



# INF3011F

## Project Management 2020



### Team 7

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Organizing for Work

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

See <http://www.knowledgeco-op.uct.ac.za> or  
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# INTRODUCTION

## Project Focus:

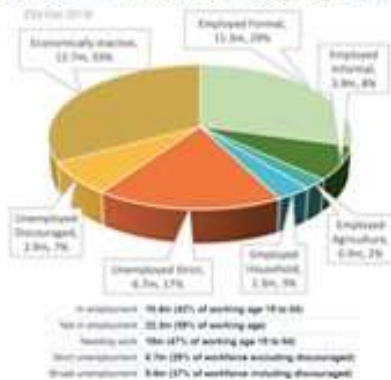
Solve an organizational or social problem by implementing various project management principles or practices

## About Organising for Work (OfW):



- Organization that uses grassroots organizing, campaigns and advocacy to alleviate unemployment
- Model is to enable communities to come together and run their own branches to support the unemployed in their quest to find work
- Campaign open to all know matter background or criminal record
- Goal is to increase the number of employed people in South Africa

### What are the 38.7 million working age (15-64) doing?



A member induction, Langa branch, 4 Sep 2018



Campaign planning session at Nyanga branch, 22 Jan 2020

# Current Situation of Concern

**There is difficulty in obtaining feedback from the members that allows the organization to track their employment.**

- ▶ Difficulty in obtaining feedback on the work the organization is doing for the members.
- ▶ There isn't a report-back system/process that caters for the full variety of members.
- ▶ Organization resorts to depending on finding out information from members about other members.



# Opportunity

**Create a system that allows members to effectively report back to OfW subsequently receiving employment.**

- ▶ Must include a wide variety of members (slightly more advantaged to less advantaged in terms of access).
- ▶ Should be cost-effective considering that OfW does not get much funding.
- ▶ Allow the organization to comprehensively collect information from members for future use.



