Showcase Khayelitsha

Team Nyano

Agenda

1. Background, Situation of Concern and Problem Definition

2. Prototyping & Testing

3. The Solution

4. Poster

5. Team Reflection

1.1 Introduction

Context (Background)

1. Khayelitsha is a Xhosa word meaning 'New Home'

2. Township of nearly half a million people (2011 census)

3. Traces roots to apartheid group areas act (1957 – 1983)

4. Living conditions not favourable for majority of population

5. Only 9 computer equipped centres to service this many people

6. Computer Skills (Digital Literacy) is low at 9.1 % (2011 census)

Whizz ICT

Established in 2008 by Mr Thembinkosi. Objectives are to:

I. Improve Digital Literacy

II. Offer ICT services of benefit to Khayelitsha

III. Better perception and thereby improve living conditions.

With a mission to empower the community with technical skills & resources, Whizz ICT:

a. Runs computer end-user literacy courses (smartphones; office tools like MS Word, Excel, PowerPoint etc.)

b. Provides affordable internet access

c. Helps with CV's, business cards, quotations, job applications etc.

Who is involved?

The Project Details

GENERAL PROJECT INFORMATION	
Project Name:	Showcase Khayelitsha
Project Sponsor:	Mr. Tembinkosi Qondela, Director - Whizz ICT Centre (Site C – Khayelitsha, Cape Town)
Project Manager:	Team Nyano
Email Address:	inf3011f_nyano-group@myuct.ac.za
Phone Number:	+27 (0)73 159 3438
Team Nyano Members:	Wandile Dhlamini – DHLWAN001, Riyaadh Abrahams – ABRRIY002, Qasif Isaacs – ISCABD011 & Abongile Pandle – PNDABO002
Expected Start Date:	19 Feb.19
Expected Completion Date:	03 May.19
Estimated Costs:	R1200 (Travel & Other Incidental Costs)

The Stakeholders

STAKEHOLDER: ROLES and DETAILS			
Role	**Name**	**Organisation/Position**	**Contact Info**
Sponsor	Tembinkosi Qondela (Mr.)	Whizz IT - Director	tqondela@gmail.com
Users (customers)	Khayelitsha Community (People, businesses, organisations etc.)	Khayelitsha, Cape Town, 7784	via Mr. Qondela
Project Managers	Team Nyano	UCT – Student	inf3011f_nyano-group@myuct.ac.za
Team Mentor	Dillon Woodman (Mr.)	UCT – IS Dept. Course Tutor	dillon.woodman@uct.ac.za
Communities Liaison	Barbara Schmid (Ms.)	UCT – Knowledge Co-op	barbara.schmid@uct.ac.za
Project Reviewer	Gwamaka Mwalemba (Mr.) Ulrike Rivett (Prof)	UCT – Dept. of Information Systems	gt.mwalemba@uct.ac.za ulrike.rivett@uct.ac.za

1.2 Situation of Concern & Problem Definition

**The Crux:** Too much negative exposure (by mainstream media) hindering the thriving good.

Internal

1. Lack of advanced technical skills
   * Internet Tools
   * Social Media (Leveraging)
   * Advertising

2. Limited funds for upskilling
   * Unaware of free solutions as alternatives
   * Lack of investment into community

3. Lack of morale (as perceived by us). We noticed:
   * Our mere presence, being 'new faces', that day improved the mood
   * A lurking hopelessness from succumbing to living conditions

External

I. Problem of negative perception by outside world scares away potential visitors
   * Tourists who would've contributed to the local economy
   * Potential investors

II. The Lack of infrastructure contributes to the severe lack of digital literacy which is partly caused by poor investment into the community

