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Final Presentation

# TRACK SUCCESS OF JOB-SEEKERS

## Organizing for Work (OfW)

The UCT Knowledge Co-op facilitated this collaborative project  
between OfW and UCT.

See <http://www.knowledgeco-op.uct.ac.za> or  
Contact us at [know-op@uct.ac.za](mailto:know-op@uct.ac.za) / 021 – 650 4415



## Team F5



Group members: Farah Amra, Ziyaad Anthony,  
Insaaf Dhansay & Cynthia Augustine

## Sponsor



Ayal Belling



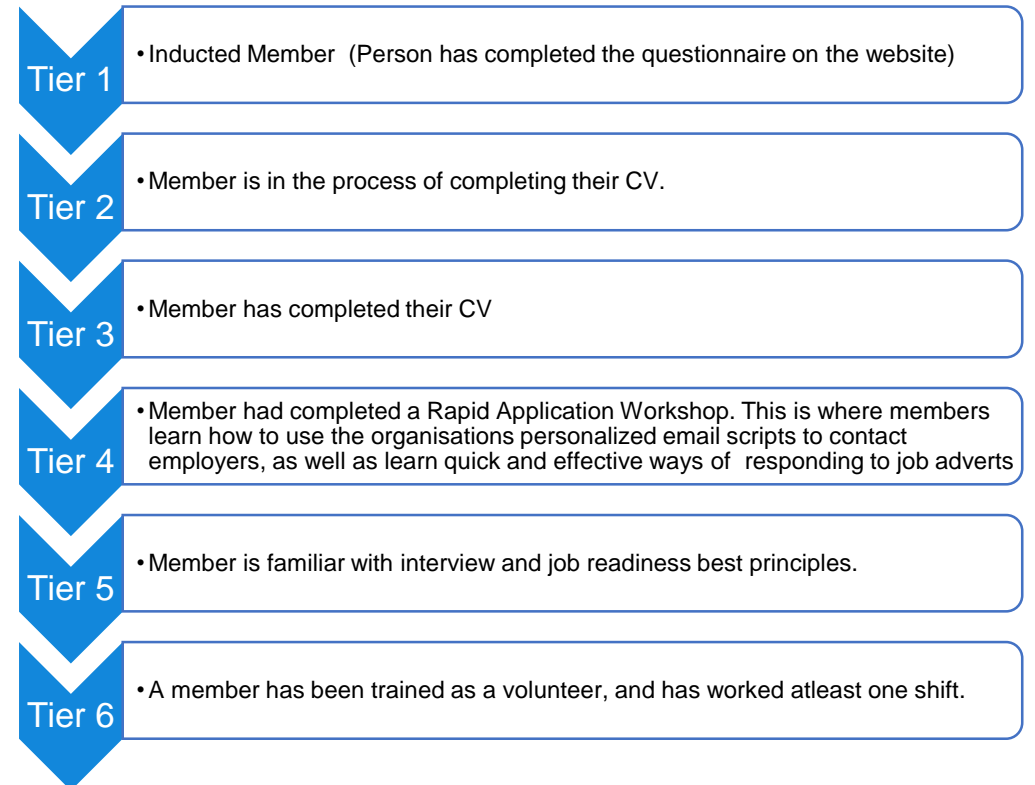
# Background & Situation of concern

OfW currently experiences 2 major problems:

- 1 Difficulty in tracking the current employment status of members
- 2 Cannot accurately gauge the impact that the organisation has on its members

