

NYDA

PUBLIC SECTOR YOUTH SERVICES MOBILE APP

A Mobile Channel to Reach South Africa's Youth

A mobile app that gives young people access to the latest NYDA news, beneficiary stories and application forms.

01

Executive Summary

The National Youth Development Agency (NYDA) needed a mobile way to reach young people in South Africa and provide access to information and services. The app needed to make the latest news, beneficiary stories and application forms available through a mobile channel.

We developed the NYDA mobile app to reach thousands of youth and give them access to the latest news, beneficiary stories and application forms. The app supports access to the various services that NYDA offers to the youth of South Africa.

The brief wasn't to publish more content. It was to give young people one mobile channel for NYDA's news, beneficiary stories and application forms.

This case study is a working example of how a public-sector agency can use a mobile app to extend access to youth-focused information and services.

Thousands

of youth reached

News

latest NYDA news in the app

Stories

beneficiary stories

Forms

access to application forms for NYDA services

02

The Business Problem

NYDA needed a mobile way to reach young people in South Africa and provide access to information and services.

The app needed to make the following available through a mobile channel:

- The latest NYDA news.
- Beneficiary stories.
- Application forms.
- Access to the various services NYDA offers to the youth of South Africa.

A single app had to serve as the mobile front door to NYDA's information and services for the youth of South Africa.

03

Why This Was a Hard Problem to Solve Well

Publishing news on a mobile screen is not difficult. Giving a public-sector agency a mobile channel that reaches thousands of young people and connects them to news, stories and application forms is a different kind of problem — and that difference is exactly where we add value.

Information and services in one place

The app combines news, beneficiary stories and application forms, and supports access to the various services NYDA offers to the youth of South Africa.

Reach across a broad audience

The app was developed to reach thousands of youth, so it had to work as a channel for a broad audience.

From reading to acting

Access to application forms means the app is more than a news feed: it connects young people with NYDA services.

Understanding that a youth audience needs more than news — stories and application forms too — is what turns a mobile app into a way to access services.

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Our Role: From Problem to Platform

We developed the NYDA mobile app as a channel for reaching young people with information and services.

- Developed the National Youth Development Agency mobile app.
- Provided access to the latest NYDA news and beneficiary stories.
- Provided access to application forms.
- Supported access to the various services NYDA offers to the youth of South Africa.

The Solution We Delivered

The result is a mobile app that gives NYDA a channel to reach thousands of youth and provide easier access to news, stories, application forms and services.

Latest News

Users can access the latest NYDA news.

Beneficiary Stories

The app gives access to beneficiary stories.

Application Forms

Youth can access application forms for NYDA services.

Platform capabilities at a glance

- Latest news.
- Beneficiary stories.
- Application forms.
- Various NYDA services offered to the youth of South Africa.

Business Value Delivered

Reach

- NYDA has a mobile channel to reach thousands of youth.

Easier Access to Information

- The latest news is available in the app.
- Beneficiary stories are available in the app.

Easier Access to Services

- Application forms can be accessed through the app.
- The app supports access to the various services NYDA offers to youth.

Why It Matters

NYDA shows how a public-sector agency can use a mobile app to extend access to youth-focused information and services.

- A mobile channel can extend an agency's reach to thousands of young people.
- News, beneficiary stories and application forms can sit together in a single app.
- Application form access turns an information channel into a route to services.

If your organisation needs to reach a wide audience with information and services on their phones, this is the kind of app we build: understood properly, engineered carefully, and delivered as a channel people will actually use.

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