III. The overall perceived image is hurting businesses, organisations and other events thriving in Khayelitsha.

The problem

Good

Bad

Khayelitsha

Khayelitsha

Sees only

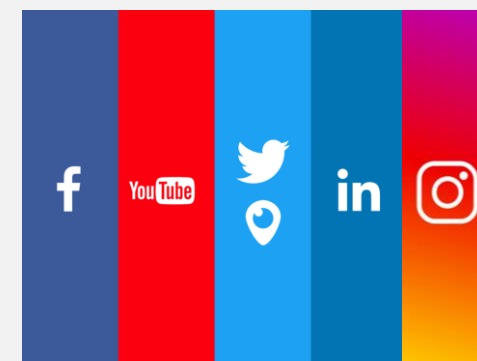World

Mainstream media

Showcase Khayelitsha
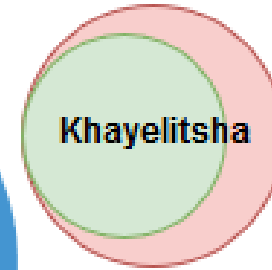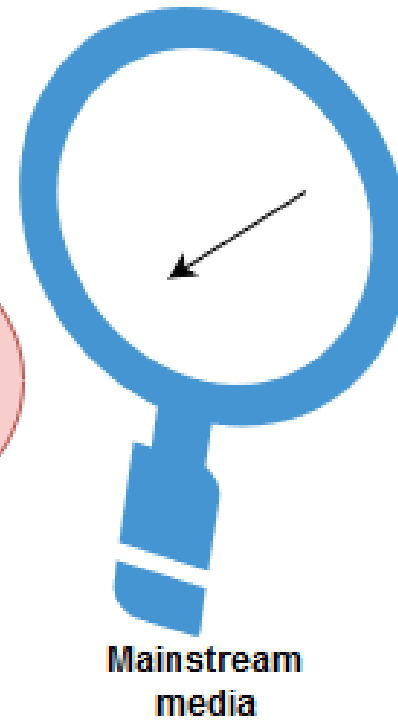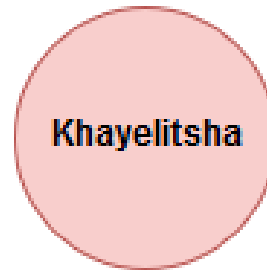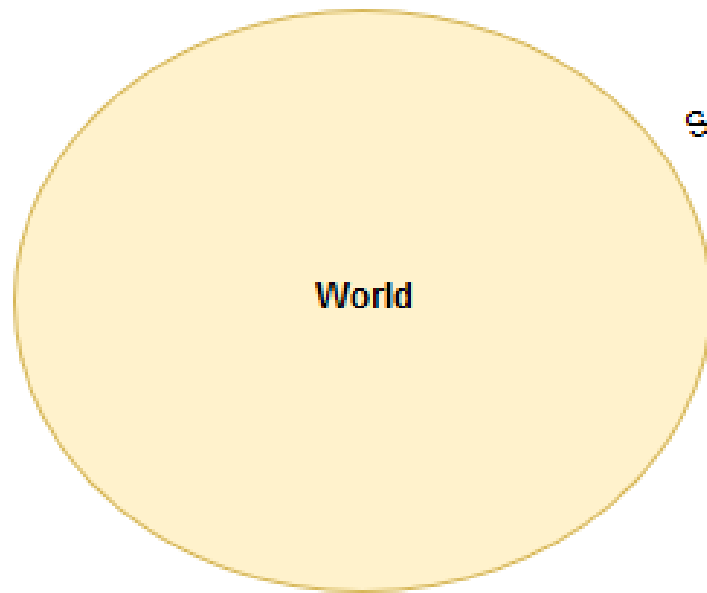
2.   Prototyping & Testing

Social Media Strategy

Social media platforms supplementing Showcase Khayelitsha website.