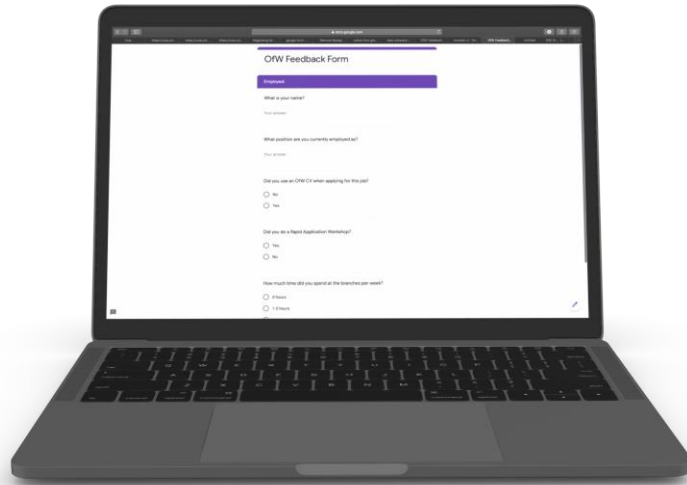


## Tiering System



# Phase 1 - Feedback Event

A feedback process is integrated into an event that will be run at each branch at the end of every trimester.



Members provide employment feedback via Google Forms at event



Opportunity for members to engage with others and gain motivation

# Other Key Components

These activities follow after the self-reporting process.



Inspirational  
speaker



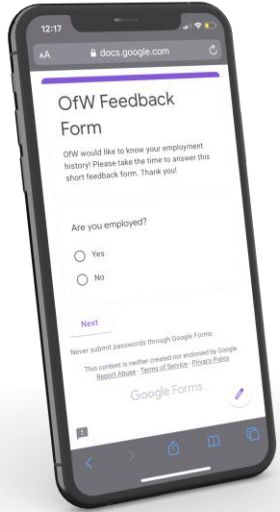
Tiering  
Recognition



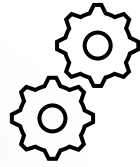
Volunteer  
recognition



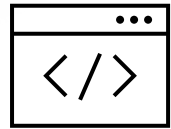
Socialize



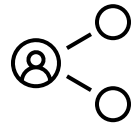
# GOOGLE FORM PROTOTYPE



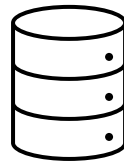
Google Form Set Up



Embed into OfW website



Share Google Form



Responses & data  
extraction

OfW Feedback Form

Employed

What is your name?

Your answer

What position are you currently employed as?

Your answer

Did you use an OfW CV when applying for this job?

No

Yes

Did you do a Rapid Application Workshop?

Yes

No

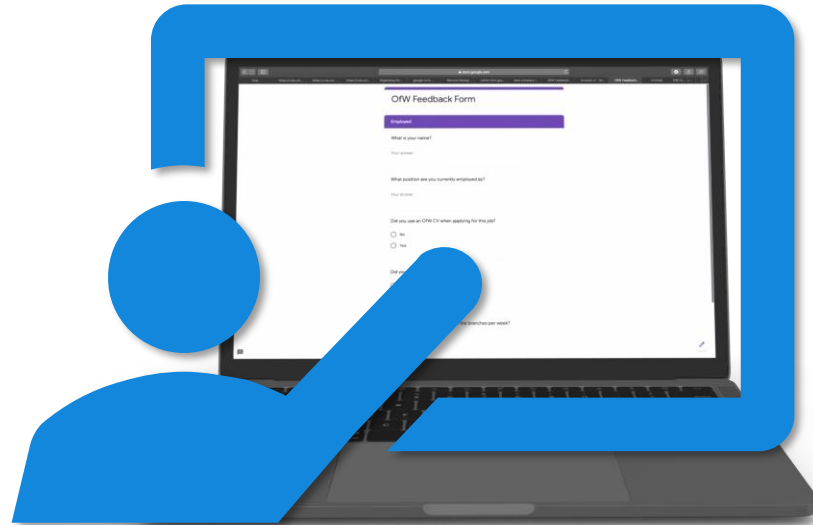
How much time did you spend at the branches per week?

0 hours

1-5 hours

# Feedback Event – Testing

The OfW organisation can use the link as a trial with the members in the organisation to ensure that Google Forms is user friendly on all devices & that the members are comfortable providing feedback using this interface.



