

What interventions can be done to alleviate unemployment during the pandemic

THE BOM.COM

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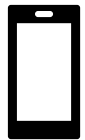
Executive Summary



South Africa, still in its early developing stages, faces many socio-economic issues.



Unemployment is one of such issues, but COVID-19 has left many people without jobs.



The bom.com has devised a mobile app to connect skilled unemployed people in the community to basic short-term jobs.



Kasi connect aims to address unemployment in marginalized communities

Agenda

1	Problem Statement
2	Solution Devised
3	Software development stages
4	Deep Dive Into Recommended Intervention

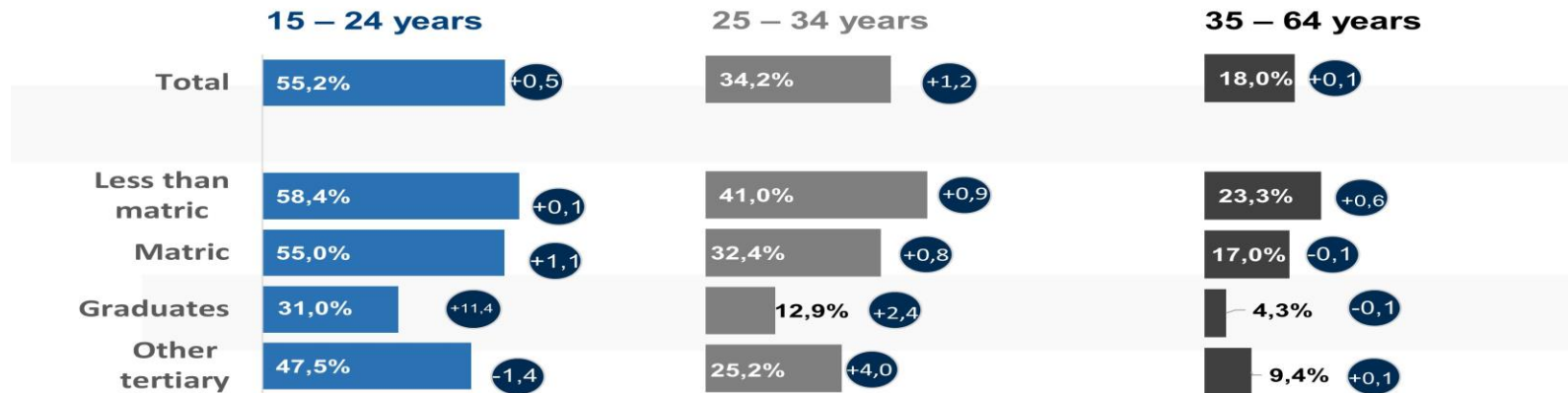
Problem statement

Unemployment in South Africa

THE UNEMPLOYMENT RATE AMONG THE YOUTH IS HIGHER IRRESPECTIVE OF EDUCATION LEVEL

Unemployment rate by education level and age group, Q1:2019

Change: Percentage points
Q4:2018 to Q1:2019

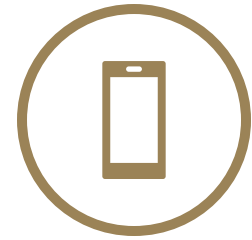
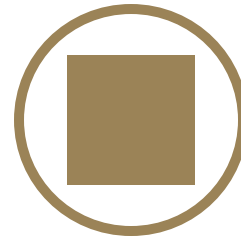
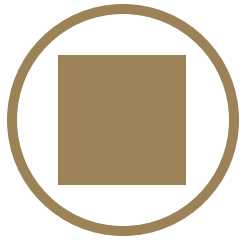


Marginalized communities at risk



Solution
devised

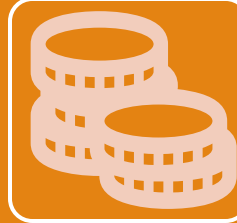
Mobile app: Kasi connect



VOCATIONAL
MOBILE APP

Kasi connect

Smartphone ownership is expected to exceed 25 million by 2022.¹ Three interventions target this trend:



Cost

- R600 000 – R800 000 development cost.
- An initial ongoing cost of R20 000-R30 000 a month for advertising and promotion