Each social media platform providing a unique form of media:

- Facebook – Media content

- Instagram – Photographic content

- YouTube – Video content

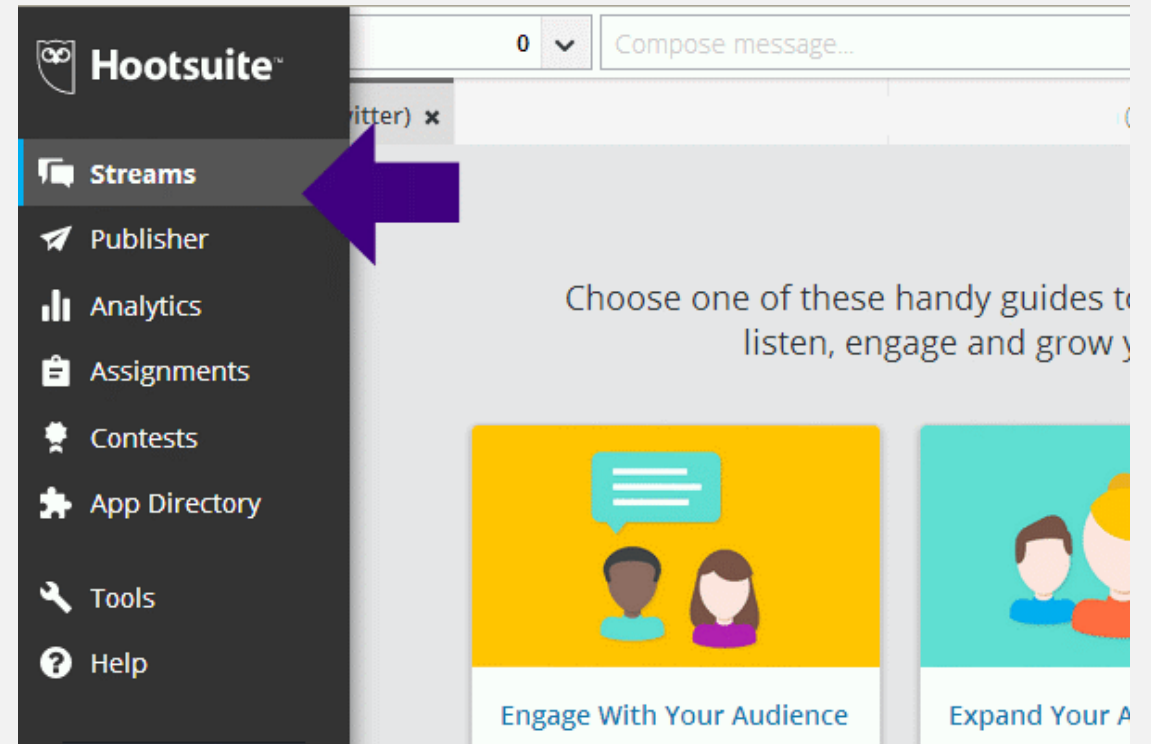- Twitter – Live updates

- LinkedIn – Career networking

2. Prototyping & Testing

Hootsuite Exhibit

Hootsuite is a social media solution for business, it affords the power to:

- Monitor multiple platforms in one place

- Cross posting across platforms

- Get reports on platform activity via email
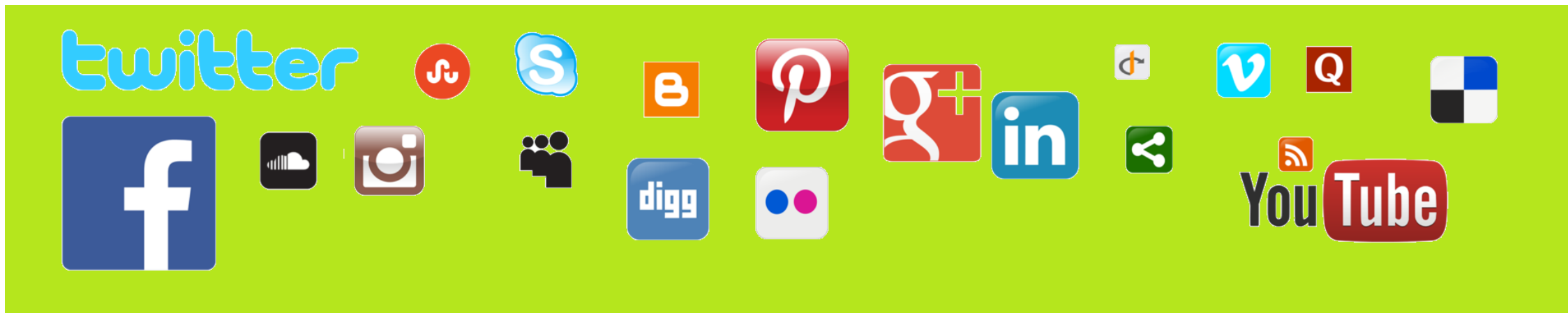
2. Prototyping & Testing

