, ethics, and customer relations

💼 **How it Helped Aisha:**  
"This track taught Aisha how to manage businesses, understand customers, and make ethical decisions. It set the foundation for her success."

🎓 **Subject/Track:**

Humanities & Business Studies – Social Sciences Pathway

1. **“Competent in ICT skills”**  
   💬 *Pop-up:*

🧠 **Skill/Subject Explanation:**

Covers the use of computers and digital tools for communication, marketing, and record-keeping.

💼 **How it Helped Aisha:**  
"Her ICT lessons helped her create digital adverts, manage online orders, and even build a website for her business!"

🎓 **Subject/Track:**

ICT – Applied Sciences (STEM Pathway)

1. **“Handle money”**  
   💬 *Pop-up:*

🧠 **Skill/Subject Explanation:**

Teaches financial literacy, including budgeting, record-keeping, and profit management.

💼 **How it Helped Aisha:**  
"Aisha learnt financial literacy through Business Studies. Now, she confidently manages profits and budgeting."

🎓 **Subject/Track:**

Business Studies – Humanities & Business Studies Track (Social Sciences Pathway)

1. **“Communicate effectively”**  
   💬 *Pop-up:*

🧠 **Skill/Subject Explanation:**

Develops clear speaking and writing skills for everyday interactions and professional contexts.

💼 **How it Helped Aisha:**  
"In Languages and Literature, she practiced clear writing and speaking, skills she uses every day to talk to clients and suppliers."

🎓 **Subject/Track:**

Languages & Literature – Social Sciences Pathway

1. **“Advertise online”**  
   💬 *Pop-up:*

🧠 **Skill/Subject Explanation:**

Combines digital marketing techniques with an understanding of customer needs and online platforms.

💼 **How it Helped Aisha:**  
"Thanks to her ICT and Business lessons, Aisha knows how to reach customers through social media and digital platforms."

🎓 **Subject/Track:**

ICT & Business Studies – Cross between Applied Sciences (STEM) and Humanities & Business Studies (Social Sciences)

**✅ Activity Conclusion:**

🎙️ *Narrator (encouraging tone):*  
"Great exploration! You have just walked through Aisha’s journey, and discovered how the pathway and track she chose gave her practical, career, ready skills. 📈  
Just like Aisha, your choices today can shape your future success."