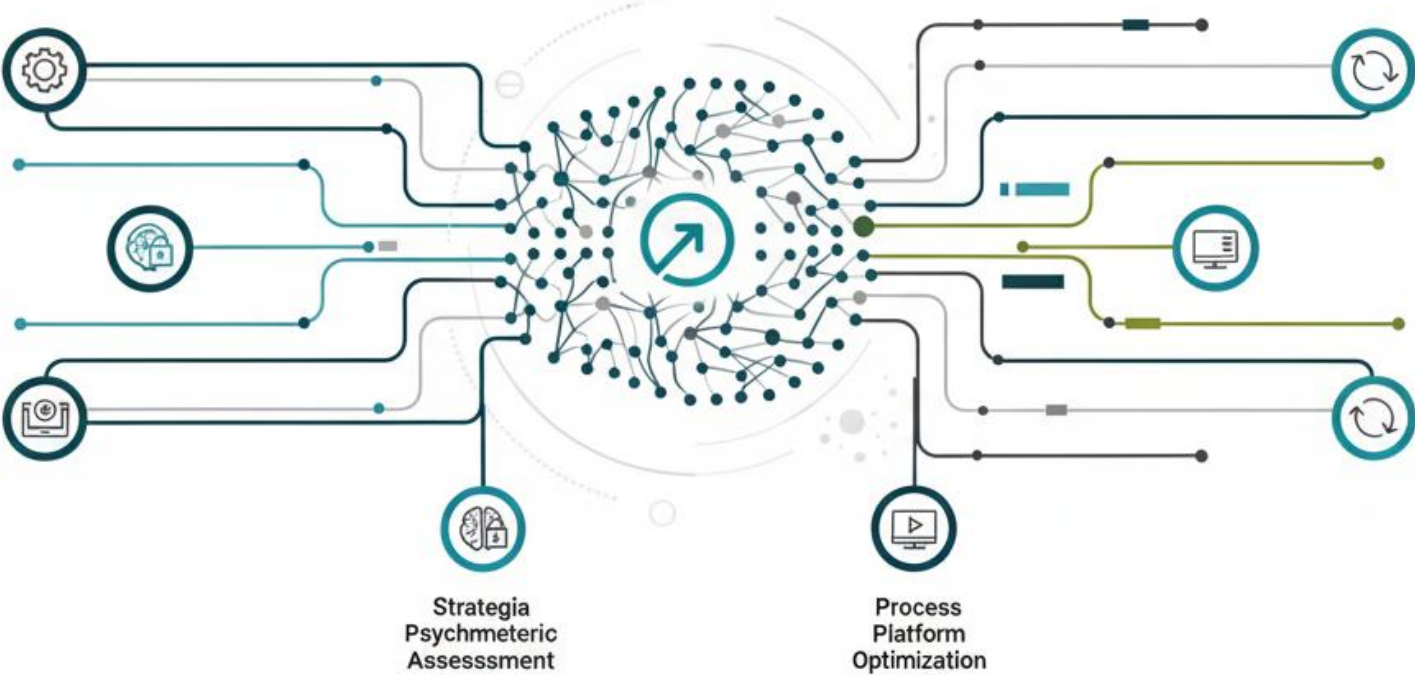


NextStep: Intelligent Pathways to Tomorrow's Careers



Customer Guide

1.1 Introduction – Why NextStep Matters

In today's world, students are entering a labour market undergoing **radical transformation**:

- **Automation and AI** are reshaping industries and career trajectories.
- **Career guidance** in most schools and universities remains outdated, focusing on limited information and static assessments.
- **Counsellors and teachers** are under-resourced, unable to provide personalized guidance to every learner.

NextStep bridges this gap by providing a **personalized, AI-driven career readiness platform** that empowers **students, schools, parents, and counsellors** to make data-backed career decisions.

1.2 NextStep Features in Action

1. Career Discovery & Assessment

- Helps students explore careers suited to their strengths, interests, and personality.
- Uses psychometric testing + AI-based profiling.
- Offers personalized recommendations aligned with **future job market trends**.

2. Automation Risk Assessment (New)

- Dynamically evaluates chosen careers for **automation risk**.
- Rates job components as **High/Medium/Low risk**.
- Suggests **upskilling paths** and alternative careers with greater resilience.

3. Career Immersion Tool (New)

- AI simulates **real-world workplace scenarios**.
- Students practice responses to normal and unexpected challenges.
- Answers are evaluated for **problem-solving, creativity, and communication skills**.

4. AI Practice Tool (New)

- Simulates **mock interviews** using **audio and video inputs**.
- AI analyses speech clarity, tone, confidence, and non-verbal cues (facial expression, body language).
- Delivers **feedback and coaching tips** for improvement.

5. Smart Onboarding

- Tailors the student journey from day one.
- Learners build a **personal profile** that adapts as they engage with the platform.

6. Multilingual & Multimodal

- Supports multiple South African languages.
- Works via **text, audio, and video input** to be inclusive of diverse learners.



7. Counsellor Dashboard

- Allows counsellors to **track progress across students**.
 - Identifies learners at risk of poor career outcomes.
 - Provides **aggregate data** to inform schools about student career trends.
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1.3 Benefits

For Students

- Explore **future-proof careers** aligned with personal strengths.
- Gain **practical workplace insights** before entering the job market.
- Build **confidence** through AI-driven mock interviews.
- Receive **objective feedback** on skills and readiness.

For Schools & Counsellors

- Provide **scalable guidance** across hundreds of students.
- Gain insights into **student readiness and career trends**.
- Strengthen **student outcomes**, enhancing school reputation.

For Parents

- Peace of mind that children are preparing for **resilient careers**.
 - Visibility into student progress and skill development.
 - Assurance of compliance with **privacy and safety standards**.
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1.4 Detailed Use Case Scenarios

- **Sipho (Grade 12, SA High School)**: Interested in law but unsure about opportunities. He uses **Career Discovery** and learns about related fields like compliance and arbitration. He also tries a **mock interview** and improves his articulation before applying to university.
- **Aisha (First-year University Student)**: Curious about medicine but worried about AI automation. The **Automation Risk Assessment** shows low risk overall but highlights that **radiology tasks are being automated**. The system recommends exploring public health as a parallel path.
- **Thabo (Counsellor)**: Responsible for 200 students. The **Counsellor Dashboard** shows which learners are engaged, who needs intervention, and which careers are trending. Thabo uses this to prepare for **career day presentations** with hard data.
- **Parent Perspective**: Parents see regular reports showing **student progress, career resilience scores**, and recommendations for additional courses or internships.