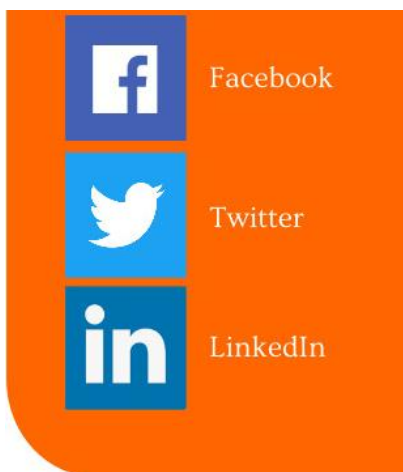## Hootsuite Reports

Reports would be very important for finding out:

- Number of clicks per day

- Geographical information on people clicking
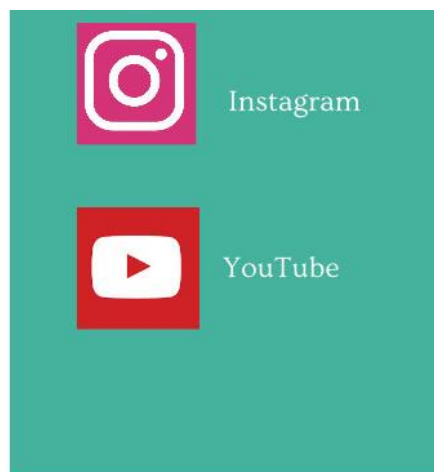
- Top referees
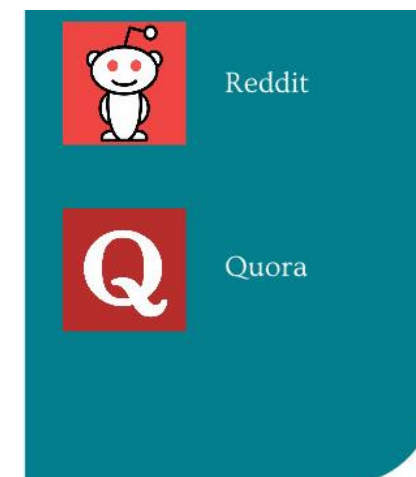
- Most popular links
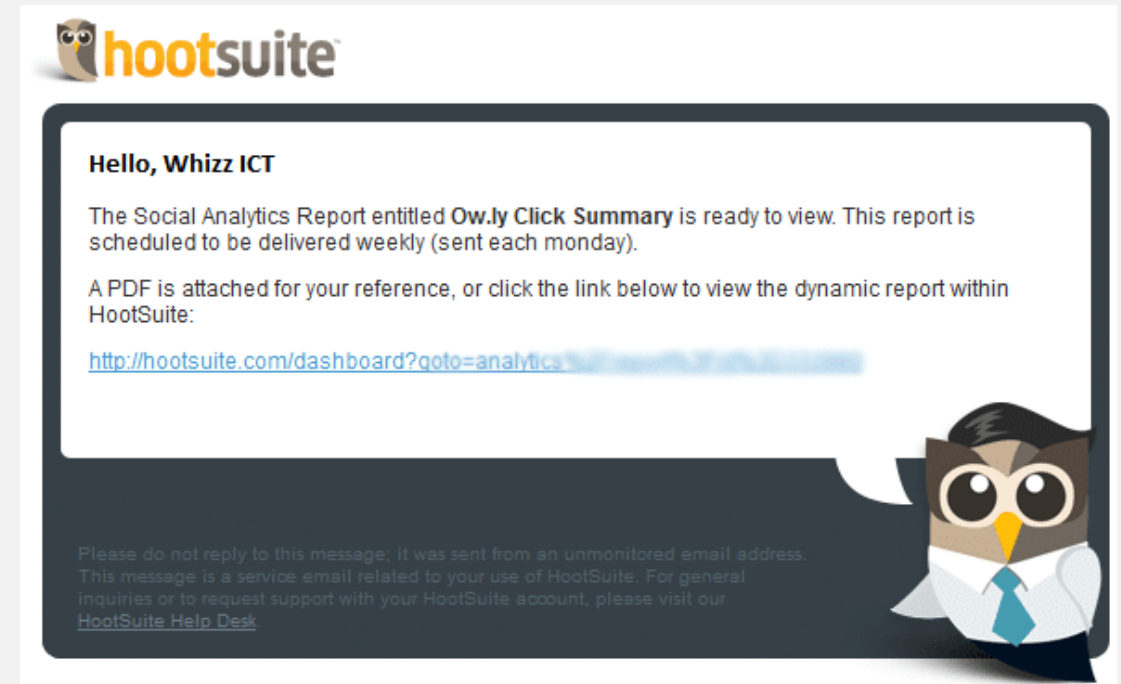
3.   The Solution