# Approach

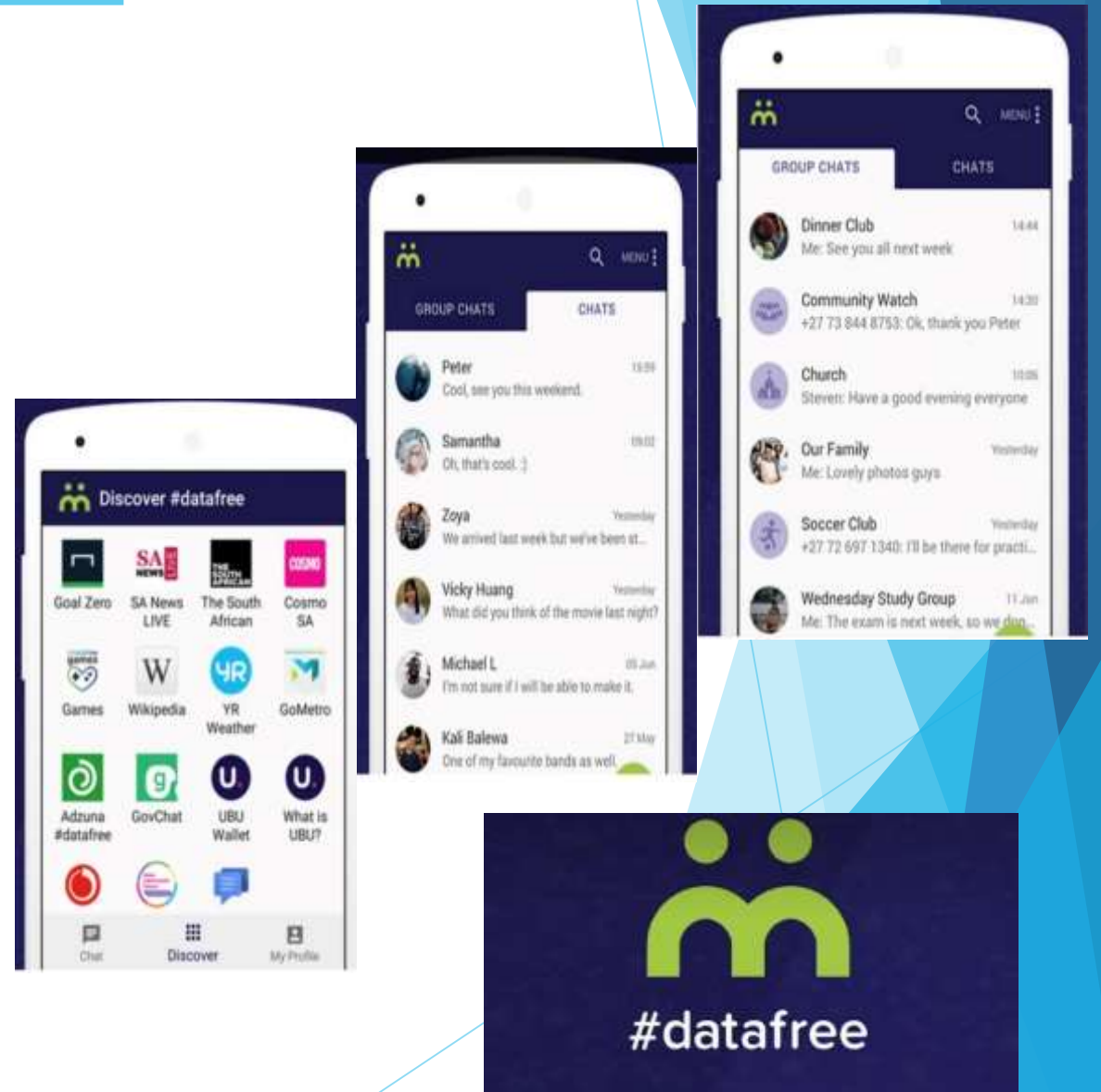
## Prototype and Testing

- ❖ Integrating pre-existing tools into the system.
- ❖ No prototype developed and no Testing of the prototype.
- ❖ Three phases to be introduced.



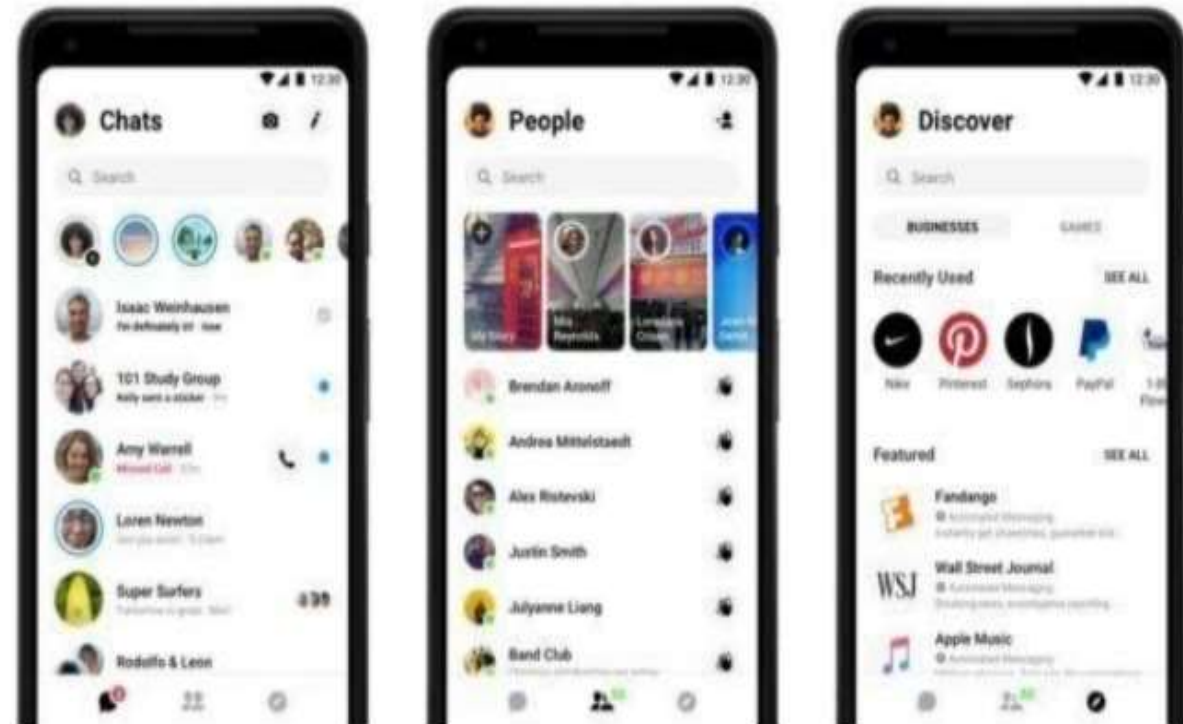
# MOYA MESSENGER

- ▶ Mobile app for texting and browsing zero rated websites.
- ▶ Individual chats and group chats.
- ▶ OfW agreement with Moya.



