

ALX Foundations: Milestone # 7

Worksheet

SECTION A: User Interview Preparation

Step 1: Restate your team's problem statement

Please write your team's agreed-upon problem statement from Week 6 here:

Step 1: My Team's Problem Statement

- **The problem statement agreed upon, is:**

Ghana's education system faces a critical challenge: a significant gap between the skills students acquire and the skills demanded by the modern workforce. This long-standing issue, rooted in systemic challenges, affects students, teachers, and businesses nationwide.

Several factors contribute to this problem. Poverty limits access to quality education, while inadequate infrastructure and resources hinder effective teaching and learning. [1] Limited parental involvement further exacerbates the issue. [2] Additionally, outdated curricula and a theoretical focus in syllabuses fail to equip students with practical skills and knowledge required in today's job market. [3]

This skill gap has severe consequences. Students graduate without the necessary skills to secure employment, leading to high unemployment rates and hindering economic growth. Businesses struggle to find qualified personnel, limiting their productivity and competitiveness. [4] Addressing this issue requires a multi-faceted approach focusing on curriculum reform, teacher training, infrastructure development, and parental engagement strategies.

Citations:

[1] UNESCO. (2019). Education in Ghana. <https://uis.unesco.org/en/country/gh>

[2] Aryeetey, E., & Oduro, A. D. (2007). The role of parents in the education of their children in Ghana. *International Journal of Educational Development*, 27(4), 383-395.

[3] Asamoah, E. O. (2016). Challenges facing the implementation of the new curriculum in Ghana. *Journal of Education and Practice*, 7(33), 1-6.

[4] International Labour Organization. (2020). Skills development for decent work in Ghana.
https://www.ilo.org/africa/countries-covered/ghana/WCMS_744522/lang--en/index.htm

Step 2: Define the User Persona

Define the person you're solving the problem for in as specific terms as possible. This is important as this person is the one who will ultimately benefit from your solutions, and you'll be interviewing someone who fits these criteria. This means identifying the characteristics, objectives, motives, and pain points of your target users. In the space below, define this user by creating a detailed user persona of them using the following descriptions:

- Demographics: Age, gender, location, education, family status, interests, hobbies and more
- Pain points: What the user might have trouble with, like being not very tech savvy. Identify at least 2.
- Goals: What the user wants to achieve using your product or what are their goals with respect to the problem they're facing.
- Motivations: What motivates the user to use a product or solve their problem. How motivated are they to receive a potential solution?
- Behavior: How the user might behave in the context of the problem or when a solution is presented to them.
- Customer needs and wants: What the customer might need or want as a potential solution to their problem.

Step 2: User Persona

DEMOGRAPHICS:

Age: 26 years old.

Gender: Male

Location: Greater Accra Region.

Education: Bachelor's Degree.

Employment Status: Unemployed

Religion: Christianity

Family Status: Single. 1st son of his family. Retired parents.

Income: Under GHc 500 monthly. Funds from his parents.

Interests: Sports. Favorite team is Real Madrid.

Hobbies: Occasionally plays football at a local park in his neighborhood.

Passion: If he didn't have to consider the monetary implications, he'd be interested in travel and music.

PAIN POINTS

1. Unemployment
2. Lack of skill on necessary tools required for his job industry.
3. Poverty.

GOALS

1. To acquire necessary skills that will make him employable.
2. To gain employment
3. To network with others like him.

MOTIVATIONS

1. The user is motivated by the need to make money and be independent.
2. The user is motivated by the societal and family expectation to take care of his family as the breadwinner.

BEHAVIOUR

1. The user is likely to be thrilled about a solution that offers systematic tutoring of practical skills.
2. The user will be excited about the opportunity to intern at companies to enhance his real work experience.

CUSTOMER WANTS & NEEDS

1. **Upskilling and Reskilling Programs:** Targeted training programs or boot camps that focus on practical, industry-relevant skills can bridge the gap between theoretical knowledge and real-world application.
2. **Internship and Apprenticeship Opportunities:** Gaining hands-on experience through internships or apprenticeships allows individuals to apply their knowledge in a practical setting and develop new skills.
3. **Career Counseling and Guidance:** Professional career guidance can assist individuals in identifying their strengths, exploring alternative career paths, and developing a job search strategy that aligns with their skills and interests.
4. **Networking and Mentorship:** Connecting with professionals in their desired field can provide valuable insights, guidance, and potential job leads.
5. **Financial Assistance:** Exploring options for financial aid or government assistance programs can alleviate financial burdens and provide support during the transition period.

