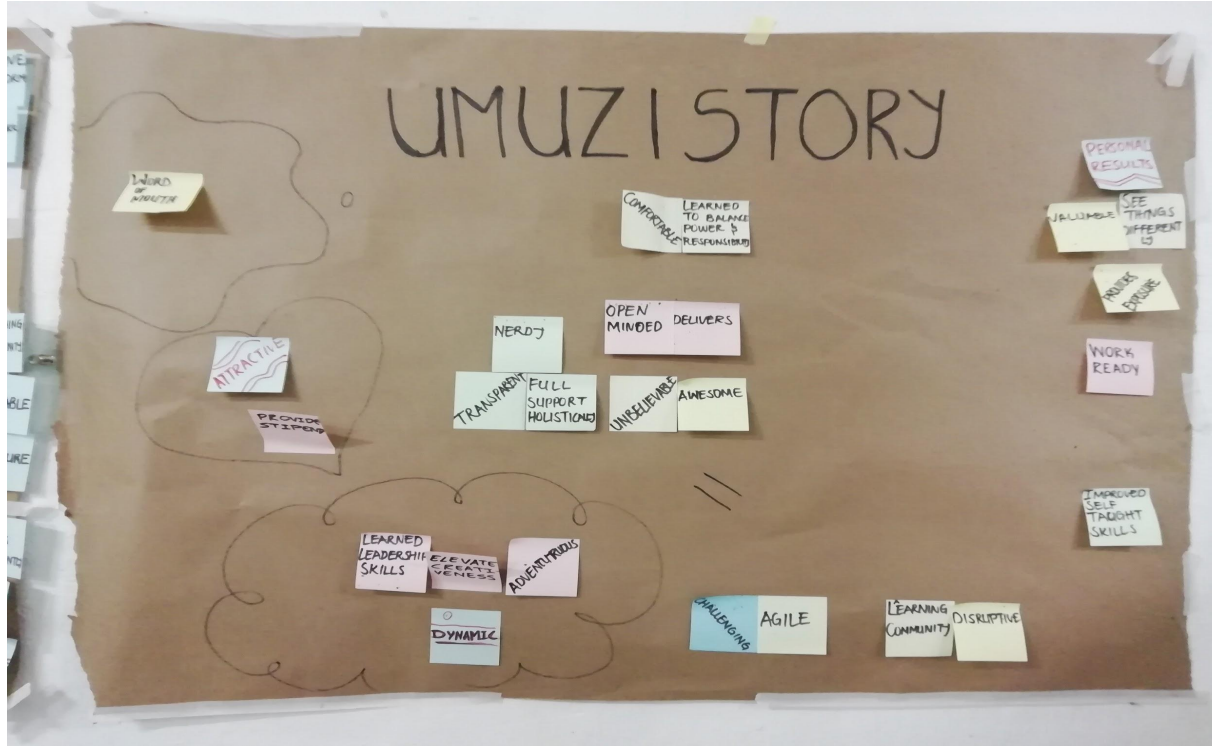


The Bravos

How might we best tell the Umuzi story.

