

Empowering Nigerian Students: A Career **Guidance App** Without structured guidance, students often make

decisions based on limited information, which affects their academic success, future career fulfillment, and overall societal contribution.



have access to comprehensive career guidance resources, such as counseling services, career fairs, or job shadowing programs.



Students often make career choices that do not align with their personal interests, skills,

and lifestyle preferences, leading to job dissatisfaction and poor career outcomes.

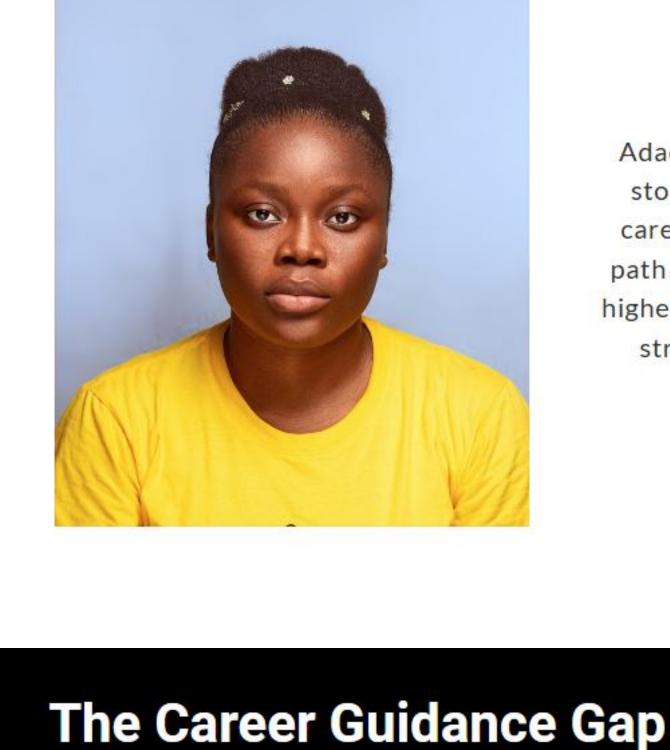
Addressing the lack of accessible and tailored career guidance resources is crucial to

empower Nigerian high school students to make well-informed decisions about their



Nigerian high school students have limited exposure to the diverse range of career paths and occupations available, which restricts their ability to make informed decisions about their future.

professional futures, aligning with their unique interests, skills, and lifestyle preferences.



path that doesn't fully utilize her skills or align with her goals. She wants to pursue higher education but lacks clarity about what career path best fits her interests and strengths. Access to a career guidance app tailored to her unique needs could empower her to make informed decisions.

Make It Personal

Adaoluwa is a 17-year-old student from Ibadan, Nigeria, who is passionate about

storytelling and technology. However, she feels overwhelmed by the numerous

career options available to her, and without proper guidance, she might choose a

completing secondary school.

necessary tools and information.

Uninformed Career Choices Without access to career guidance resources, the majority of students are left to make important decisions about their future careers without the

Lack of Formal Career Guidance

do not receive any formal career guidance before

Approximately 60% of Nigerian high school students

Employment Mismatch

Field of Study

Engineering

and missed opportunities.

Missed Opportunities

Barriers to Success The lack of career guidance can hinder students' ability to make well-informed decisions, ultimately affecting their chances of finding fulfilling and successful careers.

The absence of career guidance deprives students of

the chance to explore their interests, strengths, and

potential career paths, leading to suboptimal choices

Percentage Employed in Unrelated Fields

35%

	Business Administration	52%	
Impact of Informed Career Choices			

Percentage of individuals reporting satisfaction in their career paths

85% Students with early career guidance The Ideal Solution Designer

Empathetic

50%

Students without early

career guidance

Individuals who changed careers Data-Driven Deeply understands the diverse needs Relies on thorough research, user

75%

65%

Individuals who remained in

their initial career path

that address their pain points and and user needs. challenges.

EdTech Experience Possesses extensive knowledge and

Visionary

experience in the field of educational technology, with a deep understanding of the unique requirements and constraints of the industry.

Able to envision and articulate the

solutions, anticipating emerging trends

future of educational technology

Collaborative Works closely with cross-functional teams, including educators, developers,

and iterate on solutions.

2030

Integrate career

mandatory subject in

school curriculum.

the national secondary

guidance as a

and subject matter experts, to co-create

and perspectives of educators, learners,

and stakeholders, and designs solutions

adaptable to diverse cultural contexts, ensuring equitable access and engagement for all learners.

insights, and data analysis to inform

design decisions and ensure the

effectiveness of the solutions.

Culturally Sensitive

Designs solutions that are inclusive and

career guidance in secondary schools across Nigeria.

