Transforming Youth Employment: Tackling South Africa's Unemployment Crisis with Gamification

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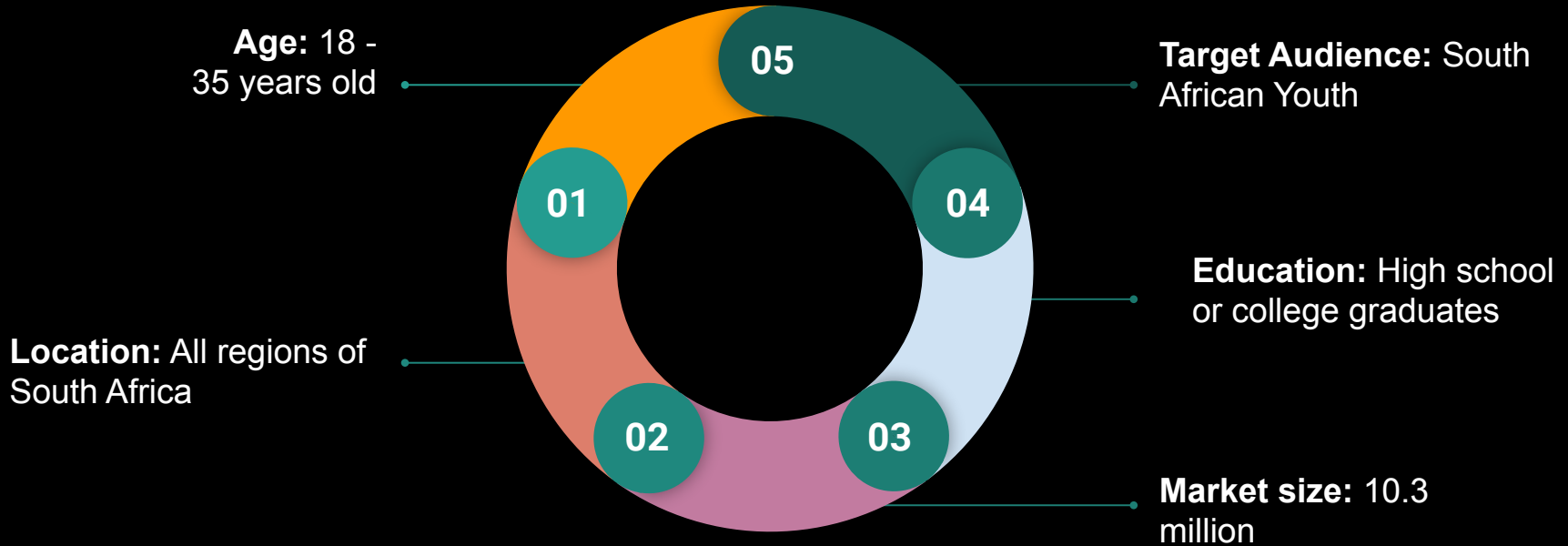# Our Chosen GCGO: Job Creation

Problem: Youth Unemployment in South Africa

Why??

"The youth are not just the leaders of tomorrow; they are the drivers of innovation and progress today. Let's create jobs that harness their potential and shape a brighter future."
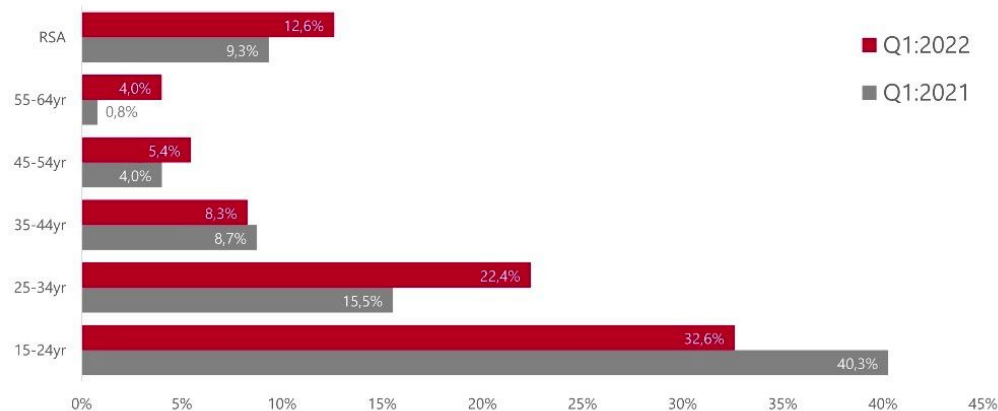
User: Affected person/group

