

Opportunity Bridge

Designing a clear pathway from skills to jobs



THE IDEA

A mobile-first service that helps young people discover realistic career pathways, access verified training, demonstrate their skills, and connect with credible entry-level opportunities.

WORLD BANK PRIORITY

Job creation as a sustainable route out of poverty - supported by accessible digital services, skills development, and stronger connections between people and opportunity.

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Context and challenge

The employment journey is fragmented at the moment people need clarity most.

Background

Young people entering the workforce may need to navigate separate sources for career information, training, certification, apprenticeships, and job vacancies. Even when opportunities exist, the route toward them can be difficult to see.

The problem

Young job seekers need a clear and trusted way to connect their interests and existing abilities with relevant skills, recognized training, and credible employment opportunities. Conventional job platforms usually concentrate on vacancies rather than helping inexperienced applicants become ready for those vacancies.

DESIGN CHALLENGE

How might we help young people understand which skills are in demand, access relevant training, demonstrate their abilities, and connect with credible employment opportunities?

Three barriers

- Information: Which occupations are realistic, and what skills do employers require?
- Access: Which training is affordable, reachable, and usable with limited connectivity?
- Trust: Which programs, credentials, and employment opportunities are legitimate?

Project objective

Design an accessible mobile experience that transforms a confusing search into four visible stages: discover, learn, demonstrate, and connect.

Audience and strategy

Design for capability and ambition - not for assumptions about credentials.

PRIMARY AUDIENCE	SECONDARY AUDIENCE
Young people, approximately 18-29, entering the workforce or seeking more sustainable employment. They may have limited formal experience, rely on a mobile phone, face high data costs, or lack a professional network.	Employers, vocational and digital training providers, public employment services, community organizations, career counselors, and development partners.

Audience insight

Young job seekers do not necessarily lack ambition or ability. They often lack a clear view of how their current skills connect to available opportunities and what practical steps will help them become job-ready.

SINGLE-MINDED PROPOSITION

Opportunity Bridge turns the journey from skills to employment into a clear, trusted, step-by-step pathway.

Key message

Your abilities can become opportunities when you can see the path forward.

Desired user response

- I understand which opportunities may be realistic for me.
- I know which skills I need to develop.
- I can see the steps required to move forward.
- I trust the opportunities and training presented here.

The designed experience

Five connected moments guide the user from uncertainty to action.

01	Onboarding Introduces the service and asks about goals, location, education, language, accessibility needs, and internet availability.
02	Skills and interests Uses short, plain-language questions to identify abilities and interests without requiring a formal resume.
03	Career recommendations Presents realistic pathways based on the user's profile and potential local opportunities.
04	Career pathway Explains required skills, verified training, estimated time, costs, and possible entry-level roles.
05	Opportunity dashboard Tracks training, records completed skills, saves opportunities, and supports applications to apprenticeships or jobs.

Reasons to believe

- Career suggestions based on interests and existing abilities
- Transparent information about skills, time, cost, and eligibility
- Verified training, apprenticeships, and entry-level opportunities
- Skills-based profiles for people without extensive work experience
- Visible progress from career exploration to application

Creative direction

Encouraging and optimistic, while remaining credible and practical.

Tone and personality

- Encouraging, but not overly optimistic
- Clear, but not simplistic
- Supportive, but not patronizing
- Credible, transparent, and action-oriented
- Inclusive across languages, abilities, and education levels

Visual direction

The visual system should communicate opportunity, progress, and trust through a calm mobile interface, strong information hierarchy, accessible contrast, warm accents, and clear progress indicators.

TRUST	CLARITY	PROGRESS	MOMENTUM
#16324F	#2A6F97	#2A9D8F	#F2B134

Accessibility principles

- Mobile-first layouts for low-cost devices
- Plain language, large touch targets, and strong color contrast
- Low-bandwidth behavior and downloadable content
- Language and assisted-service options
- Minimal, clearly explained collection of personal data

Experience constraints

- The service must never guarantee employment.
- Training and opportunities must be clearly verified.
- The concept must adapt to local labor markets and country contexts.

Execution plan

A Claude-led rapid design sprint completed in less than one hour.

PHASE	ACTIVITIES
0-5 min Define	Confirm the brief, audience, core problem, design constraints, and desired outcome.
5-15 min Structure	Use Claude to synthesize the user journey, prioritize features, and define the information architecture.
15-40 min Create	Use Claude to generate the visual system, interface content, five responsive screens, and working interactions.
40-50 min Review	Ask Claude to review accessibility, responsive behavior, clarity, consistency, and edge cases; then apply corrections.
50-60 min Package	Finalize the prototype and use Claude to prepare the four-minute presentation narrative and supporting visuals.

Tools

- Claude: the sole creation environment for problem framing, journey definition, content, interface design, code generation, interactive prototyping, accessibility review, and presentation development
- Creative direction: the designer supplies the objective, constraints, prompts, feedback, evaluation, and final decisions

Deliverables

- Creative brief, audience hypothesis, and user journey
- Information architecture and prioritized feature set
- Five high-fidelity responsive mobile screens
- Accessible visual language and reusable interface components
- Working interactive prototype generated by Claude
- Four-minute presentation explaining the process and lessons

Resources and budget

This is a self-initiated concept created entirely with Claude in less than one hour, with no external production budget or additional design software. A real pilot would still require local research, translation, usability testing, employer participation, content verification, data protection, and technical development.

Success and learning

Measure whether the pathway becomes understandable, actionable, and trustworthy.

Prototype success criteria

Can a user understand the service, identify a suitable career pathway, and explain the next action without assistance?

Future pilot measures

- Skills assessment and career-pathway completion
- Enrollment in and completion of verified training
- Creation of a skills-based profile
- Applications to verified opportunities
- Interview invitations and job placements
- Sustained employment after placement

KEY CREATIVE CHALLENGE

Simplify a complicated employment system without removing essential information, excluding users with limited access, or creating unrealistic expectations.

Expected learning

The project explores how a designer can use Claude as a complete creative-production partner while retaining responsibility for the problem, constraints, critique, and final decisions. It strengthens skills in AI creative direction, prompt design, rapid prioritization, interface critique, accessibility judgment, and prototype storytelling.

Next step

Test the prototype with young job seekers, training providers, employers, and public employment services in a specific country context, then refine the experience using their feedback.

Sources

World Bank Group, Strategic Priorities and Creating Jobs, Growing Economies. Notion, Best 10 Creative Brief Templates for Growth Marketers. Accessed August 2026.