2040

Achieve 50% coverage

of students receiving

20-Year Goal

2024

Establish a national task

comprehensive career

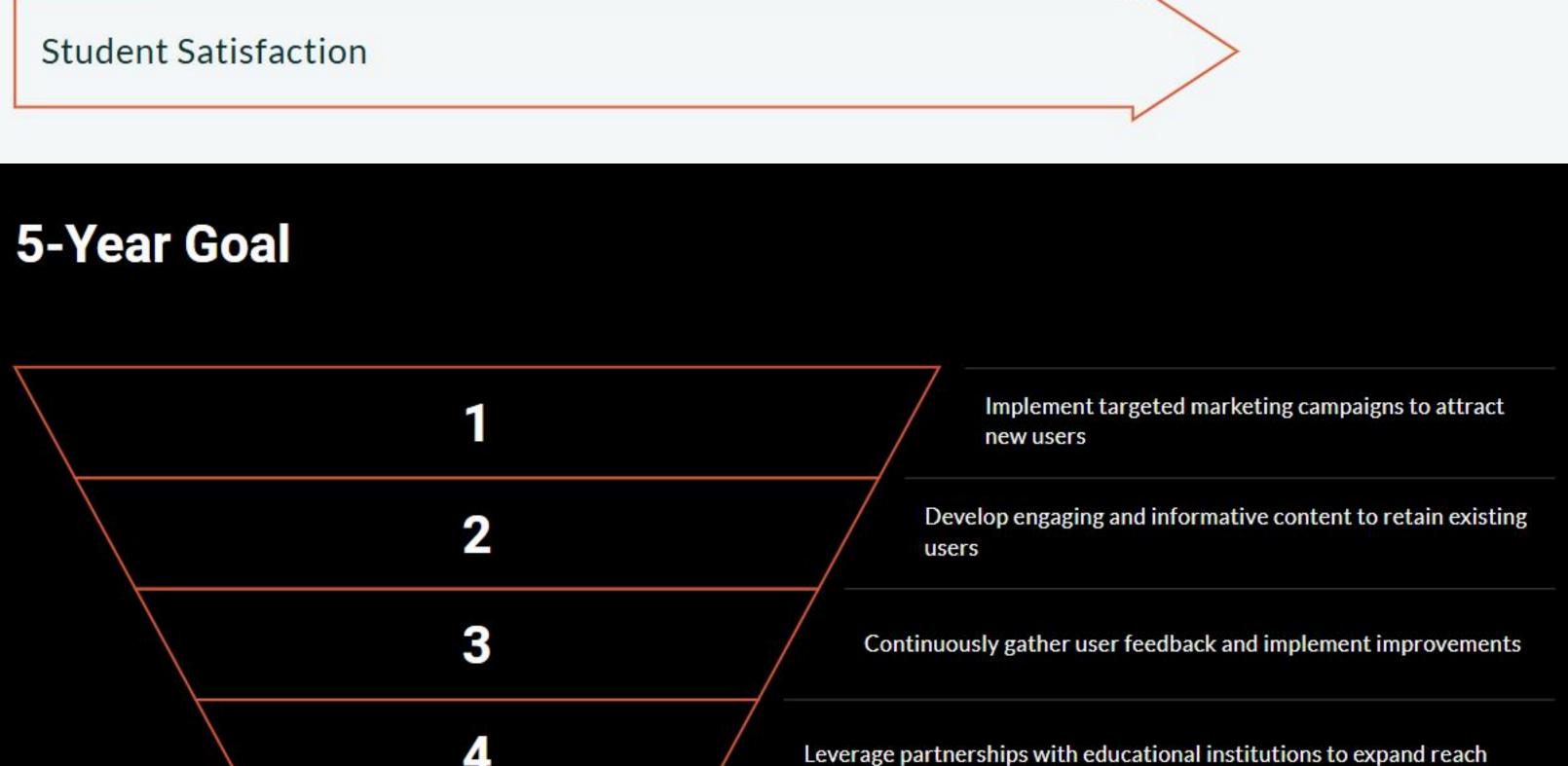
guidance curriculum for

force to develop a

secondary schools.



Career Guidance Resources



1-Year Goal

Define the Prototype

Identify and recruit 200 students from 5 different

6

Conduct thorough testing of

Test and Gather

Feedback

Carefully analyze the feedback

Analyze and

Incorporate Feedback

the prototype app with the received from the testing 200 student participants, phase and implement enhancements to the app's gathering detailed feedback on usability and effectiveness based on the student input.

Implement data-driven strategies to drive user growth and engagement

Maintain high levels of user satisfaction and positive feedback

Develop a fully functional prototype of the career

> guidance app, including core features such as assessments, career exploration, and for the app. personalized recommendations.

schools to participate in the testing and feedback process

Recruit Test

Participants

usability, effectiveness, and areas for improvement.