Impact

Job creation



Implementation

1-year software development

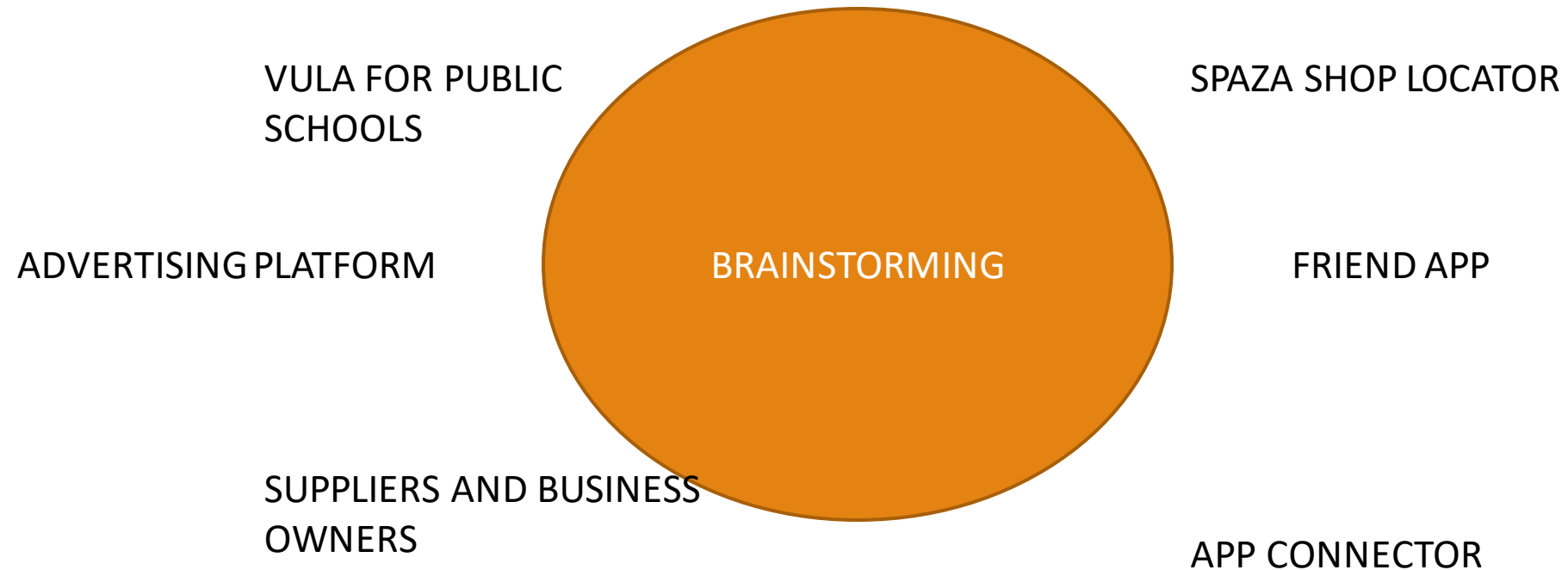


Sustainability

- Low maintenance costs.
- Increasing smartphone penetration.

Development stages


Planning stage



Requirement stage

**KASI
CONNECT**
why DIY when we can do it for you

Welcome



☐

Rosebank,Rondesbosch

Select Service

High to low prices

According to ratings


Maintenance

Cleaning

food & education

Care giving

outdoor cleaning



Requirement stage


Maintenance

Electrician

Painter

Plumber

welder



Back

Next

KASI
CONNECT

why DIY when we can do it for you



Covid -19 Regulations



☐ Accept terms & conditions



Back



Next

Rosebank,Plumbing

 Themba Plumbing 

 Claremont Plumbing 

 Hustler Plumbing 


 Dad and son 

Back

Select

Requirement stage

Themba Plumbing



Description

List of service & price

Latest job

Back

Accept

Personal details

Name

Email

Contact no.

service date

Payment

Banking details

VISA

Text

PayPal

Skrill

Maestro

VISA

VISA

INSTANT BANKING

NETELLER

ORANGE

ECO

CHECKPAY

payone

kash

Back

Proceed

Customer Bill Pay

Date
2/10/2020

CLIENT INFORMATION

Full Name
Mozelle Parr

Address
596 Buena Vista Trail, 88590 South Trail
Atlanta, Georgia, 31136
United States

Phone Number
+74 (62) 662-2090

E-mail
harpes@example.com

Invoice number

PAYER INFORMATION

Plumbing R150
Interest R50

Email sent to Mr.... to confirm booking

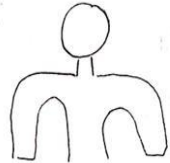

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Wireframe and technical Design

Hand-drawn wireframe for a registration form. The form is a vertical stack of input fields with a 'Register' button at the bottom. To the right of the form is a small box labeled 'Info/Help' with an arrow pointing to the form.

