I want TOBE

a course to open kids' minds to career opportunities

The Design Process

by
ToBe Worldwide, Ghana
C.Note Design, Amsterdam

The design process
(how we did it)

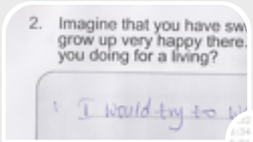
2008 — The idea

We ran a project with the kids to design their own businesses. We saw that kids' dreams were fairly limited. And that religion & family have a large influence on shaping children's worlds

So we set out to encourage the kids to dream, explore & learn about themselves to see what they could become. And the idea was born to create a course to start them on a journey of self-discovery to be...

"I want to be a rockstar"
(working title)

2009 — Explore & envision



Questionnaires

Remote & live chat sessions kids

Teacher interviews

Focus groups with parents & teachers

Research existing career tools

Brainstorm ideas

2010 — Design & create

Develop course flows

Sketch course concepts

Interaction Design

Find build partner

Visual Design

Front-end production

Refine design & content

In partnership with Logica

Build & test

2011 — Go live !

Populate eLibrary content

Train the teachers

Launch Pilot test with the kids

Tweak & refine

Go Live!

The idea

2008

A course to help children reach their full potential by exposing future opportunities. Not all children want or can become a doctor or lawyer. Expanding their world to all the different career opportunities in their communities contributes to a better future, one in which they can make a difference.

4 factors influenced the creative process

The context

Ghana is really different from Western countries : church, family and economics all play outsized roles in a kid's upbringing. We wanted to understand how to encourage kids to dream – but to do that, we needed to understand the universe they live in. What matters to them? How is it shaped?

Keeping it local

Kids should discover and explore opportunities in THEIR communities, not generic businesses in far away lands. So we design the application so the kids fill the careers database themselves, using their own interviews and visits to local companies, all of whom are only too happy to participate in an endeavour to build community.

No budget

The course and application was designed by a small team of dedicated volunteers squeezed in between paid work. Building the application was done by a rotating group of IT consultants, all of which created extra challenges

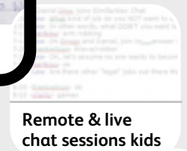
Need for scalability

We designed 'I Want To Be' with the idea that we could create a "white label" version that could be used around the globe. This is still a dream – but the elements are there to make it happen.

Explore & envision

2009

Questionnaires



Remote & live chat sessions kids

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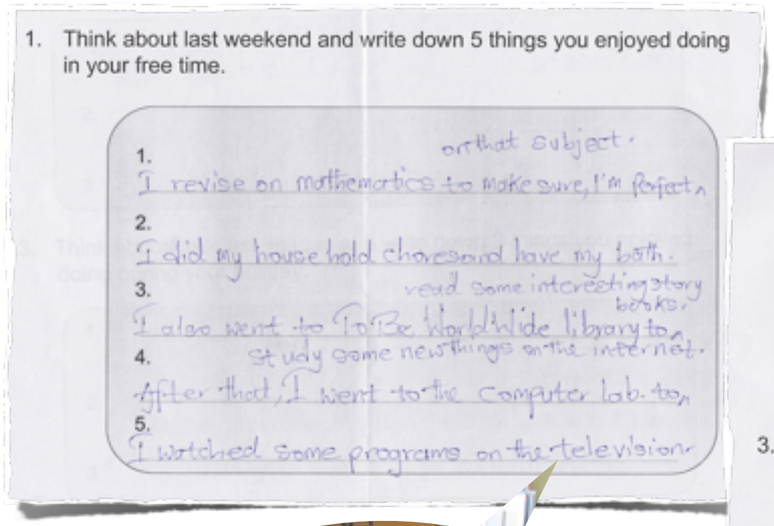
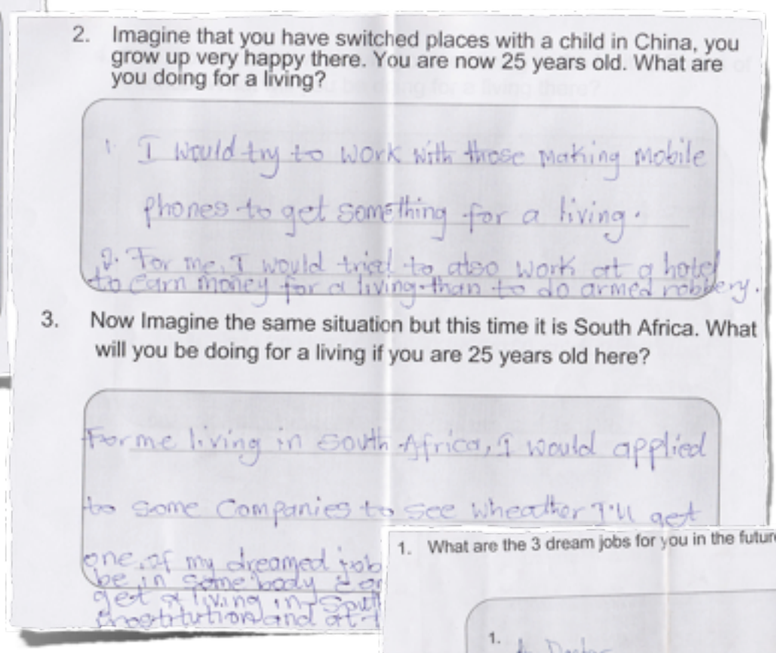
Kids in Ghana answering questionnaires about their dreams and interests