Social Networks

- Facebook
- Twitter
- LinkedIn

Media Sharing Networks

- Instagram
- YouTube

Discussion Forums

- Reddit
- Quora

3.1 Social Networks

Facebook

- 2.3 billion monthly active users (roughly 42% of the world)

- Mainly for social activities (Friends)

- Text, image & video driven

Twitter

- 321 million monthly active users

- Dubbed 'the SMS of the internet'. A pocket broadcast tool for politicians & the famous.

- Mostly text driven

LinkedIn

- 610 million members

- Workers (post CV's) and Employers (post jobs) create profiles & connections.

- Career driven (text medium)

3.2 Media Sharing Networks

What are they?

Instagram

- People are visual creatures and Instagram allows you to appeal to the visual nature of people
- Millions of youth are on Instagram. Will be able to create content to influence the younger generation
- Perfect platform for sharing the work of artists in the area
- Can also be used to promote businesses
- Can make use of Hashtags to increase the reach of the posts
- Can be used to lead users to other platforms (website, blog)

YouTube

- Allows sharing of long form video content
- One of the largest audiences in the world
- Can be used to create an engaging audience who can help in the growth of community
- Local talent can be promoted on the world stage
- Much cheaper than trying to publish video content through traditional media
- Allows advanced analytics. You will be able to see the demographics of who is watching the content, and adjust the content for them
- Could post things like local theatre performances, soccer matches, boxing events and even tours of the area.

3.2 Discussion Forums

What are they?

Quora

- Over 300 million active users

- Question & Answer by community of users (quorans)

- Real Names -> Real People

- Content is moderated by quorans:
    - ✓ Upvote/Downvote
    - ✓ Report
    - ✓ Suggest Edits

- Top writers program – Annually hosted by Quora to commemorate 150 top writers (great networking opportunity)

- Quoran World Meetup – by quorans, another great networking opportunity.

Reddit

- Over 540 million monthly active users.

- Similar to Quora

- Differs slightly with terms of reference (subreddits vs topics), interface and level of censorship (Reddit being less censored)

- Social news integration driven

Significance: This is what appears when a random internet user decides to google *"What is it like to live in a township?".*

Hence, it'd be nice if people from townships answered directly.

4. Poster

5. Team Reflection

Project

Time Scope Quality Budget

People

Deliverables
Deadlines
Communication
Meetings

0 1 2 3 4 5

Team Sponsor IS Dept.

0 – Unacceptable 1 – Bad 2 – Poor 3 – Fair 4 – Good 5 - Excellent

THANK YOU