Prototype of the OfW Google Form can be viewed [here](#)

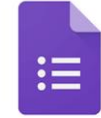
# Benefits

## Feedback Event

- 2-in-1: acquires feedback & a great source of motivation
- Boosts the organization morale
- Strengthens operational efficiency
- Improves the culture
- Validates the value of all the members



## Google Forms

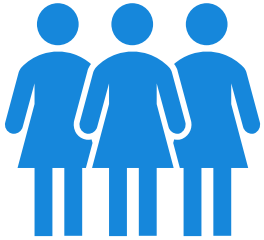


Google Forms

- Quick & easy to setup
- Users require little to no training at all as it is an easy to use interface
- There are no costs involved with form setup
- Google provides analytical tools
- Validation options available to control data entry
- Unlimited questions & answers
- Mobile friendly
- Logic threading functionality available



# Constraints



**Resources**



**Technology**



**Communication**



**COVID-19  
Crisis**



**Time**

# Feasibility

- If members wish to answer the survey on their phone, data costs will be charged
- New laptops need to be bought if there aren't enough
- Alternatively, inexpensive tablets can be bought to facilitate the feedback process

# Phase 2 – USSD Feedback System

A universal communication channel,  
promoting **inclusivity** of all members



# Benefits

- System runs on the network, therefore requires no storage space
- Operates in real-time
- No Internet connection required to work
- Works in areas with poor connectivity
- Tailored to the needs of OfW
- Familiar to the majority of South Africans
- Service is always available (Guaranteed system up-time)
- No limitation to scalability
- Highly interactive (Similar to speaking to a person)
- Immediate feedback from members
- Secure System



# Implementation

## 1) OfW build the USSD application using a self-service platform

- Sign up with a company offering USSD, to access their self-service portal
  - Grapevine (<https://grapevinegroup.co.za/product/ussd/ussd-self-service-portal/>)
  - Panacea Mobile (<https://www.panaceamobile.com/gateways/ussd-gateway/>)
  - Mobile Warehouse (<http://ussd.themobilewarehouse.co.za/>)
- Create a USSD Campaign using the self-service web interface
- Test, deploy and modify the USSD campaign in real-time

Recommended

## 2) USSD application build is outsourced

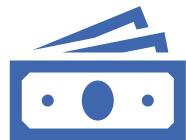
- Approach companies who offer the service of building a USSD application
  - Grapevine
  - Panacea Mobile
  - Mobile Warehouse
- Send the flow of the system (questions) to the chosen company and wait to receive a quotation



# Costs

- Implementation cost (once-off). This amount will differ amongst USSD solution development firms.
- A monthly service fee for the code rental. (R1000-R2500)
- Session costs, reversed billed to the organisation. (0.25c per 20 seconds)

Note: Session costs will differ per member, as it depends on the time a member takes to answer all questions.



Funding from external parties will be needed.