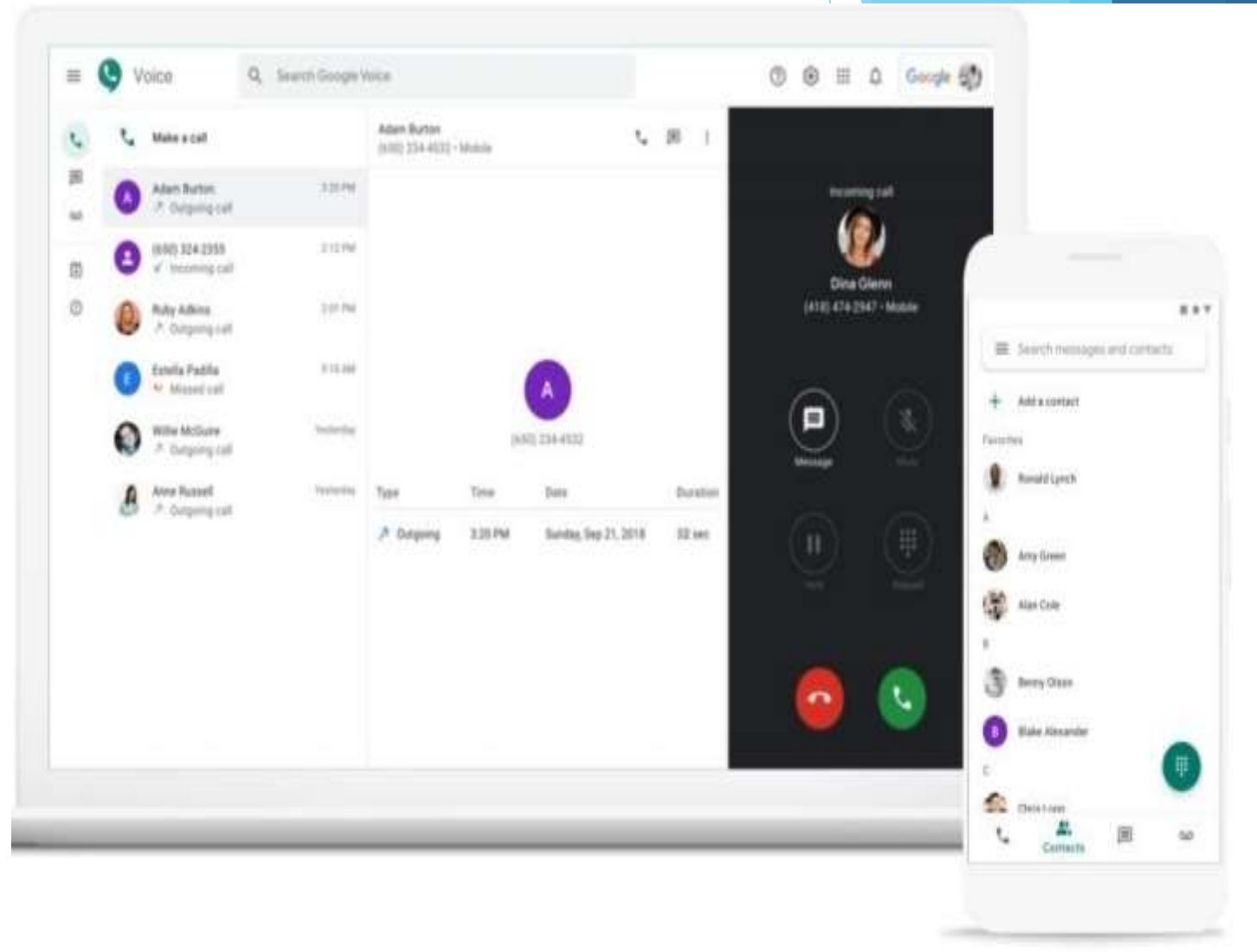
# Facebook MESSENGER

- ▶ Mobile and Desktop application.
- ▶ OfW Facebook page.
- ▶ South African Network providers and Facebook Messenger.