Age: 18 - 35 years old

Target Audience: South African Youth

Location: All regions of South Africa

Education: High school or college graduates

Market size: 10.3 million

05

01

04

02

03

Data visualization 1.

Although the graduate unemployment rate remains low in South Africa compared to those of other educational levels, *unemployment among the youth continues to be a burden irrespective of educational level.*
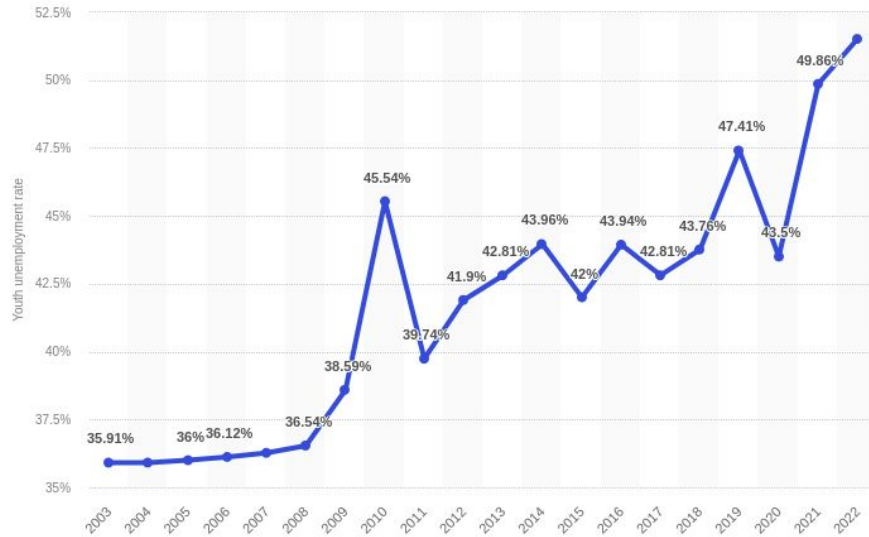
Graduate unemployment rate, 2021 and 2022

Age group	Q1:2022	Q1:2021
RSA	12,6%	9,3%
55-64yr	4,0%	0,8%
45-54yr	5,4%	4,0%
35-44yr	8,3%	8,7%
25-34yr	22,4%	15,5%
15-24yr	32,6%	40,3%