# Data Extraction



Responses written securely to an external database



Responses exported as a .CSV



Approach a freelance developer to integrate responses with the current database



OfW volunteers can record responses manually, updating the current database



# Limitations and Constraints

## **Operational costs**

- USSD code fee (Monthly)
- Monthly Fee for sessions

## **Accessibility**

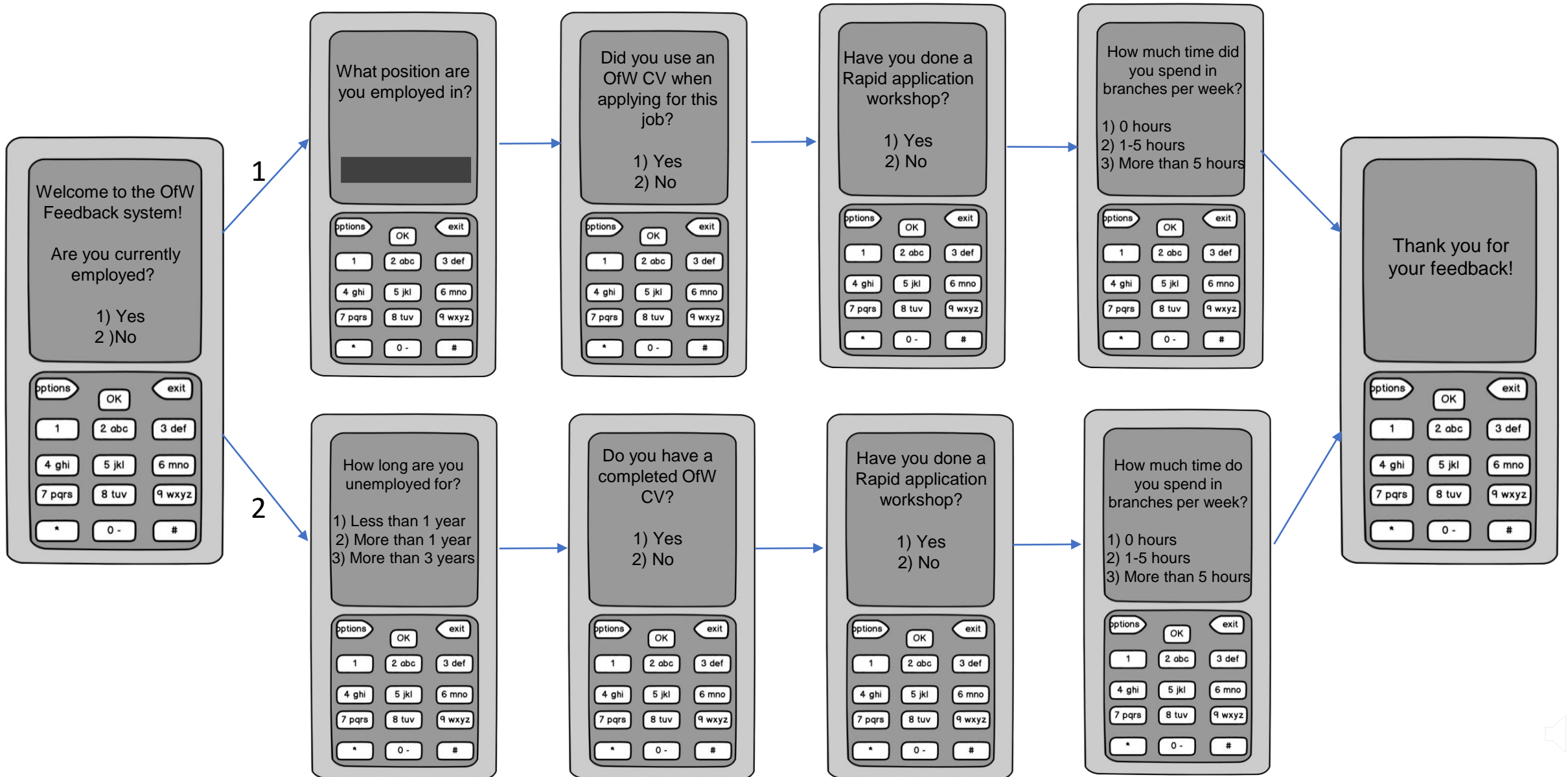
- Will not reach members who do not own or have access to a working phone

## **Technical constraints of the system**

- Network timeouts range from 3-5 minutes.
- Responses are limited to 182 alphanumeric characters.
- Integrating USSD system with current OfW database