Step 3: Interview Questions

Now that you have your user persona defined, let's prepare for the interview by defining the questions that you'll be asking during the interview. To do so, provide the list of questions that intend to ask during the interview in the space below. These questions should help you understand the problem and how it affects the target users better. Write down at least 5 primary questions that you're going to ask.

Step 3: Interview Questions

1. What program did you major in, in school? What were some of the modules covered in the program?
2. What was the nature of the course content: theory or practical?

3. Can you please tell me about your experience transitioning from education to the job market?
4. How do you feel your college education prepared you for entering the workforce?
5. What specific challenges have you encountered in finding a job related to your field of study?
6. Have you encountered any challenges related to the skills gap in your job search? If so, could you describe them?
7. Are there any particular skills or technologies that employers in your field frequently mention as requirements?

SECTION B: User Interview Insights

Step 1: Interviewee Information

Please write the name and other details of the interviewee you interviewed for the information.

Step 1: Interviewee Information

Interviewee Name: **Emmanuel Amaneampong.**

Interviewee Occupation: **currently unemployed.**

Interviewee Age & Location: **26 years old, living in Accra, Ghana.**

Step 2: Interview Insights

What did you learn from the interview? Provide the main points that you gathered through the interview about your problem. On the whole, what was new that you learnt about your problem and its effect on people? What were the most pressing concerns and pain points mentioned in the interviews? What recommendations did you receive from the interviewees about possible solutions? Did you uncover any new factors surrounding the problem that you didn't consider before? All in all, identify at least 5 major themes with details.

Step 2: Interview Insights

Key Learnings from Interview with Emmanuel:

1. *Skills Gap and Mismatched Expectations:*

Theoretical vs. Practical: There's a significant gap between the theoretical knowledge gained through traditional education and the practical skills demanded by employers. Graduates like Emmanuel feel unprepared for the workforce due to this mismatch.

Misconceptions about Degrees: The belief that the type of degree is unimportant and that simply completing a degree guarantees employment is demonstrably false. Employers prioritize relevant skills and experience.

2. Financial Constraints and Limited Resources:

Investment in Skill Development: Unemployed graduates often lack the financial resources to pursue further education or training programs to bridge the skill gap.

Need for Affordable Solutions: There's a demand for affordable or free skill-building resources that are accessible to individuals with limited financial means.

3. Ineffective Job Market Support System:

Disappointment with Recruitment Agencies: Existing recruitment agencies are often perceived as solely profit-driven and lacking in initiatives to provide skill development support.

Lack of Government Initiatives: There's a lack of effective government programs or policies to address the skill gap issue and support unemployed graduates.

4. Importance of Practical Skill Development:

Demand for Hands-on Training: Graduates recognize the need for practical, hands-on training that simulates real-world work scenarios and equips them with job-ready skills.

Internship Opportunities: Internships are highly valued as a means to gain practical experience and build a portfolio of work.

5. *Desire for Networking and Mentorship:*

Connecting with Professionals: Graduates see value in connecting with experienced professionals for guidance, mentorship, and potential job leads.

Building a Support System: Creating a community of peers and mentors can provide valuable support and encouragement for unemployed graduates navigating the job market.

RECOMMENDATIONS:

1. ***Curriculum Reform:*** Educational institutions should prioritize practical skills and industry-relevant knowledge in their curriculum.
2. ***Skill Development Programs:*** Government-funded workshops or initiatives should be implemented to provide graduates with opportunities to develop job-ready skills.
3. ***Internship Integration:*** Educational institutions should establish partnerships with businesses to offer students internship opportunities as part of their academic programs.
4. ***Accessible Training Platforms:*** Affordable or free online platforms offering practical skill development courses with minimal data usage and storage requirements are needed.
5. ***Mobile App Development:*** A mobile app focusing on practical skill-building, networking, and internship opportunities would be valuable for graduates seeking to bridge the skill gap.

SECTION C: Generating Solutions

Step 1: Meeting Date, Time, & Location

Please list when and where your team meeting took place.

Step 1: Meeting Date, Time, & Location

- A. Date: 02/05/2024
- B. Time: 03:00 pm GMT
- C. Location: Google Meet

Step 2: Meeting Attendees

Please list who attended your team meeting, and their primary role.

Step 2: Meeting Attendees

- 1. Achieng Linda
- 2. Adjei Magdalene
- 3. Ezemma Chikwado
- 4. Kwizera Dieudonne
- 5. Wores Tsegay
- 6. Zegene Biruk.

