




# Kayaga Nawalu

## FINAL PROPOSAL-1.docx

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**MAKERERE UNIVERSITY BUSINESS SCHOOL**  
**BACHELORS OF BUSINESS COMPUTING**  
**IT PROJECT RESEARCH DEVELOPMENT**

**YEAR III**

**DEVELOPING A WEB BASED JOB MATCHNG PLATFORM FOR YOUTHS IN  
NAKAWA DIVISION**

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A project proposal submitted to the Faculty of Computing & Informatics of Makerere University  
Business School in partial fulfillment for the award of the Degree of Bachelor of Business  
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November 22, 2025

## DECLARATION

We, the undersigned, declare that to the best of our knowledge, this proposal is our original piece of work, and has never been published or submitted for any award in any other university or higher institution of learning

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**APPROVAL**

This project proposal has been submitted with my approval as the supervisor and my signature is here appended

Signed..... 

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## SECTION ONE: INTRODUCTION

### 1.1 Project Background.

Youth unemployment remains a serious concern in Uganda's Nakawa Division. Although the economy of the country is growing, youth unemployment in Uganda's Nakawa Division is still a challenge (로빈슨, 2023). Although the economy is growing as a whole for the country, a shortage of direct business connections, entry barriers, and little knowledge leave many young people in need of suitable work to discover (Sumberg et al., 2021). Youth unemployment affects social cohesion and community development besides hampering self-economic development.

The Web-Based Job Matching Tool aims to counter this acute issue by connecting job seekers of Nakawa Division's youth and potential employers. With digital technologies, youth entrepreneurship, skill development, and even a faster track to job opportunities become possible. The user-friendly interface of the platform, designed to share resources, perform application procedures, and find jobs with as little friction as possible can be used as a tool to empower youth. The proposed web-based job matching system aims at solving this critical problem by reaching out to the youth job-seeking and hiring population of Nakawa Division. Youth entrepreneurship, skill upgrading and faster access to employment prospects are all supported through use of digital technologies (Masenya, 2021).

Its student-friendly experience with its easy-to-use interface for sharing resources, application and job search is designed to empower youth. (Bogiri, 2024) It underpins other national projects in Uganda to contribute to sustainability, innovation, digital innovation, and job generation among our youth.

### 1.2 Problem Statement.

(Mukwaya et al., 2025) People with an energetic work style should freely avail themselves of opportunities for job opportunities that matter to them, internships and skills that align with their qualifications and abilities. (Mukwaya et al., 2025) self-reliance, as well as sustainable development for the community. And unfortunately, there remains a persistent and big disconnect between the labor-seeking young people and the work in Nakawa division. Many youths simply



do not have access to a centralized platform to speak to potential employers, who are largely local tech-ready, or SME-ready, and cannot be connected with them, despite their education, and enthusiasm. (Allatt & Yeandle, 2025; Suleman et al., 2023) For the local economy, the high recruitment cost of businesses will continue to pose an obstacle, and lack of skilled human resources will only be a hindrance to local innovation and local growth. (Pedron, 2022) The division will not take advantage of its greatest asset (youths). But creating a solution that links this gap in close proximity can reverse these effects. In order to address these issues, a web-based job matching platform will be needed, as it can facilitate direct contact with young people by providing them with better job information and encourage job placement skills, reducing unemployment and sustainable development of entire communities.

### **1.3 Program Goal and Objectives**

#### **1.3.1 Goal**

With this, the project is designed and developed as a web-based job matching app for youths in Nakawa Division to improve their employment opportunities.

#### **1.3.2 Objectives of the Project**

To investigate the challenges and hardships that the youths face when they are looking for jobs in Nakawa Division.

To create and develop a Web-based job matching platform for youths in Nakawa Division.

Test the Web-based job matching platform for youths in Nakawa Division that has been developed.

#### **1.3.3 Project Scope Summary**

It will span over the span of three months and will involve the research, designing, development, testing, and deployment of a web-based job matching platform exclusively for unemployed youth within Nakawa Division. It will be a one-stop place for job-seekers to find the best job opportunities, internships & training programs, employers to post jobs available and employers to find and connect with qualified young professionals.

Crucial for development: Requirements gathering, interface design, database setup, front end and back-end development, system testing and user training

### **Deliverables include;**

- An effective web application.
- Toolkit for job seekers and employer manuals
- System documentation and source code.
- Setup of installation and hosting.