# Toll-Free Number

- ▶ What is a Toll-Free Number.
- ▶ Set up a softphone.
- ▶ Free VoIP Software





# Solution

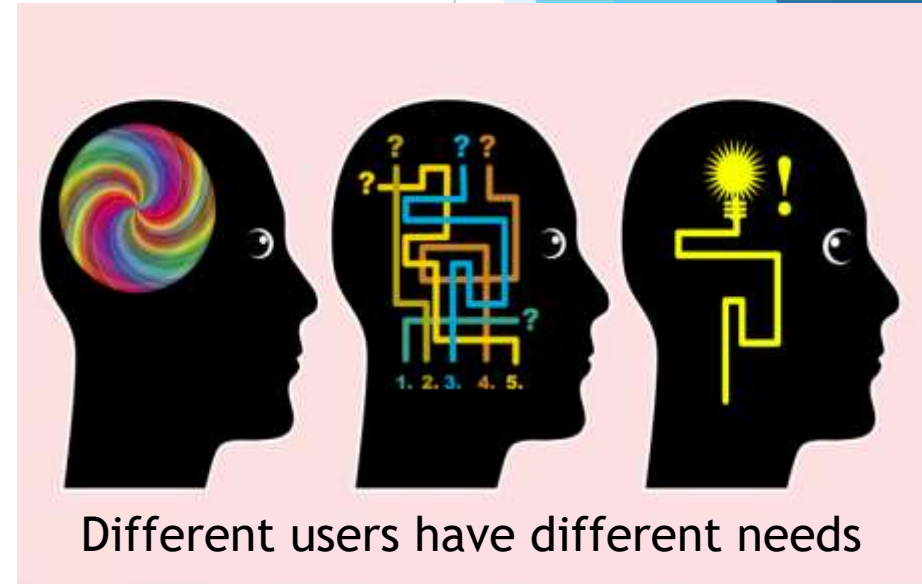
## Multiple Modalities

### What are multiple modalities?

- ▶ Multiple modalities refers to the use of a variety of tools to solve a problem or reach a goal

### What does this mean for OfW?

- ▶ The use of multiple diverse channels of communication helps the organization adapt to the end-user's resources and skills
- ▶ The phased implementation allows for a close to perfect integration of the channel before moving to next phase
- ▶ Exponentially increase the reach and responses



# Solution - Phase 1

## Moya Messenger

- ▶ Moya Messenger is a mobile messaging app that allows users to communicate without incurring data costs.