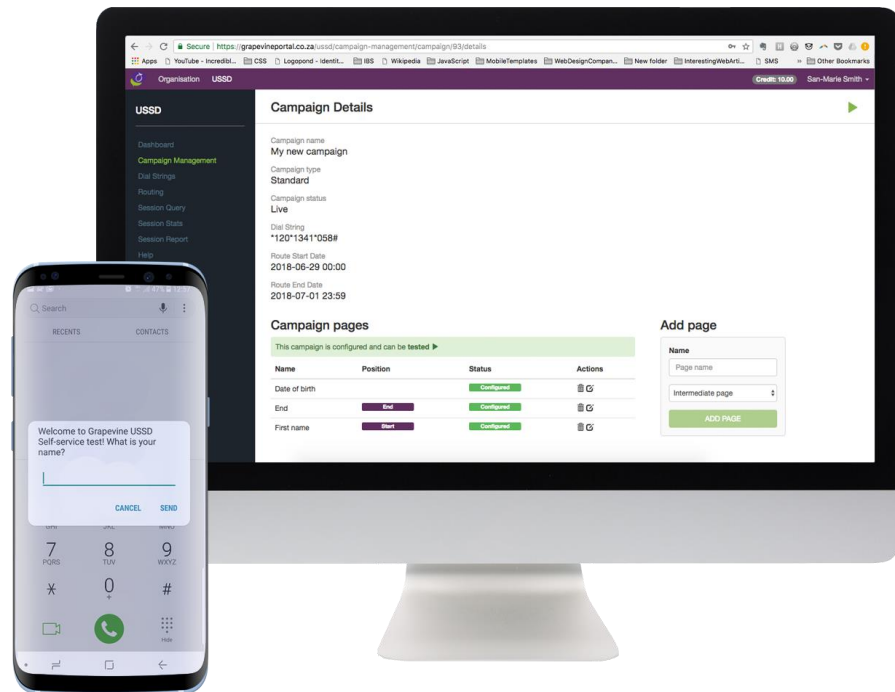


# USSD Prototype

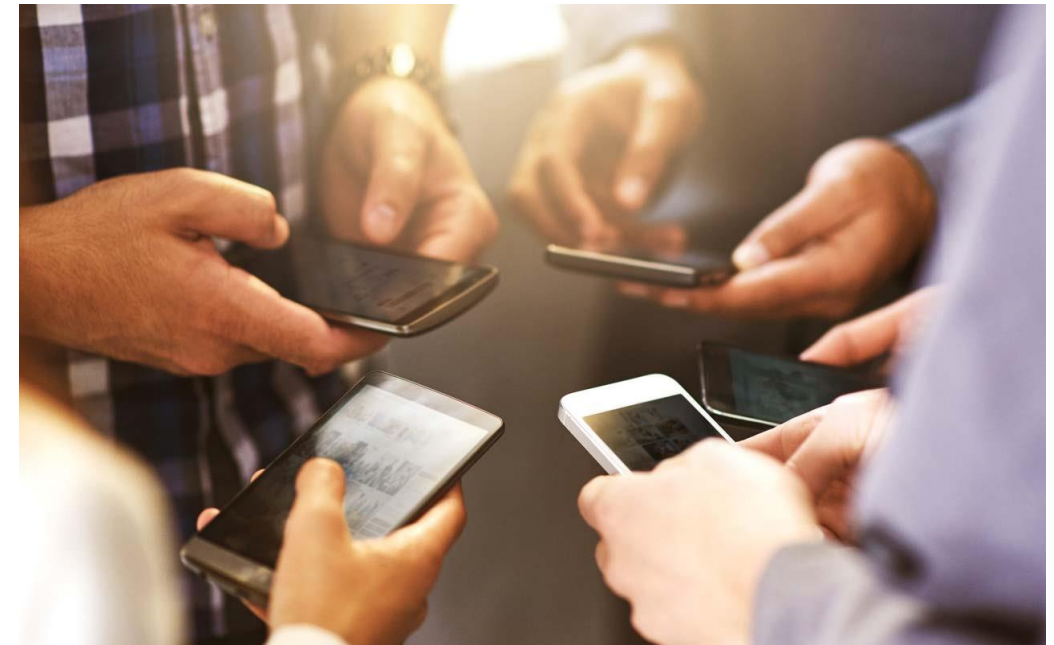




# USSD System Testing



On-screen emulator for real-time testing



Testing with Members



# Recommendations for Incentives



Implementation of a raffle  
into the feedback event



Incorporating a point system  
within the current tier system



# Conclusion

After thorough research and consolidating various modifications, our team has been able to develop a solution tailored to the needs of the OfW organization and its members.

It is for this reason, we believe that the final solution will assist the organization to track the success of job-seekers in an efficient way, while encouraging self-reporting.