1. Think about last weekend and write down 5 things you enjoyed doing in your free time.

1. orthat subject.
I revise on mathematics to make sure, I'm Perfect.
2. I did my household chores and have my bath.
3. read some interesting story books.
I also went to ToBe WorldWide library to
4. study some new things on the internet.
After that, I went to the computer lab. to
5. I watched some programs on the television.

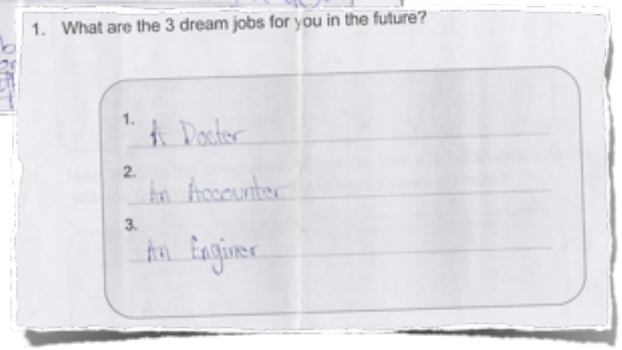


2. Imagine that you have switched places with a child in China, you grow up very happy there. You are now 25 years old. What are you doing for a living?

1. I would try to work with those making mobile phones to get something for a living.
2. For me, I would trial to also work at a hotel to earn money for a living than to do armed robbery.

3. Now Imagine the same situation but this time it is South Africa. What will you be doing for a living if you are 25 years old here?

For me living in South Africa, I would applied to some Companies to see wheather I'll get one. of my dreamed job be in some body a or get a living in South prostitution and ar

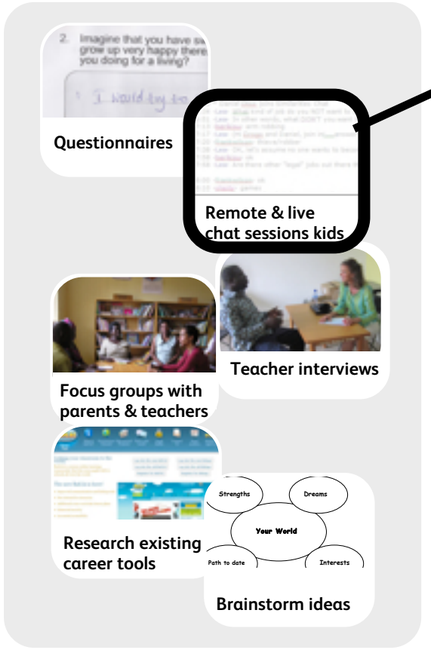


1. What are the 3 dream jobs for you in the future?

1. A Doctor
2. An Accounter
3. An Engineer

Explore & envision

2009



Remote chat sessions with kids in Ghana

Cnote team members in Amsterdam talk with kids in Ghana about what they DO and DON'T want to be....

