



Amara Hub User Experience Map

Short-term

- Empathy mapping to get a pulse of constraints in the community.
- Translating field insights into opportunities for change.
- Narrowing the broad set of opportunities into a well-framed opportunity.

Medium-term

- Continuously testing, iterating, and refining in order to deliver sustainable and long-term impact.
- The skills we impart are need-based and include digital and financial literacy, craft and textile design, and health.

Long-term

- Increase in 30% of earned household income in Kole District.
- Over 1000 households reporting attributing their improved livelihoods to transformative skills gained from Amara Hub.

TODAY



GOAL