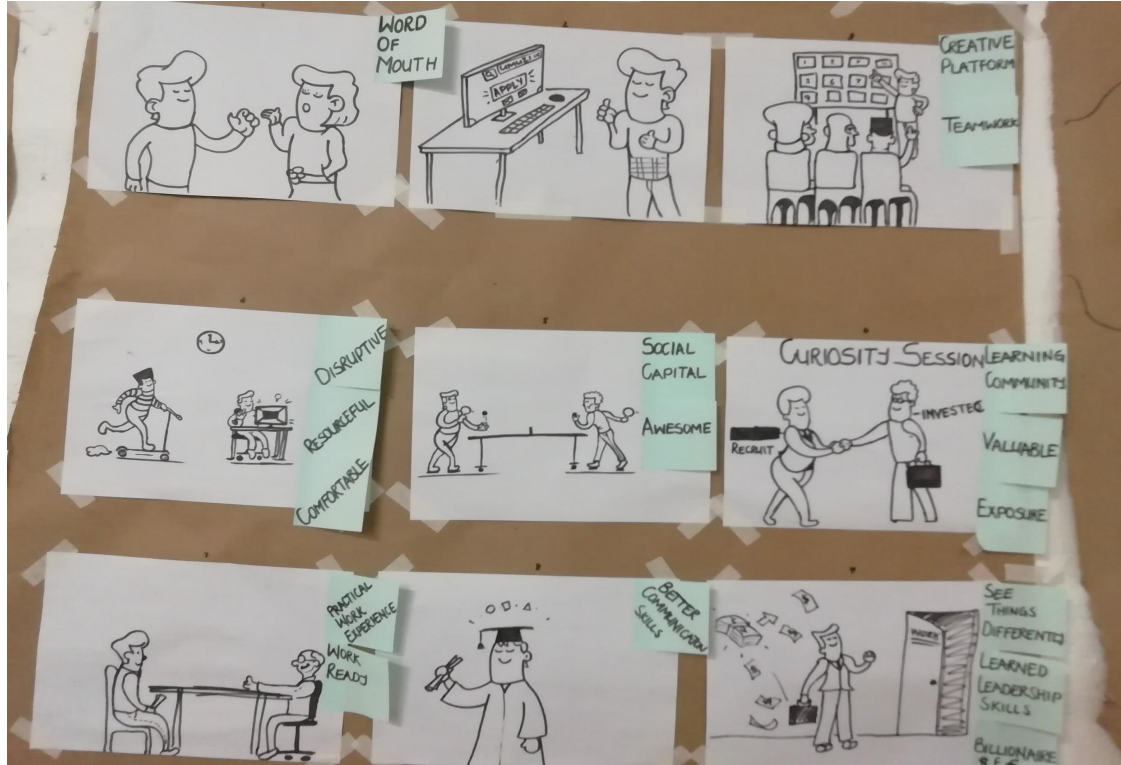
1. Phumlani Kubeka
2. Kenneth Mahlatse Mokhehi
3. Nancy Leshaba
4. Faith Mofokeng
5. Lesedi Sabrice Aiseng

User Insights



We empathised by interviewing recruits and managers on their experiences at Umuzi. (NB: These are not all but most essential.)

User Journey



This shows the journey of our users (recruits and employer partner) before, throughout and after the learnership period.

Word of mouth.

The application process (flexible or can be done anywhere)

Bootcamp, which allows the ability to work in teams and is a good creative platform.

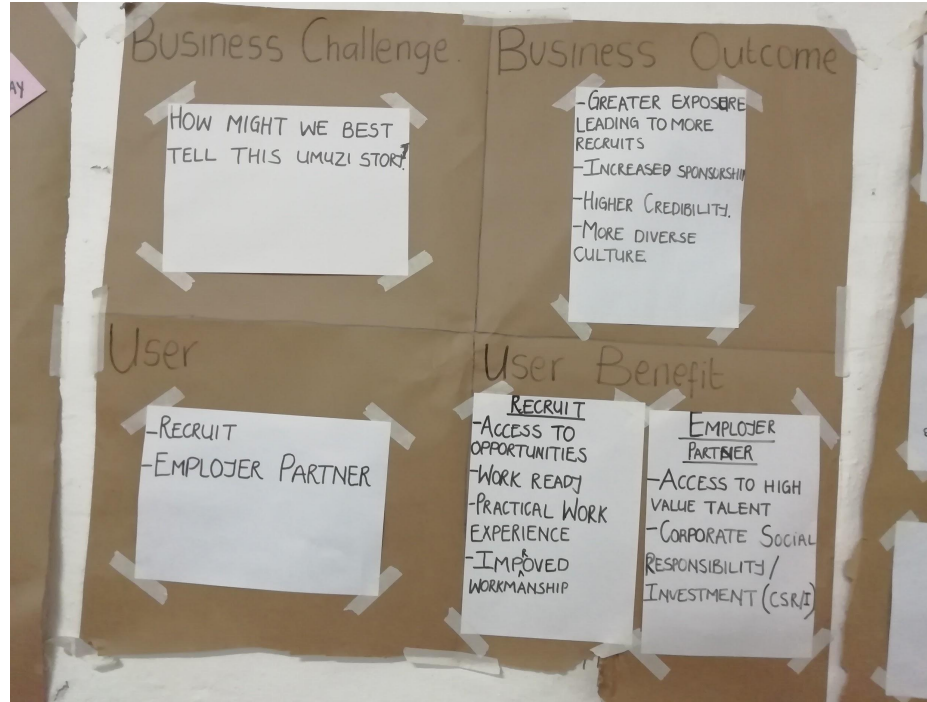
The environment is **HOMELY**.