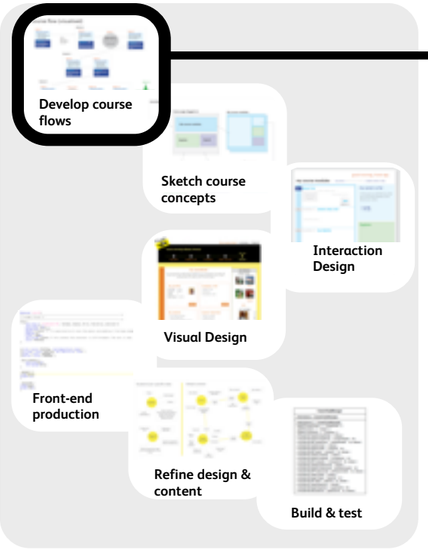
6:32 * Daniel Otoo joins Similarities Chat
6:34 <Lea> What kind of job do you NOT want to do?
6:51 <Lea> In other words, what DON'T you want to be?
7:13 <berikisu> arm robbing
7:17 <Lea> (Hi Drogo and Daniel, join in!....answer the above question)
7:20 <frankwilson> thieve/robber
7:38 <Lea> OK, let's assume no one wants to become a robber!!
7:58 <berikisu> ok
7:58 <Lea> Are there other "legal" jobs out there that you just would nOT want to

8:00 <frankwilson> ok
8:10 <olasty> games
8:28 <Lea> Emmanuel, what do you mean by games?
8:38 <Daniel Otoo> A trockpusher
9:02 <berikisu> yes tax collecter
9:18 <drogon baba> I want to be
9:24 <Lea> Hi Daniel, anything else you wouldn't want to be
9:30 <frankwilson> yes selling..drugs
0:00 <Lea> anything else any of you wouldn't want to be?
0:44 <berikisu> yes selling cocaine

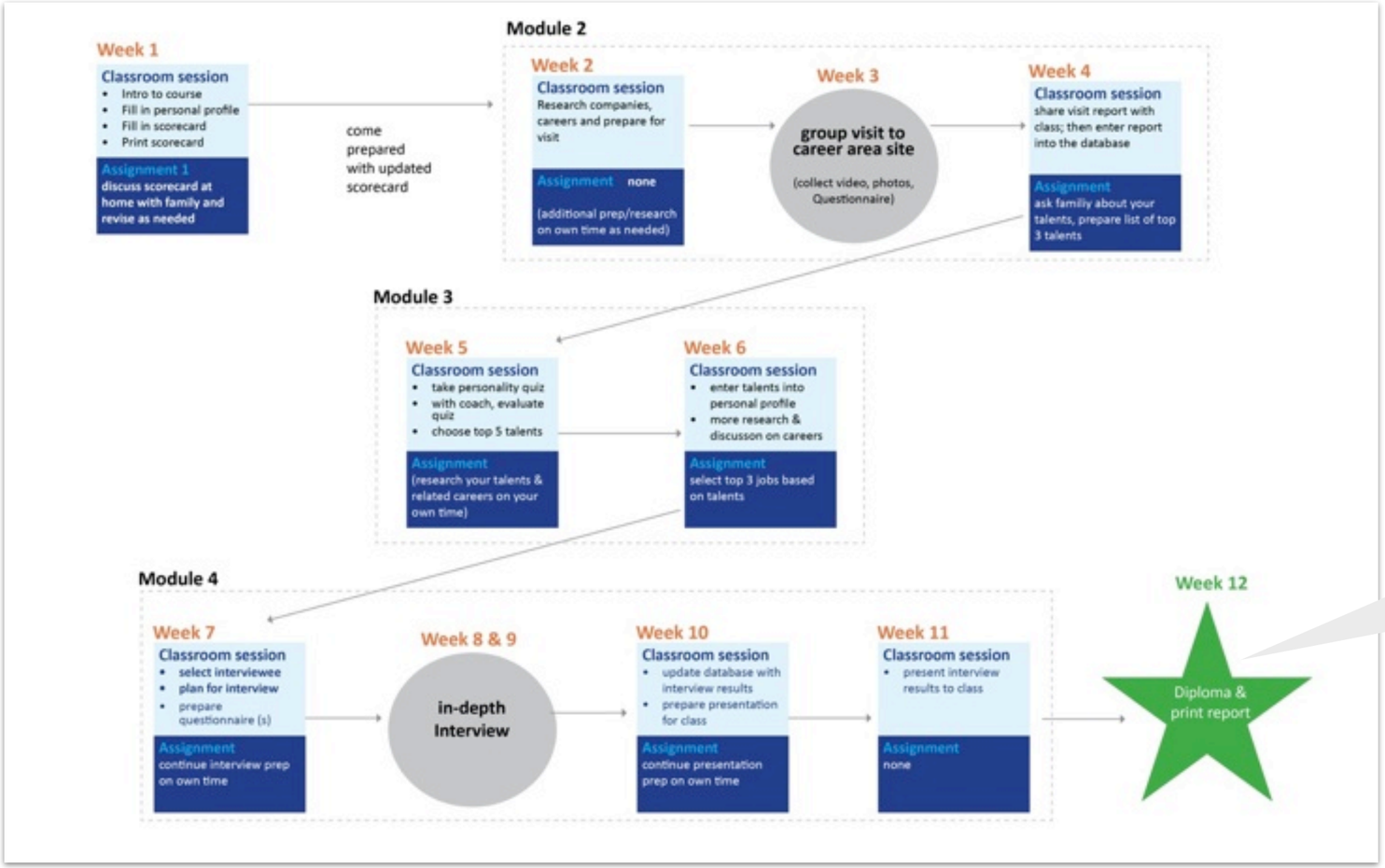
Kids' answer the question "what wouldn't you want to be" with "selling drugs" or "bank robber" — suggesting that their view on careers is fairly limited.