### Pros

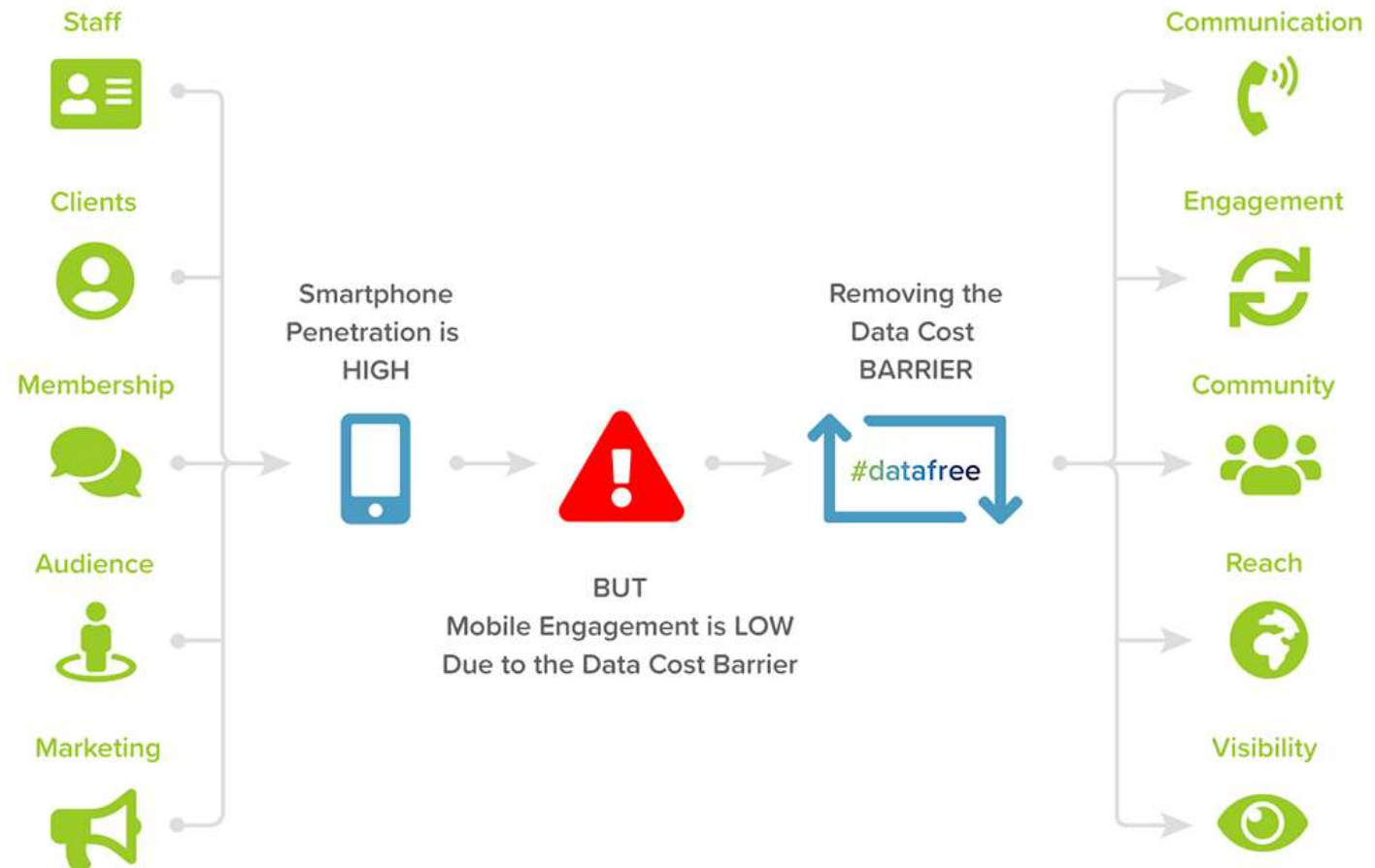
Free texting on all South African mobile networks

Reverse billing, keeping it free for the end-user (members)

