



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.

Problem Statement



Limited Access to Career Guidance
Many high school students in Nigeria do not have access to comprehensive career guidance resources, such as counseling services, career fairs, or job shadowing programs.



Mismatch Between Interests and Careers
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.



Lack of Exposure to Career Options
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.

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



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 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.

The Career Guidance Gap

- Lack of Formal Career Guidance**
Approximately 60% of Nigerian high school students do not receive any formal career guidance before completing secondary school.
- 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 necessary tools and information.
- Missed Opportunities**
The absence of career guidance deprives students of the chance to explore their interests, strengths, and potential career paths, leading to suboptimal choices and 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.

Employment Mismatch

Field of Study	Percentage Employed in Unrelated Fields
Engineering	35%
Business Administration	52%

Impact of Informed Career Choices

Percentage of individuals reporting satisfaction in their career paths



The Ideal Solution Designer

Visionary

Able to envision and articulate the future of educational technology solutions, anticipating emerging trends and user needs.

Empathetic

Deeply understands the diverse needs and perspectives of educators, learners, and stakeholders, and designs solutions that address their pain points and challenges.

Data-Driven

Relies on thorough research, user insights, and data analysis to inform design decisions and ensure the effectiveness of the solutions.

EdTech Experience

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

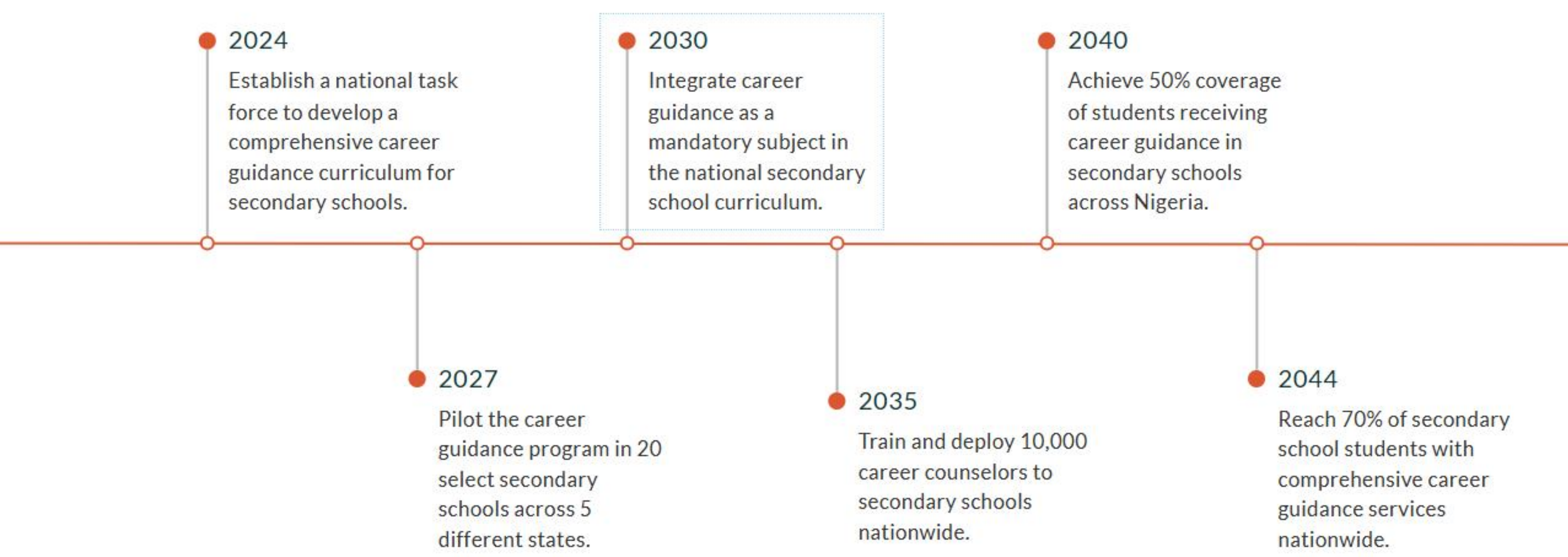
Collaborative

Works closely with cross-functional teams, including educators, developers, and subject matter experts, to co-create and iterate on solutions.

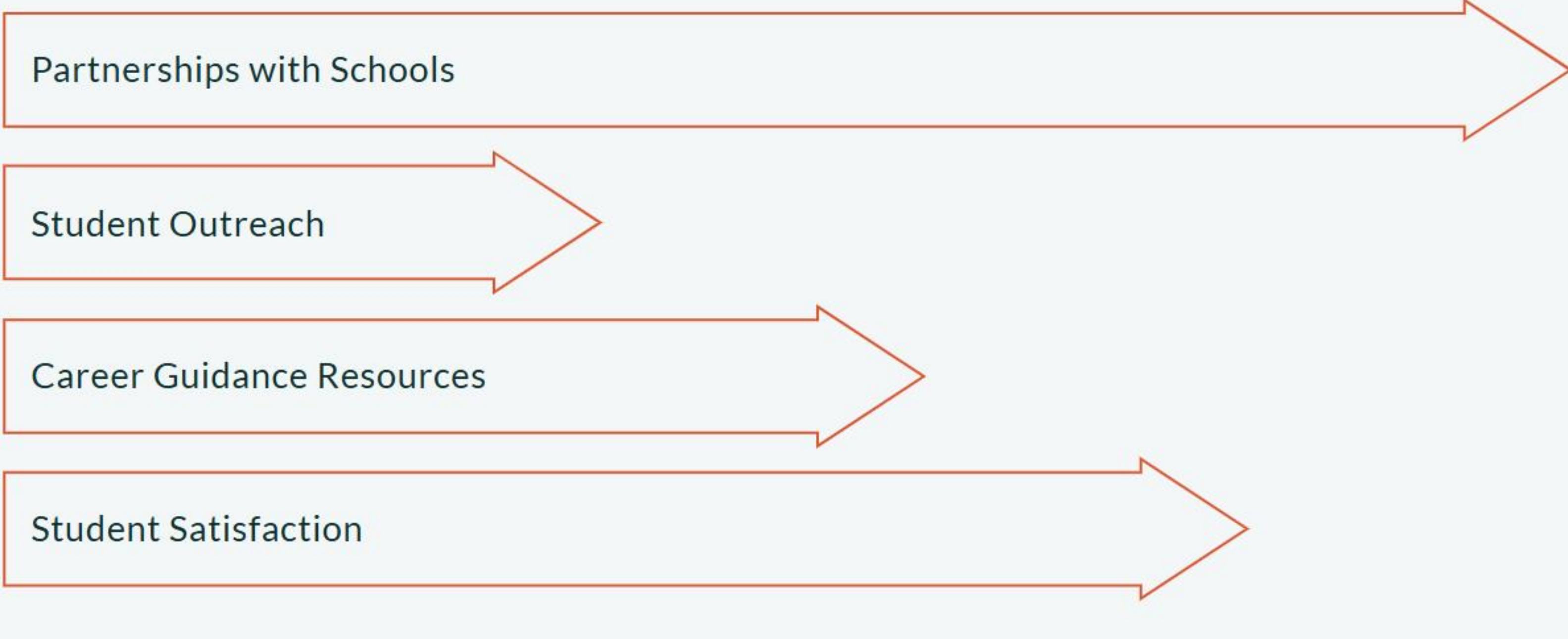
Culturally Sensitive

Designs solutions that are inclusive and adaptable to diverse cultural contexts, ensuring equitable access and engagement for all learners.

20-Year Goal



10-Year Goal



5-Year Goal



1-Year Goal