Design & create

2010



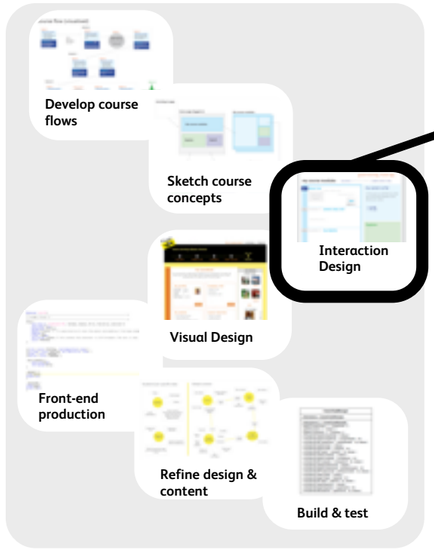
Course flow design includes in-class sessions, site visits to potential career areas (e.g architect offices, hospitals), and a diploma!



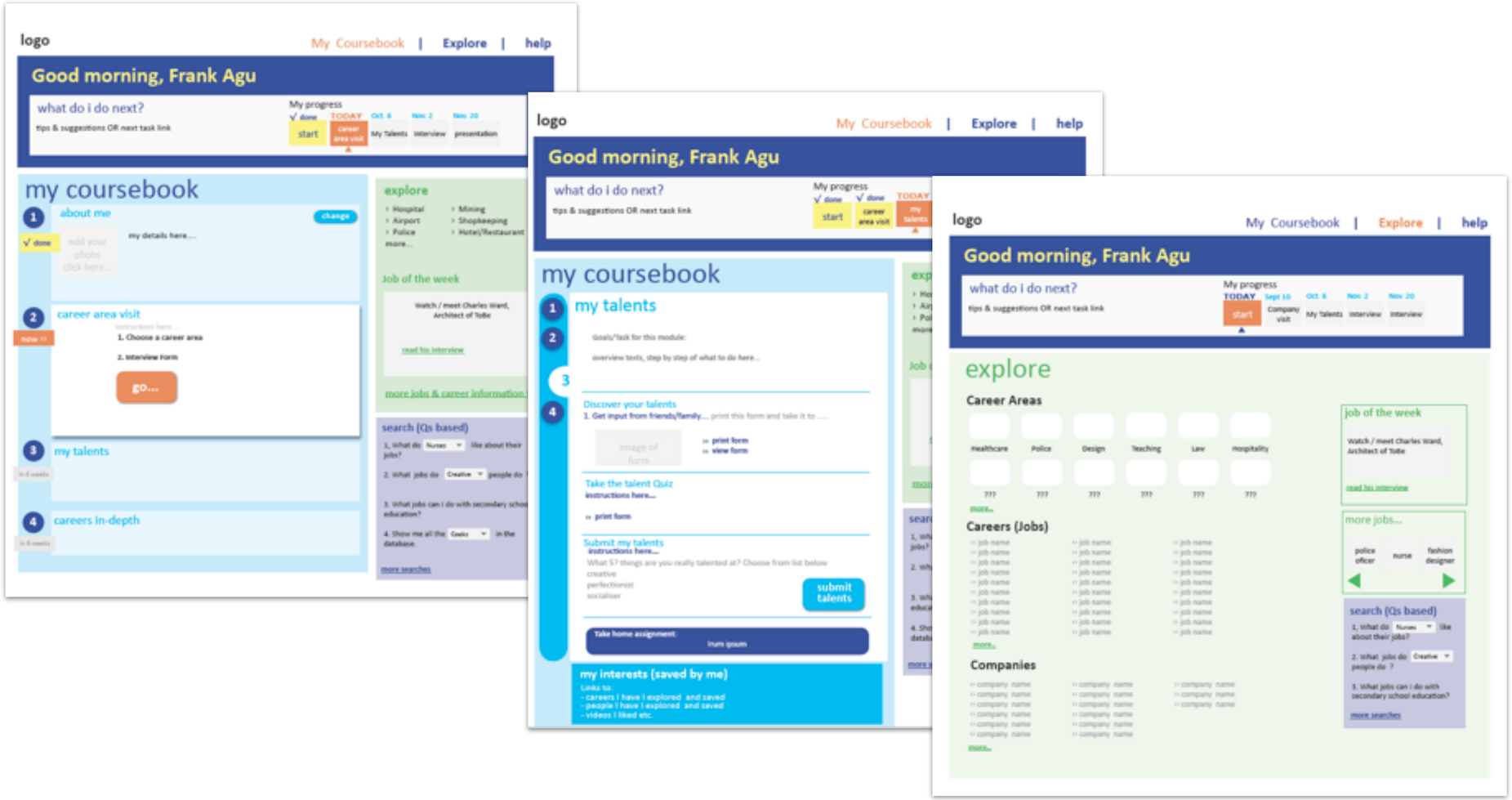
Giving kids a physical diploma means they can share it with their family and church

Design & create

2010

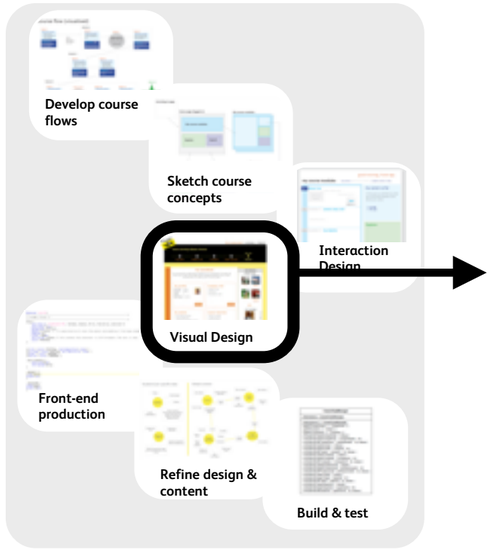


Course concept was to connect online experience with offline experience, using a notebook and library metaphor