Step 3: Bad Idea Brainstorm

It's time to start thinking about solutions to the problem. Use all the information you now have about the problem (from your research last week and the interviews this week) to start thinking of possible solutions. As you have studied in Canvas modules, it's always good to first gather as many ideas as possible. So at this stage, don't hold back, put your divergent thinking hat on, and let the creativity flow to gather as many ideas as possible. As a team, you must generate at least 10 new bad ideas. Remember, the dumber the idea, the better! This is to help you work as a team to be non-critical. Stay in divergent thinking. It helps to say "thank you" after every idea is shared.

Step 3: Brainstormed Ideas

- 1. Degree burning bonfire:
Organize a mass gathering where graduates ceremoniously burn their degrees as a symbolic gesture of their frustration and disillusionment with the education system.
- 2. Virtual Reality Job Simulator:

Create a virtual reality program that simulates the experience of having a job, complete with virtual colleagues and a virtual boss, allowing graduates to escape the reality of unemployment.

3. Game-ify the learning experience:

4. Gambling and investing in betting:

5. AI chatbot app:

6. Blame the graduate Seminar

Launch a campaign that actively discourages people from pursuing higher education, emphasizing the uselessness of degrees and promoting alternative paths like entrepreneurship or trade skills.

7. Lie to get a job

8. Fraud & Theft

9. Degree Devaluation Campaign

Launch a campaign that actively discourages people from pursuing higher education, emphasizing the uselessness of degrees and promoting alternative paths like entrepreneurship or trade skills.

10. Emotional Support Chatbot

Develop a chatbot that offers generic motivational messages and platitudes to unemployed graduates, providing no practical solutions but creating the illusion of support.

11. Internship Hunger Games

Organize a competitive internship program where graduates must compete in a series of challenges and tasks to secure limited internship spots. The most ruthless and cunning individuals win.

12. Pigeon Post Networking

Develop a networking platform that relies on trained pigeons to deliver messages and resumes between graduates and potential employers, guaranteeing slow and unreliable communication.

Step 4: Team's Final Selected Solution Idea

Your next task is to narrow your choices, which will put you in a convergent thinking mindset. You should have some discussion and debate about this, and try to reach a consensus on a final solution to your problem that your team is going to consider working on for the rest of Month 2. These ideas can be totally new, or they can be the same or variations from ideas you've already come up with. Remember that they should involve some sort of technology (either a piece of software like an app or algorithm, or a physical device such as a robotic fish or machine that scans your DNA). You will not have to build the solution out. But you will have to create some type of basic prototype (if it is a device) or a set of wireframes (if it is an app/software). You will not have to actually create the technology or code.

You must figure out a fair way to reach a consensus with your group, including a discussion where everyone's voice can be heard.

Step 4: Team's Final Selected Solution Idea

❖ [Skill-Building and Career Development Offline App.](#)

SECTION D: Product Planning

Step 1: Product Description

You learnt about product planning and product descriptions in Weeks 4 and 5. Now it's time to apply that learning to create these descriptions to plan for your solution. In the space below, describe the solutions that you're building, in as much detail as possible. Ask yourself the following questions:

- What does the ideal solution look like? Will it be an app or a physical item or a software service? What will it look like aesthetically?
- How the ideal solution will function, and how will users interact with it? Will the users create profiles? Will there be a dashboard (and what will it show)? Will there be other forms of screens or interactions that users will perform? How will users operate the product?
- What will be the features of the solution? How will you define and describe these features and how will users access these features on the app or physical product?

Step 1: Product Description

[Ideal Solution: Skill-Building and Career Development Offline App](#)

[Concept:](#)

A mobile application designed to bridge the skills gap, connect graduates with opportunities, and empower them to navigate the job market effectively.

Aesthetics:

1. **Clean and User-Friendly Interface:** Intuitive design with easy navigation and a visually appealing layout.
2. **Modern and Professional:** Incorporate a color scheme and visual elements that convey professionalism and inspire confidence.
3. **Motivational and Engaging:** Utilize gamification elements, progress trackers, and rewards to keep users engaged and motivated.

