

IDEATE PHASE

IDEA GENERATION

In this phase, we will be making use of the brainstorming method to generate ideas based on our Point of View defined earlier.

After performing our Point of View, we arrived at an outcome that as cybercrime crusaders, we want to develop a platform that will provide skill acquisition, job opportunities and information on cybercrime to the Nigerian youths so that they can be gainfully employed and stay away from cybercrime. Based on this outcome, we generated the following ideas on how to achieve our goal:

1. To create an account on all social media platforms such as Instagram, Tiktok, Twitter, Facebook etc. to advertise various skill acquisition programs, job opportunities and information on cybercrime. These accounts will be managed by us.
2. To create a web application where all the information regarding cybercrime will be displayed for youths.
3. To create a mobile application which can be downloaded by the youths to access information about cybercrime.
4. To set up interactive billboards in schools, universities, and other strategic locations where youths frequently visit. These billboards will display all information we have related to cybercrime and dedicated call centre numbers for reports relating to cybercrime.
5. To organize live interactive webinars and social media spaces such as Twitter spaces, Facebook and IG live, where topics around cybercrime will be discussed. Cybersecurity experts will also be invited to speak, and feedback will be taken from participants.
6. To create offline and online magazine editions which will showcase information on cybercrime, as well as available opportunities for youths. They can be distributed to youths in schools. The online edition links can also be shared on social media.
7. To create a youtube channel dedicated to topics on cybercrime.
8. To sign up student ambassadors in various higher institutions to aid dissemination of information.
9. To host quarterly Cyberfests to discuss arising issues and inform youths about available opportunities.
10. To host radio and TV shows as well as put out jingles that talk about cybercrime and various job opportunities for youths.
11. To sign up and work with celebrities that youths look up to, to promote the platform.
12. To send out monthly bulk messages to Nigerian youths on the importance of avoiding cybercrime.
13. To carry out roadside shows with branded vehicles, trucks, banners and dancers in various communities to enable us tell people about cybercrime and offer them opportunities.
14. To organize cyber knowledge competitions in schools, with rewards for winners and talented youths.
15. To create cyber clubs in various schools including secondary and tertiary institutions and in NYSC camps, with privileges for members which will serve as an incentive for other people to join the program.

IDEA CATEGORIZATION

We are going to be using a 2x2 matrix to categorize our ideas. However, kindly note that ideas will be represented with the numbering used in the idea generation above to avoid repetition.

KEY: refer to idea generation list to see details according to numbering

Financial feasibility	High	Idea 4 Idea 6 Idea 9 Idea 11 Idea 13	Idea 2 Idea 3 Idea 8 Idea 10 Idea 12 Idea 14
	Low	Idea 15	Idea 1 Idea 5 Idea 7
		Low	High
		Implementability	

CHOOSING THE BEST IDEA

A review of the 2x2 matrix shows that ideas 1, 5 and 7 have low financial feasibility and high implementability. This tells us that these ideas are the most feasible options (economy and technology wise) to implement our solution on combating cybercrime to the Nigerian youths. However, out of the 3 most feasible ideas, we are tasked with selecting the most viable idea.

In order to do this, we as a team reviewed the pros and cons associated with the three ideas, and finally came to the conclusion that the most viable idea which we will be prototyping in our next phase is IDEA 1 (To create an account on all social media platforms such as Instagram, Tiktok, Twitter, Facebook etc. to advertise various skill acquisition programs, job opportunities and information on cybercrime. These accounts will be managed by us).