stats sa
Department:
Statistics South Africa
REPUBLIC OF SOUTH AFRICA

Source: QLFS Q1: 2022

NDP

South African youth unemployment continues to rise regardless of their education levels
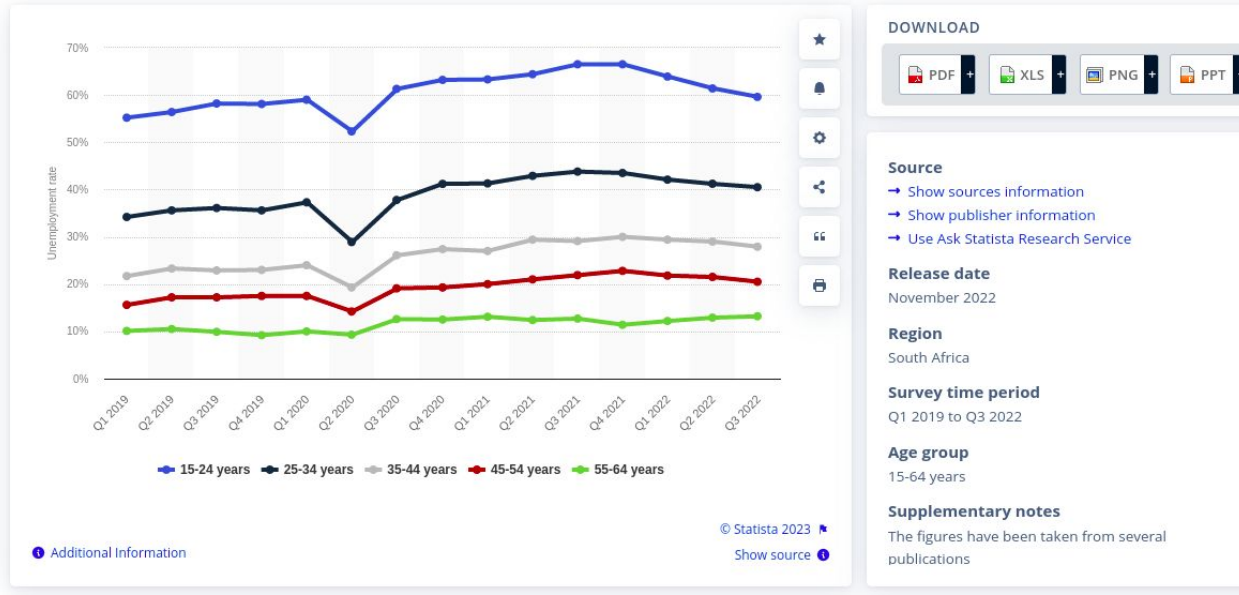
Data visualization 2.

There has been an exponential growth of youth unemployment from 2003 - 2022 in South Africa

Data visualization 3.

Unemployment rate in South Africa from Q1 2019 to Q3 2022, by age group

Higher unemployment rate of people aged 15 - 35 years

Proposed solution

Build an app that gamifies the job search process and incentivizes users to complete the challenges such as updating their cv, networking and applying for jobs

Why this solution??

Job searching can be a daunting and discouraging process, especially for young people facing unemployment. Gamification techniques such as rewards, challenges, and progress tracking help to increase motivation and maintain engagement throughout the job search journey.

Why is the solution likely to be effective?

Gamified job search app has the potential to create a more engaging, motivating, and personalized experience, helping them develop essential skills, stay focused, and increase their chances of successfully finding employment.

How it works:

Job Search

email
ohmygud@gmail.com

password
your password

Login

Forgot password?
Privacy
Sign Up

Profile

Name
Oh

Surname
Gud

Age
37

Gender
Male

New Posts | Filter

Olive Software
Software Engineering
Entry level
No experience
Apply

Logan Inc.
Accountant
Senior level
10 years experience
Apply

Company

Company Name
Olive Software

Position
Software Engineer

Experience
No experience

Education
High School diploma

Application

Full Name
Oh My Gud

Age
37

Residential Address
143 Roadside, Johannesburg

Gmail
ohmygud@gmail.com

Job Status

Olive Software
Software Engineering
Entry level
No experience
Pending

Logan Inc.
Accountant
Senior level
10 years experience
Open

Pain points

Users desire a gamified approach to the job search process that makes it engaging and enjoyable.

Users find it overwhelming to navigate through numerous job listings and identify the most relevant positions.

Users want access to networking opportunities, mentorship, and connections with industry professionals.

Recommendations:

The importance of human interaction and personalized guidance in addition to technology-driven features.

If your proposed solution received funding from your employer

Expand app features and reach

With funding, we can enhance the app's features such as adding more gamified challenges, improving user interface and experience, and expanding the user base.

Provide resources and support

Funding will also allow us to provide resources and support for young job seekers, such as cv templates, interview tips and career counseling services further improving their job search outcomes

Develop partnership with employers

Develop partnership with employers

By partnering up with employers, we can provide exclusive job opportunities, internship programs, and mentorship for app users increasing their chances of finding employment

Thank You