### **1.4 Expected Contributions of the present study**

The recommended web job matching service is designed to provide a direct solution to the problem of youth joblessness in Nakawa Division where it offers a centralized service and has a user interface, such as to easily link to potential employers, and companies offering training. The system will simplify job seeking and decrease information vacuum and make available jobs easily reachable for the youngsters.

In the organization and the community overall, the platform will be a practical tool for economic empowerment, promoting the education of young people and the development of the workforce. They'll benefit employers because they now can pull on a pipeline of promising employees to fill roles more easily, speeding up the hiring process.

I know as a project team we will get hands-on exposure in full-stack web development, UI design, database integration and project management. We will also improve our problem-solving, teamwork, and communication skills by real-time system implementation.

### **1.5 Project Assumptions**

We assume that the target group (youths) will be willing and competent, who can use the platform in job searching. In consideration of rising smartphone penetration and digital literacy in the youth.

- ii. Both hardware (mobile devices) and software (system, coding) will be available throughout the project, thus this ensures smooth development and deployment.

- iii. The project presumes cooperation from everyone in the development team: They work together on tasks, stick to deadlines and will use their skills effectively to deliver the system as planned; the process takes some time and effort.
- iv. The concept is that the platform must gain sufficient number of users and interest to support a working project and that it can scale to support an increase in usage.
- v. The project presumes that there will be enough resources/capital available to fund development, and maintenance expenses.
- vi. It is also believed that such system will follow data protection policies and the protection of user information so that trust between users and employers will be also established.
- vii. The project assumes that the team will eventually adapt to the emerging technologies, such as mobile payment system.

## **SECTION TWO. LITERATURE REVIEW.**

### **2.0 INTRODUCTION**

(Signore et al., 2023) The introduction highlights how technology is being applied to help solve the challenges workers face, especially for young people, and provides a framework for the implications of these findings for the work on the “Say No to Poverty” platform.

#### **2.1.1 Job Matching Web Site Platforms.**

Increasingly, web-based job matching systems have been utilized to combat unemployment problems by enabling the automated link between job seekers and employers. (Babalola et al., 2024) such platforms allow quick availability of real-time job listings, facilitation of applications, and cut down on job recruitment and the cost and time of getting employed Sites like LinkedIn, Brighter Monday and Indeed have proven that smart design and experience as sites of employment outcomes when done well, digital job portals can deliver the kind of outcomes that drive job opportunities that those of workers who are interested in employment as opposed to those who aren't. (Kalaivani et al., 2024).

#### **2.2 Young people's unemployment and digital solutions.**

(Asiimwe, 2023). Youth in the 21st century The International Labor Organization (2021) emphasizes the requirement for digital solutions for young people, particularly in urban areas which are experiencing rapid increase in internet access. (Matli & Ngoepe, 2022). In the project, this need is addressed in a localized, web-based manner.

#### **2.3 Utilization of ICT for Community Empowerment.**

Digital and Information Technology (ICT) plays an important role enabling social and economic growth (Iqbal et al., 2023). Community-driven digital platforms can empower people by providing them with necessary information, services, and skills (Machin-Mastromatteo, 2023). In the context of Nakawa Division, where digital literacy is slowly becoming more prevalent, a working platform can be a linkage between opportunity and entry for the youth.

## **2.4 Design in Job Portals.**

(Huang, 2024) Responsive device, user-friendly screen design and navigation clearly enhance engagement and effectiveness as outlined in (Pyae et al., 2023). The platform “Say No to Poverty” is being developed with these underlings in mind, in order to maximize its impact on local users with low digital exposure.

## **2.5 Dangers or disadvantages of using digital job portals.**

Though they’re beneficial, such platforms encounter barriers including a lack of access to the internet, low levels of digital literacy and, lack of user trust. The platforms that targeted underserved communities must, as AbdulKareem & Oladimeji (2024) have pointed out, overcome these barriers. This includes; a clear understanding that is vital because websites and platforms of these services to meet the aspirations of this underrepresented community should address the barriers.

The literature presented here proves that web-based job matching platforms have the potential for youth empowerment and reduce unemployment by assisting in young people skills training, employment and job loss. It emphasizes the need for user centered design, accessibility, and community support mechanisms to facilitate accessibility. These findings will inform the generation and construction of proposed system.

## SECTION THREE. RESEARCH METHODS.

### 3.0 PROJECT METHODS.

This is how you structure the information you use to plan, develop, and evaluate your project. This covers the methods and procedures used to achieve your goals effectively.

