

EmpowerX UX Map

Describe your idea with one concise sentence:

EmpowerX is an accelerated learning program through which the youth can learn skills of the future to find better jobs as freelancers and connect to online job marketplace and/or get enabled enough to launch their own businesses.

Draw and describe the ideal user:



Name: Nelly

Age: 24

Level of education:
Degree holder

Describe what is happening

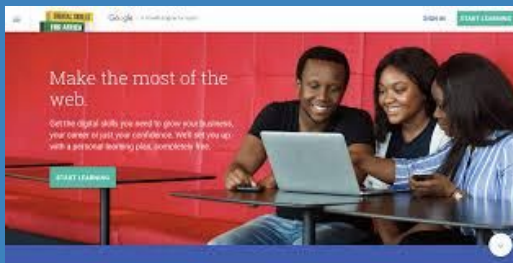
Nelly is frustrated – She is a single mum, and jobless. However, she blogs once in a while and spends a lot of time on social media and online looking for job opportunities.

STAGE 1# ADVERTISEMENT



Nelly sees an advertisement online about EmpowerX training for online jobs and applies to go through it.

STAGE 2# ENLIGHTENMENT



She applies and enrolls in the program. She gets equipped with digital, soft and business skills to take up online jobs

STAGE 3# CERTIFICATION



She then graduates and is certified by EmpowerX.

STAGE 4# STARTS WORKING ONLINE



She starts doing online jobs and marketing herself well, after being equipped through EmpowerX.

STAGE 5# MENTORSHIP



She gets mentored by experienced online gurus to become more effective.

STAGE 6# WORKING ONLINE, HAPPY MONEY



She becomes effective and starts making money, managing her own time, working from anywhere and having more time for leisure and family, among other things.