

IBM Digital - Nation Africa  
Digital Empowerment for Everyone

IBM

Explorer

Innovator

New Collar





Africa has the **highest rate of millennials** in the world.

**37%** 400 Million

# Our Research



**MILLENNIALS** perceive **DIGITAL** as a partner to keep them informed and an agent of **transformation**



Beyond having access, they are **DRIVING the AGENDA** and the **NEW digital culture** in the region



Millennials are the **Most digitally connected** generation in Africa **56%**





# The Experience





# The Journeys

**Explorers**  
Begin Journey➡

Internet



Lifestyles



Online Safety



**Innovators**  
Begin Journey➡

Get Inspired



Design



Build



**New Collar**  
Begin Journey➡

Interview



Job Match



Skills



Coming next: **Explorers** ➡



# Internet



# Digital Lifestyles



# Online Safety



Web Access



Web Search



Online Services



Web Page



Search Engine



Free Services



Web Browser



Advance d Search



Government Services



Mobile Apps



Mobile Stores



Commercial Services



Online Identity



Social Media



Social Networks



Online Account



Blogs



Social Profile



Personal Data



Wikis



Social Communities



Digital Media



Cloud Share



Instant Messaging



Internet Safety



Secure Identity



Cyber Security



Secure Websites



Online Privacy



Protect Media



Browser Security



Account Security



Social Engineering



App Security



Phishing & Scams



Netiquette



# Explorers: What is the Internet?





## Explorers: User Experience

IBM

IBM Digital – N

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Collaborators

Web Browser

0.000064 Minutes | 1 out of 10 Completed

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Web Browsers

Using a Web Browser

Browsing with Firefo

Firefox Bookmarking

Customize Your Wei

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# WEB BROWSERS

Explained by Common Craft

Web browsers are among the most frequently used software on any personal computer or device, yet they are often misunderstood. This video covers the basics of web browsers and explores features and tools that may be new to many users. It teaches:

Badge



# Get Inspired



Some of the **world's greatest ideas** now accessible everyone

In 3 (*three*) categories:

1. **Mobile Apps**
2. **Robotics**
3. **AI**

*Some examples*

- Your own Droid
- Fitness Apps
- Music & Art with AI

# Design



*“World class design for world-class solutions”*

Everyone can design with **Design Thinking**

Ideas showcased into *Design Stories\**

*(\*) Detailed information on how did we design these solutions.*

# Build

**Ideas into life**

*Create & Share Platform for Innovators*



Build your own **Mobile App**



Build your own **Robot**



Build your own **AI solution**





# Innovators: Get Inspired with **Watson & Star Wars**



Coming next: [Innovators](#) | [Get Inspired Experience](#) ➔



# Innovators: Get Inspired Experience



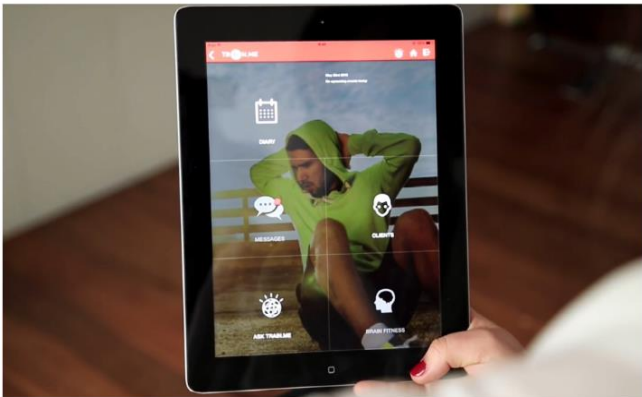
1. Check our featured ideas below



## Science and Star Wars

The IBM and Star Wars partnership shows that the technology in our world and a galaxy far, far away may not be so different.

[→ Learn more](#)



## Train Me

The IBM Watson-powered mobile app acts as a virtual assistant for personal trainers.

