DETAILERS GROUP

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<p align="center">**LOCAL JOB FINDER**</p>

<p align="center">**Milestone 1**</p>

Objective: Deeply understand the specific information challenges faced by potential users in the chosen

region and identify their needs, current practices, technological literacy, and constraints.

Tasks:

1. Refine the specific problem statement within the chosen region.
2. Develop tools to conduct initial user research using methods like interviews, observations, or
3. questionnaires (as discussed in Chapters 8, 10, and 11 of the textbook) with a small group of
4. target user or relevant stakeholders (e.g., extension officers).
5. Create user personas and scenarios (Chapter 11) based on research findings.
6. Analyze and present the gathered data, highlighting key user needs and requirements.

<p align="center">**Chapter 1**</p>

1.1 Detailed Problem Statement

Youth unemployment remains one of the most pressing socio-economic challenges in Kenya. Despite a growing number of university and college graduates entering the labor market each year, a significant proportion remain jobless or underemployed due to limited access to job information, skills mismatch, and poor linkage between job seekers and employers (Federation of Kenya Employers [FKE], n.d.). In response, various stakeholders have pushed for innovative solutions to help young people transition into meaningful employment, including promoting digital platforms and self-employment models (World Bank, 2024).

At the same time, the global rise of Artificial Intelligence (AI) in recruitment and the workplace introduces both opportunity and risk. According to a 2025 UN report, AI could affect up to 40% of jobs globally, threatening to widen inequality, especially in low-income countries that may struggle to adapt to rapid technological shifts (Franck, 2025). While AI tools can improve job matching, automate resume screening, and personalize job recommendations, many young job seekers in Kenya lack awareness or access to these technologies. This technological gap limits their competitiveness in an increasingly AI-driven job market.

Furthermore, digital initiatives like the Ujasiriamali program and the Youth Jobs 2.0 framework underscore the potential of technology in enabling job creation, particularly through mobile platforms and localized digital solutions (Dalberg, n.d.; World Bank, 2024). However, for such solutions to be effective, they must be designed with an understanding of local constraints such as limited internet connectivity, digital literacy gaps, and socio-economic barriers.

Therefore, there is an urgent need for a locally tailored, AI-informed mobile platform that addresses the real-world challenges faced by young job seekers in Kenya. Such a platform should not only connect users to job opportunities but also offer personalized guidance, skill development pathways, and transparent matching systems that account for regional limitations and technological inequalities.

Chapter 2

2.1 User Research Plan

To better grasp the limitations that young job seekers face in Kenya, we tackled our user-research plan using both interviews and questionnaires. These methods allowed us to explore the users' job-searching experience, digital habits, and pain points in detail. Our target audience comprised young people aged 18-30 in Nairobi County. This group mostly included University students still pursuing their diplomas or degree programs, recent graduates, or diploma holders actively seeking employment. This age group was appropriate due to its high vulnerability to unemployment and underemployment in Kenya (World Bank Group, n.d.).

Five in-depth semi-structured interviews were conducted, set to give deeper insight into the participants' job-seeking experiences, digital habits, and the main obstacles faced by users while

using current job platforms. Semi-structured interviews tend to be operative because of their flexibility with an outline; this flexibility permits both predetermined and emergent themes to be recorded. Meanwhile, an online questionnaire through Google Forms appeared for distribution. It was mostly broadcast on WhatsApp groups and/or SMS frequented by the young generation so that a broader audience can be reached. We expected between 10 and 15 people to take part in this survey. The objective of the questionnaire was to grasp usage patterns, digital literacy levels, and common barriers to accessing employment information via the Internet.

To support our research, we prepared suitable tools. For the interviews, this meant formulating a short, handy guide with open-ended questions such as:

1. How do you currently search for jobs?
2. What challenges do you face when using job platforms or applying for jobs?
3. Are you aware of any AI tools like resume scanners or job matchers on platforms like LinkedIn?
4. What features would make a job-search app more helpful to you?

These questions were meant to foster storytelling and reflection. In contrast, the questionnaire contained questions such as:

1. How often do you use your smartphone to look for jobs?
2. Rate your familiarity with job search websites or apps (e.g., BrighterMonday).
3. What prevents you from applying to more jobs, for example, poor internet access, lack of data bundles, or low confidence?

These questions aim to generate hard data to support the interview responses.

The research plan is founded on principles of the user-centered design, stressing understanding users' real-world contexts before designing solutions (Rogers, Sharp & Preece, 2011). We hope to implement it to gather insights that will enable us to develop a relevant local mobile solution for youth in Kenya to connect with employment opportunities

2.2 Findings Summary

Research involving five interviews and fifteen questionnaire responses revealed key challenges young Nairobi job seekers face.

Unreliable Information Sources: Participants relied on informal channels like WhatsApp groups, social media, and word-of-mouth for job leads, frequently encountering scams, outdated postings, and unclear job details.

Limited AI Awareness: While some knew platforms like LinkedIn or BrighterMonday, most were unfamiliar with AI features like automated resume screening or job recommendations, disadvantaging them as employers adopt these technologies.

Platform Navigation Issues: Despite daily smartphone use, many found formal job platforms confusing or intimidating, with concerns about privacy, data costs, and hidden fees preventing engagement.

Connectivity Barriers: High data costs, limited Wi-Fi access, and poor network coverage (especially in informal settlements) made consistent online job searching difficult, leading some to prefer hand-delivering printed CVs.

Demand for Local Solutions: Participants wanted a mobile platform offering verified job opportunities, CV/interview guidance, regional filters, and content in Kiswahili or local languages for broader accessibility.

These insights highlight the importance of creating a user-friendly, low-data, and culturally relevant job-search solution that not only opens doors to opportunities but also supports young users throughout their job-hunting journey.

Chapter 3

3.1 Defined User Personas

User Persona 1: Brian Otieno

Brian is a self-taught plumber who struggles to find consistent work through unstructured sources like referrals and WhatsApp groups. He owns a basic Android phone with limited storage, making it hard to use multiple apps. His main challenges are unreliable job leads, scams, and delayed client responses that waste time and reduce income. He needs a lightweight, trustworthy platform that simplifies job discovery and protects him from fraud.

User Persona 2: Wanjiku Muthoni

Wanjiku runs a small salon and relies on walk-ins and Facebook groups for clients, with little success online. She uses an Infinix smartphone but finds digital outreach unpredictable. Her goal is to increase her local client base and secure more stable, nearby job opportunities. A mobile app connecting her to verified customers would help grow her business and reduce reliance on chance.

3.2 Scenarios

Scenario 1: Brian

Brian opens the "Local Job Finder" app and sees a job posted by an individual in an apartment complex right next to his needing help in fixing his shower. He taps "Apply," sees the pay, and once the poster accepts the request, Brian messages him via the app. After completing the task, he receives an in-app review and earns credit for future jobs.

Scenario 2: Wanjiku

Wanjiku uses the app to create a short profile and lists her services. Within a day, she gets a request from someone nearby for braiding. They chat within the app, agree on a price, and the client pays after service. She receives a good rating, improving her profile visibility.

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