#### 3.1 Research Design: Design Science Research (DSR).

The project team will employ the Design Science Research (DSR) methodology, since its purpose is to design and evaluate IT-related solutions to practical problems. DSR is well suited to system development projects, where the objective is producing a functional artifact - in this case, a job matching platform that links unemployed youth of Nakawa Division to prospective employers.

##### Steps Involved in the DSR Approach.

#### 1. Problem Identification:

This team will study the issue of youth unemployment in Nakawa and identify the need for a digital platform to improve access to job opportunities.

#### 2. Define Objectives of the Solution:

The team will determine that the system needs to be intuitive and mobile accessible while displaying relevant job listings with intuitive application functionality.

#### 3. Design and Development:

They will create the prototype of the platform through web technologies (HTML, CSS, PHP, MySQL) that include registration, job posting, and matching modules.

#### 4. Demonstration:

A number of users (youth and employers) will be presented with the prototype to illustrate its crucial functions.

#### 5. Evaluation:

Feedback is to be gathered to test usability, functionality and user satisfaction. Adjustments will be made based on this assessment.

## 6. Communication:

Results, methods, and findings will be recorded for future academic and implementation support.

### Why This Method Will Be Applied.

It is clear that the DSR approach will be utilized where we must look for structured solutions that not only solve the problem itself but also provide practical help in building up and refining it. It combines two disciplines, namely research and system development, which has made it suitable for academic projects who want to solve community problems.

### How It Works to Achieve Objectives.

- It helps to make sure the system is problem focused and built upon actual user needs.
- It gives a well-defined development plan with the project objectives.
- This comprises evaluation and feedback to improve and make the platform effective, which in turn, enhances the impact.

*Table 1: A table showing how each objective is going to be achieved using the DSR*

DSR STAGES	Research objectives to be addressed	Proposed methods	Expected results
Problem Identification & Motivation	Engaging stakeholders (youths, employers, NGOs) to identify challenges in job searching and recruitment.	Surveys, interviews, labor market analysis	Clear definition of the current job market gap in Nakawa Division
Define Objectives of a Solution	Determine key features needed: user registration, job posting, search filters, SMS/email notifications, etc.	Workshops focus groups co- design sessions	Set goals for a user-friendly, efficient job matching platform

Design & Development	Design wireframes, develop the front-end and back-end system, database schema, and admin panel	Develop features e.g., job matching. Appropriate software, hardware	A functioning web-based job portal
Demonstration	Present the working prototype to a sample of youths and employers for feedback	Track metrics (Application rates, retention) conduct focus groups.	Real-time user interactions to test functionality
Evaluation	Collect feedback using surveys and interviews to evaluate usability, performance, and satisfaction		Recommendations for improvements and final adjustments
Communication	Documenting findings and presenting the project report		Sharing results with stakeholders, academic assessors, and peers

### 3.2 Project development procedure.

The project will adhere to the Software Development Life Cycle (SDLC) and Agile methodology, which include the following phases:

#### Requirement Gathering

Identify and document user needs through interviews and questionnaires.

#### System Design

Create architectural designs and user interface mockups to visualize the system.



## Development

Implement the system following the design specifications, using iterative development cycles.

## Testing

Conduct rigorous testing (unit, integration, and user acceptance) to ensure system reliability and functionality. **Deployment**

Launch the final product in a live environment, ensuring users are trained and support is available.

## Evaluation

Assess the system's performance and gather user feedback for continuous improvement.

### 3.3 Data Collection Methods.

- Interview or questionnaire to the:
- Youths.
- Local employers.
- Community leaders.

### 3.4 Requirements Elicitation.

- Brainstorming.
- Observation.
- Stakeholder meetings.

### 3.5 Tools/Technologies Used.

- Programming: HTML, CSS, JavaScript, PHP.

- Database: MySQL.

- Hosting: Localhost or online server.

### **3.6 Ethical Considerations.**

- Collecting consent from people.

- Privacy of the job-seeker and employer.

### Disclosure and declaration statement.

Project Name: [DEVELOPING A WEB BASED JOB MATCHING PLATFORM FOR YOUTHS IN NAKAWA DIVISION].

Disclosure statement:

this document details goals, funding sources and responsibilities aimed at reducing unemployment through skill training, job-matching platforms and community partnerships.

Declaration. We declare that:

To the best of our knowledge, all of the above information is true.

Funds will only be used for project activity.

Stakeholders will receive on a quarterly basis progress report.

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