[→ Learn more](#)





# Innovators: Design Experience



IBM Digital – Nation Africa | Home

Journeys ▾ Achievements Objectives Collaborators

Get Inspired

Design

Build

## Design

Badge

Now that you have your idea, let's design it together.

In this section you will get familiar with the design process so you can transform your idea into a prototype.



Complete the 18 modules in the course to earn your Design Badge.

### 1. Design Thinking for Beginners

Whether you're re-envisioning the customer experience for a multinational bank or just planning your product's next release, IBM Design Thinking keeps you focused on what matters to users as you lead your team from ideas to outcomes.

Launch

Click here to see why Design Thinking is right for you

#### What you will learn

- Ideation
- Personas
- Empathy Maps
- Scenario Mapping
- Wireframes Sketches
- Prototyping

Coming next: Innovators | Build Experience



# Innovators: Build Experience



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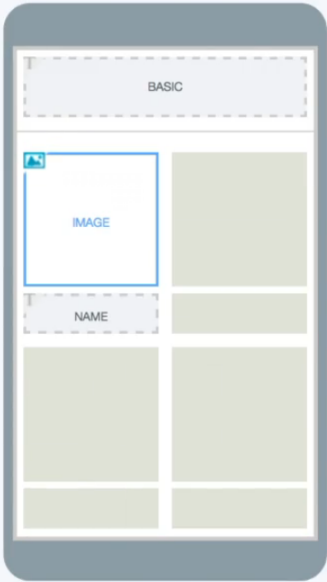
## Sample App

App Info Navigation Screens Styles Data User Access

### Screens

Create New

- Exercises MENU
- Basic LIST
- Basic Detail DETAIL
- ADD FORM
- Intermediate LIST
- Advanced LIST
- Diets LIST
- Daily Steps LIST
- Contact CUSTOM



Screen Placeholder Navigation

Data Source:

Training

SORT BY -None

FILTER BY -Difficulty=Basic

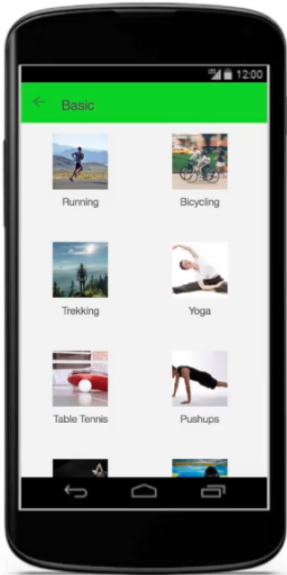
Select Layout:



List item

On list item tap

Navigate to detail



Android

iOS

Coming next: **New Collar** ➔





# Job Roles **WEB** > **MOBILE** > **CLOUD** > **AI**

Web Developer > Mobile App Developer > Cloud Developer > AI Developer



Web Applications



HTML & CSS



Frameworks



Mobile Apps



UI Design



Cloud Computing



DevOps



Artificial Intelligence



Natural Language Processing



Java



JavaScript



NodeJS



iOS Development



Android Development



Cloud Foundry



Cloud Data Services



AI Vision



Chat Bots



API



Web Services



Web Security



Git Hub



AngularJS



Mobile App Security



JQuery



IBM Watson

(...)  
and much more

Coming next: **New Collar Experience** ➔



# New Collar: Experience

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Journeys ▾ Achievements Objectives Collaborators

Profile

Jobs

Learning

## Let Watson find the right job for you

Watson will analyze your education, experience and skills, and find positions in the job market that best fit your profile.

Filter by Watson



5588 Jobs You may be interested in



Job role:

All ▾

Location:

All ▾

Sort by:

All ▾

- Software Quality Assurance Analyst at Workforce Group**
- Web Developer**  
Job posted on Hot Nigerian Jobs
- Software Developer**
- Cloud Specialist**  
Job posted on Premier Egypt





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**Kids**

**Students**

**Everybody !!**