Registration
Name & Surname
Location Based
Line of work
Experience
Preferred Working hrs
Skills offered
Email Account
Password
Account Details
<input type="button" value="Register"/>

Hand-drawn wireframe for a user profile page titled "Homepage for registered". The page shows a user profile for "Simphele Nkosi" with a "welder" title. Below the name is a list of skills (*** **). The status section shows "On Call / Job in Progress".

Homepage for registered	
	
Simphele Nkosi	welder
*** **	
• Experience	hr rate
• Expertise	Payment
Status	
On Call / Job in Progress	

Wireframe and technical Design

↑

Info
Help

Registration	☰
Name & Surname	
Location Based	
Line of work	
Experience	
Preferred Working hrs	
Skills offered	
Email Account	
Password	
Account Details	
<input type="button" value="Register"/>	

Click on ☰ menu bar

<div>Simphiwe Nkosi</div> <div><input type="button" value="Update Profile"/></div> <div><input type="button" value="Account Details"/></div> <div><input type="button" value="Previous Jobs"/></div> <div><input type="button" value="Direct Messages"/></div> <div><input type="button" value="Payments"/></div> <div><input type="button" value="Logout"/></div>	
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2

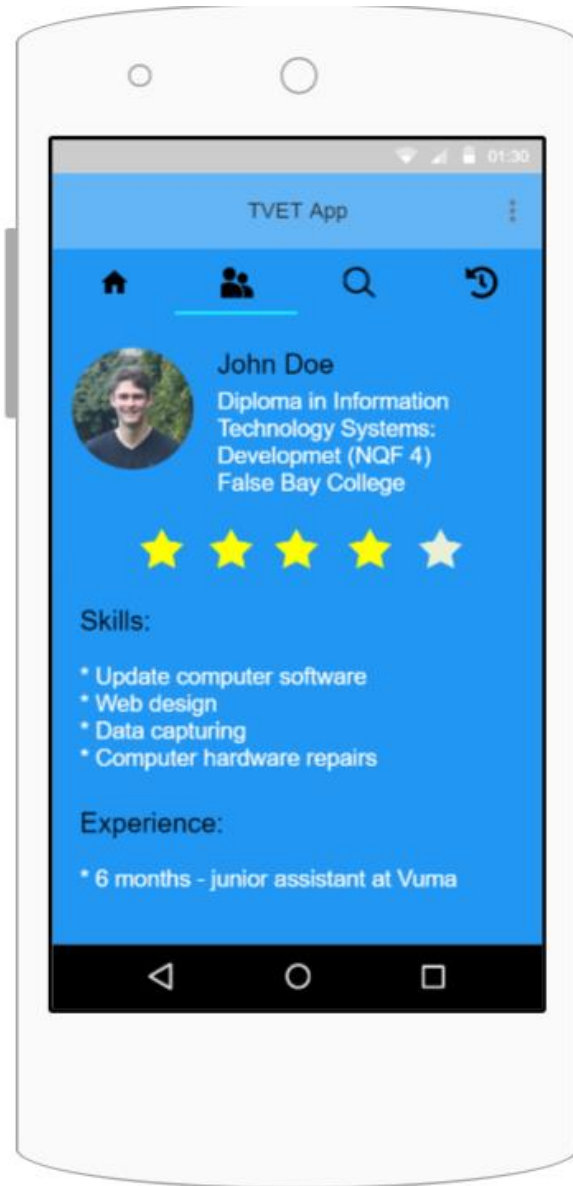
Click on Notifications (Ping)

When click on Job alert

Job Alert	Bookings
<div>Client</div> <div>→ Mazibuko Kgomo</div> <div>Address</div> <div>→ Ext 2, Sunny Side House 268</div> <div>Service</div> <div>→ Installation of security bars</div> <div>Payment</div>	<div>Accept / decline</div> <div>kgomo</div> <div></div> <div><input type="button" value="Rate"/></div> <div>Security</div> <div><u>R600</u></div>

3

Deep Dive Into Recommended Intervention



Kasi connect

Design:

A mobile application that connects people in townships to their community for short projects.

Households can hire skilled people to work on short-term projects through the application and then rate each other on their work performance and provide reviews.

Impact:

Provides people without academic qualifications with employment opportunities

Provides a meaningful signal for full-time employment and unemployment

In future app can list internships on the app that TVET students can apply for

The project will be implemented over an initial one-year period