### Cons

Sending attachments (photos, videos etc) charges data

End-users to watch 10s ads every 30 minutes should the organisation get



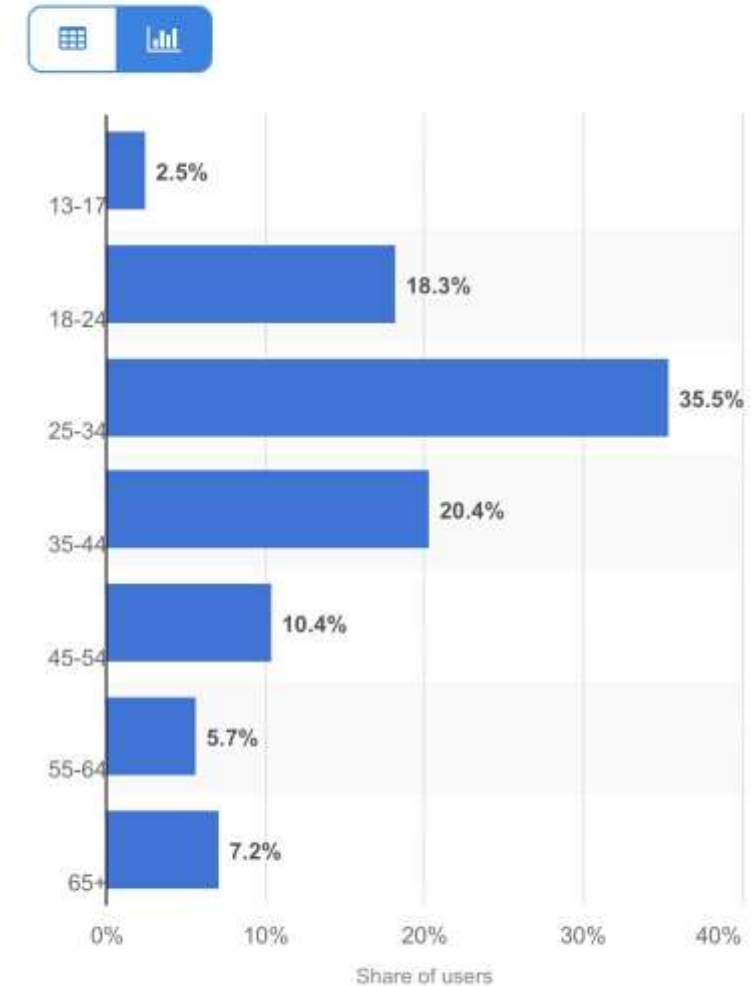
# Solution - Phase 2

## Facebook Messenger

- ▶ Facebook Messenger is a free mobile app used for instant messaging and sharing of media such as photos, videos, audio recordings etc

Pros	Cons
“Free Mode” available on Vodacom, MTN and Cell C to use Facebook and Facebook Messenger for free	Sending/Posting media (photos, videos etc) charges data
Accessible on all devices with internet access (old or modern)	Facebook fake profiles can be used to exploit members personal information

Distribution of Facebook Messenger users in South Africa as of February 2020, by age group



# Solution - Phase 3

## Toll-Free Number

- ▶ Toll-free numbers are numbers which allow the owner to incur the cost of communication on the number (calls or SMSs)

### Pros

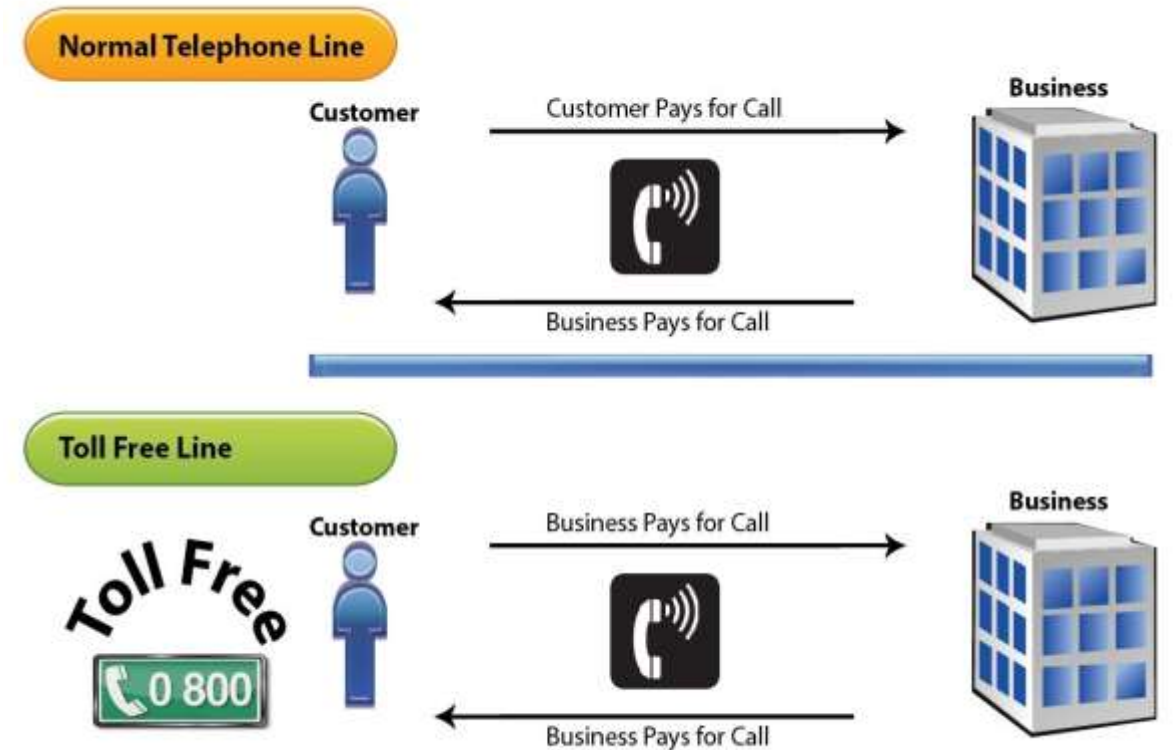
Free for members to call/SMS the number

Method is familiar to every member with a cell phone

### Cons

Organization to incur a fixed monthly fee on top of communication cost

Complex software and tools to set up/integrate the system



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Thank You  
For Your Attention