It also allows good workmanship.

The curiosity sessions create a platform to learn about the world after Umuzi (what to expect)

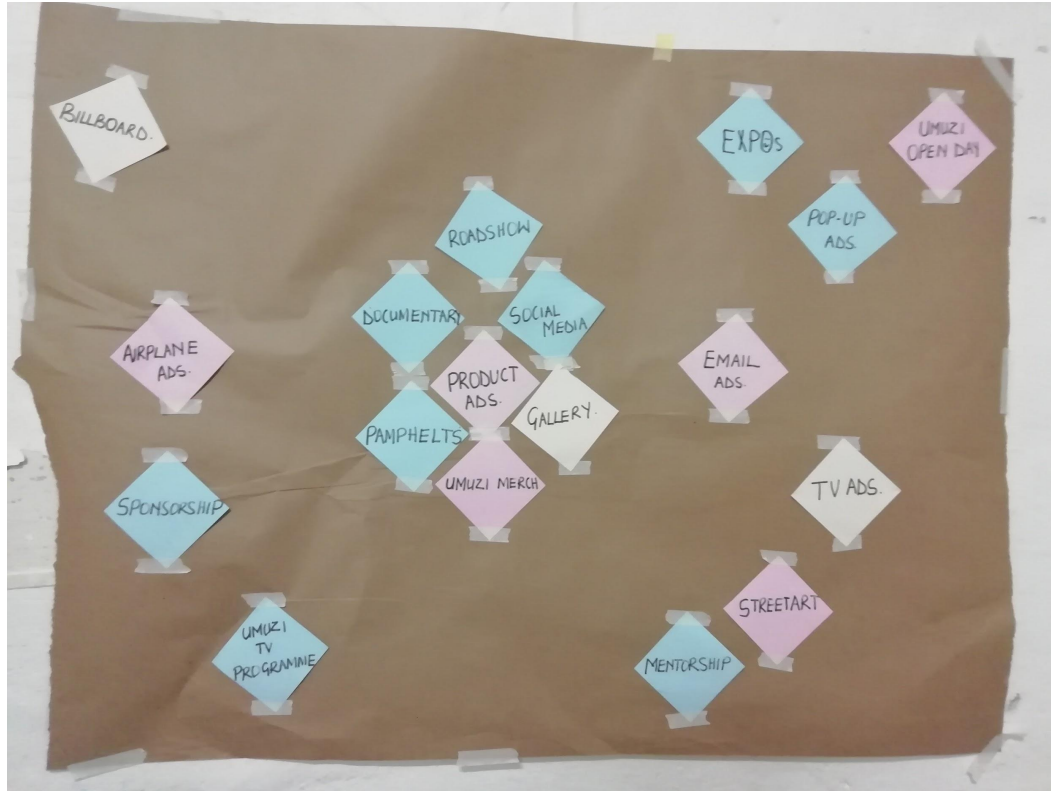
Recruits learn better leadership skills and go out there, flourish and make millions!!

Lean UX Canvas



Here, we identified our business challenge, our users (recruits and employer partners) and the benefits both these users gain.

Lean Brainstorm



These are all our ideas, both creative and implementable on how to best tell the umuzi story.