Functionality and User Interaction:

1. **User Profiles:** Users create profiles highlighting their education, skills, interests, and career aspirations.
2. **Personalized Dashboard:** The dashboard displays relevant information, including recommended courses, job postings, internship opportunities, networking events, and progress updates.
3. **Skill-Building Courses:** Interactive and practical courses covering in-demand skills, with video lectures, quizzes, and projects.
4. **Mentorship Platform:** Connects users with experienced professionals for guidance and career advice.
5. **Internship Board:** Features internship opportunities from various companies and industries.
6. **Job Search Tools:** Provides access to job listings, allows users to create resumes and cover letters, and offers interview preparation resources.
7. **Community Forum:** Facilitates interaction and networking among users, fostering a supportive community.
8. **Offline Mode:** Allows users to access certain features and downloaded content without an internet connection.

Features:

1. **Skill Assessment:** Users complete an initial assessment to identify their strengths, weaknesses, and skill gaps.

2. **Personalized Learning Paths**: Based on the assessment, users receive personalized recommendations for skill-building courses and learning resources.
3. **Progress Tracking**: Users can track their progress through courses, set goals, and earn badges or rewards for achievements.
4. **Networking Events**: The app facilitates online and offline networking events, connecting users with potential employers and industry professionals.
5. **Job Application Tracker**: Users can track their job applications, receive interview tips, and manage their job search process within the app.
6. **Resume and Cover Letter Builder**: Tools and templates to create professional resumes and cover letters tailored to specific job applications.
7. **Community Support**: Users can connect with peers, share experiences, ask questions, and offer support in the community forum.
8. **Feedback and Reviews**: Users can provide feedback on courses, mentors, and internship experiences to help improve the platform.

Accessibility:

1. **Freemium Model**: Core features are available for free, with optional premium features for a subscription fee.
2. **Offline Functionality**: Users can access downloaded course materials and resources without an internet connection.
3. **Multiple Languages**: The app is available in multiple languages to cater to a wider audience

Step 2: Product Solution

Before we finalize everything for the week, it's also important to very clearly define how your product is going to solve the problem that you set out to solve. You can do so by answering the following questions:

- What specifics about the product or app contribute to solving the problem?
- How do these specific features contribute to solving the problem?
- How does the product help the people you're creating the solution for?

Step 2: Product Solution

How the App Solves the Problem:

Specific Features and Their Impact:

1. Personalized Skill-Building: Addresses the skills gap by providing customized learning paths based on individual needs and career aspirations. This ensures graduates acquire relevant and in-demand skills that employers seek.
2. Internship Opportunities: Connects graduates with internship opportunities, allowing them to gain practical experience and build a portfolio of work, which directly addresses the lack of real-world experience highlighted by Emmanuel.
3. Job Search Tools and Resources: Provides comprehensive support for the job search process, including resume and cover letter building, interview preparation, and access to job listings. This equips graduates with the tools they need to navigate the job market effectively.
4. Mentorship Platform: Offers guidance and support from experienced professionals, addressing the need for mentorship and career advice expressed by graduates.
5. Community Forum: Creates a sense of community and belonging, providing a platform for graduates to connect, share experiences, and support each other, which can help alleviate feelings of isolation and frustration during the job search.

How the App Helps Users:

1. Increased Employability: By equipping graduates with the skills and experience employers seek, the app increases their chances of securing employment.
2. Confidence Building: The personalized learning paths, mentorship, and community support foster confidence and empower graduates to pursue their career goals.
3. Networking Opportunities: The app facilitates valuable connections with professionals and peers, opening doors to potential job leads and career advancements.
4. Accessibility and Affordability: The freemium model and offline functionality ensure the app is accessible to graduates with limited financial means and those with unreliable internet access.

Overall Impact:

The app addresses the core problems faced by unemployed graduates by providing a comprehensive solution that combines skill development, practical experience, job search support, and community building. This empowers graduates to overcome the skills gap,

increase their employability, and successfully transition into the workforce.

Step 3: Reflections (Individual)

Please share your **personal** reflections on your experience with your team so far.

Step 3: Team Process Reflections

A. What is working well with your team?

My teams effective communication and seamless collaboration are compelling towards our desired goal

B. What is one good thing that happened during your team meeting?

When we unanimously agreed on a creative solution to a challenging problem.

C. What is one thing your team could do better in the next meeting?

Be more concise with the discussion

D. Are you experiencing any concerns or frustrations with your team? If yes, what can you personally do to lessen the concern/frustration?

No.

E. How would you rate your ability to communicate with your team members on a scale of 1 to 4? (1=extremely poor and 4=excellent)

4= excellent

F. Overall, how satisfied are you with how well your team is working together? (On a scale of 1 to 4, with 1=extremely poor and 4=excellent)

4=excellent

G. Is there anything else you'd like to share about your team and their process?

clear processes streamline teamwork and productivity.