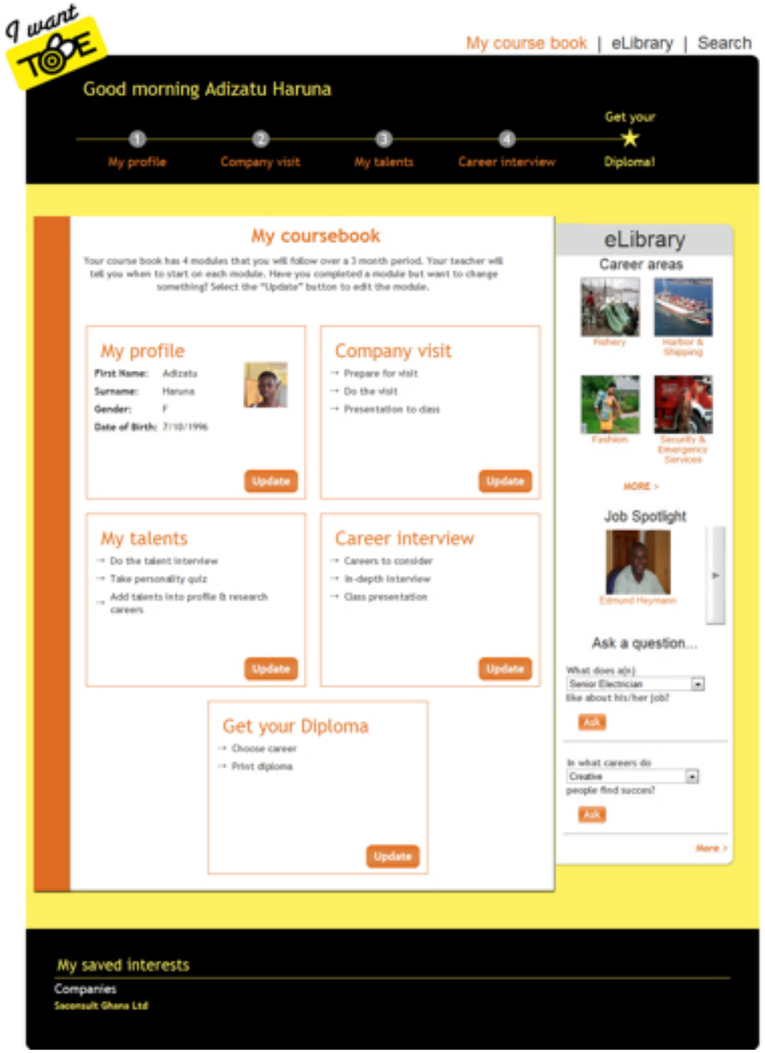


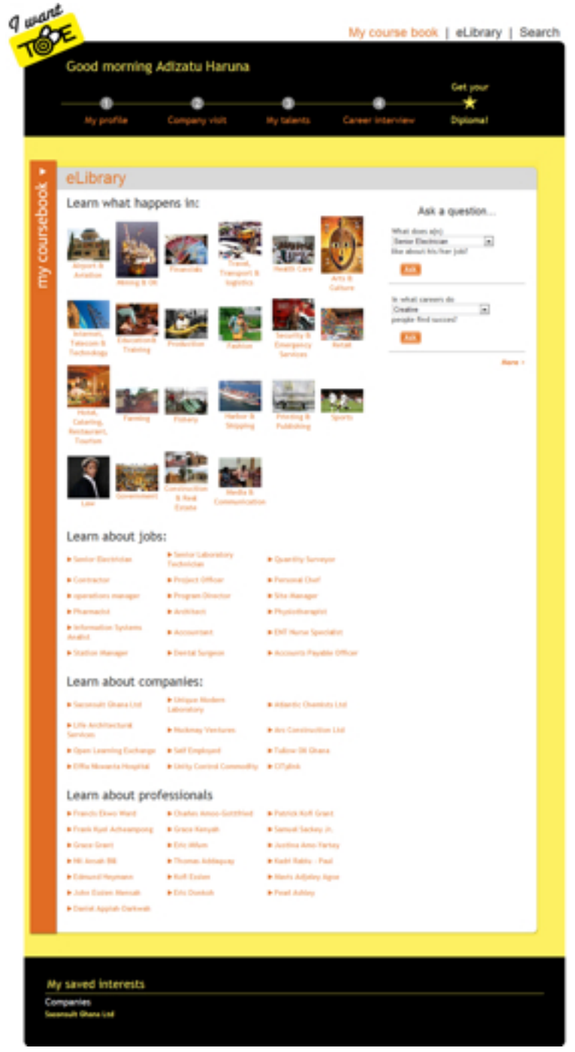
Design & create

2010



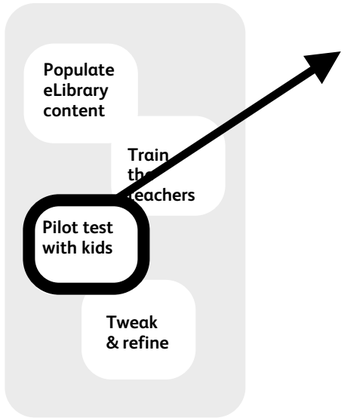
Visual Design uses bright colors, friendly text to appeal to kids





Go live!

2011



Pilot test with kids

In the classroom

The career visit

The interview

Preparing the reports (in the classroom)

In the classroom

The diploma

Keep going...

2012+

Raise awareness and funds (win awards)

Tweak & improve designs

Make more rockstars!