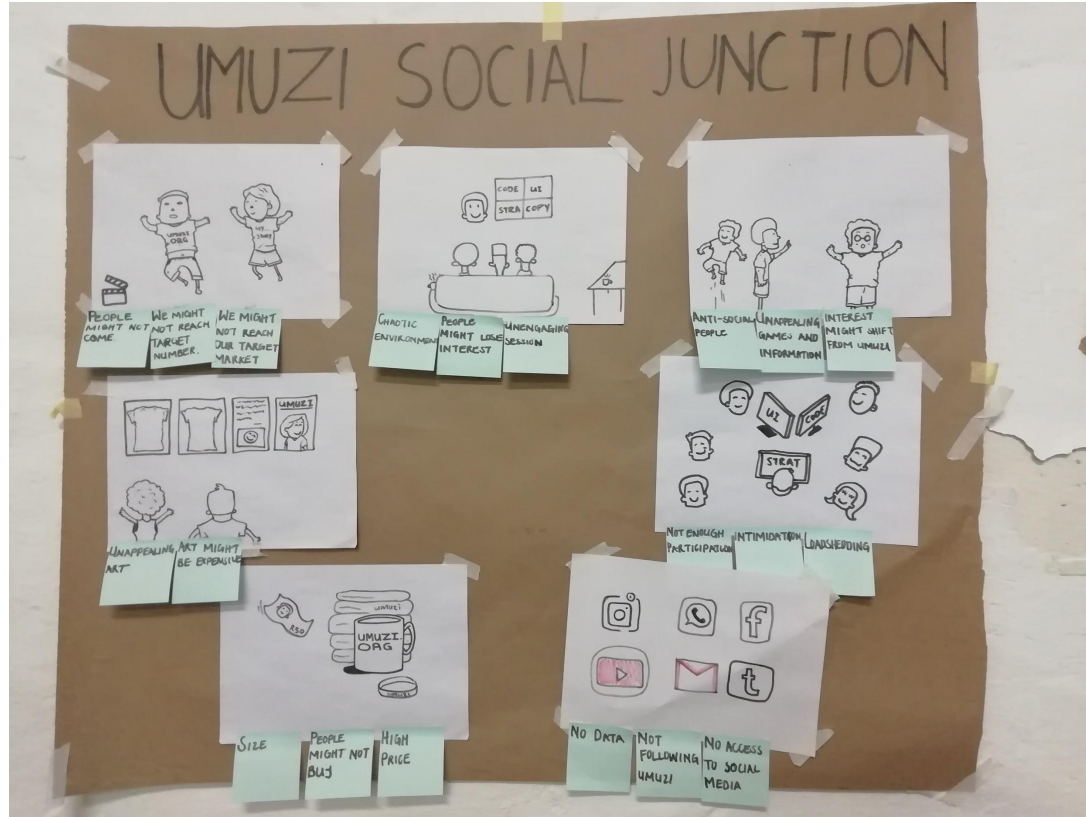
We thought out of the box but had to size down our ideas into those that are most implementable and less creative. However, those in the middle are both easily implementable and also creative. In this category, we were able to choose our main idea.

Our Chosen Idea

We chose the ROADSHOW idea.

Instead of Umuzi waiting for potential recruits to bump into the NGO somewhere on the net or from friends, let Umuzi go out there and find brilliant people who may be unable to access this opportunity in other means of marketing.

Storyboard



This is what's to happen on the roadshow.

We will do marketing and try to reach the market that's relevant.

The first part of the show will have an introduction of what Umuzi provides (departments).

Next, will be activities that will allow individuals to CONNECT.

The show will have a mini gallery showcasing all the work and beautiful stories recruits and managers have.

The workshop will focus directly into the different departments.

Merchandise will be provided and also sold.

The whole roadshow will be documented and posted on the socials.

Key Assumptions & Tests

- Our content is engaging.
- We reach the right target market.
- We reach the right target number.

Our test..

- We created a mock-up of our content and presented it to our target market.
- Our target market for the test was recruits and managers from Umuzi.
- Recruits from different departments received it very well and put different suggestions according to how the t-shirts would best tell their stories.

- From the test, the insights were...
 - “Totally cool”
 - “Really cool, I want it”
 - “Cool idea, I suggest you put a QR code incase people want to check Umuzi out.”
 - “When are you doing it?”
 - “I’m in, I don’t mind wearing often.”
 - “What makes it cool is it’s MY story but it’s Umuzis as well.”
- Received positive feedback from the right target market as well as the right number.

Our MVP

Recruits and managers are able to write their stories and also present any form of craft they love and specialise in. This, we believe, will tell the umuzi story better.

As often mentioned, YOU WEAR YOUR STORY BETTER.

