Moderator:
Sonja Ruetzel
ICT4D Partnerships & Conference Manager
Catholic Relief Services

Speakers:
Meg Kemp
Founder and Principal Consultant
Alma Major

Fatou Wurie
Emergency Specialist (Digital Engagement)
UNICEF
Discussion: Overview User-centric Design

Meg Kemp
Founder and Principal Consultant
Alma Major
Designing for and with the user during Covid-19
People ignore design that ignores people.

— Frank Chimero
What we used to know vs. What currently is
Rapid User Needs Assessment

- Do these right now.
- The snapshot you had is no longer valid
- Speed > Rigor
- MVR or MVE
Practical Tips

- Everything in crisis context
- Honesty, sensitivity, informed consent, ‘do no harm,’ and trauma-informed user research is what we need
We are here.

Meg Kemp, Alma Major | www.almamajor.com
Planning Ahead

1) Develop crisis response user research plan - this is far from over

2) Develop a contingency user research plan
   a) ID potential events
   b) Which events effect UX?

Meg Kemp, Alma Major | www.almamajor.com | meg@almamajor.com
Remote User Research Tools

**Remote Qual. UXR**
- Great for remote testing
- Great way to get started with in-context research
- Recruit and refine scouts
- Highest quality; expensive

**Video Conferencing**
- Great for remote testing
- Ability to record system audio and user's speech and screen
- Observing users screen and taking notes

**Remote Workshops**
- Generally in person
- Tools like this make remote workshops possible
- Makes assimilation easy // no need to transfer post its
What would the world be like if it were designed by and for its full demographic spectrum?
Inclusive Design Resources

- Civic Media: Collaborative Design Studio at MIT
- Design Justice Network
- Design Justice Principles
- Allied Media Conference
- Rachel Walker
- Hackathons
- TXTMob
- Tad Hirsch
- Research Justice Network
- The Research Justice Reader
- Linda Tuhiwai Smith
- Indigenous research methodologies
- Zapatistas
- Subcomandante Marcos (Zapatistas)
- Arturo Escobar
- Cathy Hannabach’s interview with Elizabeth Wayne and Christine “Xine” Yao (episode 104)
- Patricia Hill Collins
Thank you.

Meg Kemp, Alma Major
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Sources

UX Collective

The work of Sasha Costanza-Chock
Sasha Costanza-Chock is a scholar, activist, designer, and media-maker, as well as an associate professor of civic media at MIT.
Discussion: Case Study: Community driven response with U-Report

Fatou Wurie
Emergency Specialist (Digital Engagement)
UNICEF
WHEN COMMUNITIES DRIVE THE RESPONSE
Leveraging U-Report for the COVID-19 Pandemic Response

Fatou Wurie
Emergency Specialist, Digital Engagement
What is U-Report

U-Report is a powerful real-time mobile data collection and communication platform

- For the people: owned & operated by NGOs & UNICEF. Partner with government
- Anonymous
- Accessed through SMS, Facebook Messenger & Viber
- Accountable & Transparent: www.ureport.in

U-Report being used to

- Measure Awareness - campaigns and attitudes
- Research
- Reducing the distance between constituents and government
- Disaster Preparedness
- Behavior Change
- Counseling
- Understanding Demand
- Responding and Providing services
- Empowerment
Global results to date

U-Report is one of UNICEF’s scale success stories

68 countries

30 seconds = new U-Reporter

350 global partnerships

11M+ U-Reporters

80 actions each month

Many major messaging channels
AAP core objectives in COVID-19 Response

Accountability to Affected Populations (AAP) is an active commitment by humanitarian actors to use power responsibly by taking account of, giving account to and being held to account by the people they seek to assist.

In the covid-19 response effective AAP ensures;

• Communities have the information and communications channels they need to make informed decisions, stay safe and provide feedback; Information is aid

• Views of affected populations inform response decisions

• Humanitarian responders are held to account by affected people and act on their feedback
COVID-19 Information Chatbot
Launched Feb 13 – Scale from 150,000 to 6 million users

The U-Report in Humanitarian Action team is a collaborative effort by the Office of Innovation, EMOPs and C4D, in coordination with the COVID-2019 Secretariat, ICTD, Health and DOC which are working to support emergency response activities of country offices, partner governments and the 68 U-Report countries with 10 million young people and communities.

The chatbot has reached over 6 million young people and communities in 52 countries with 7 million bot interactions

U-Report is a digital platform and UNICEF’s flagship social messaging innovation used to reach and engage the community. Currently being used by 10 million people
COVID-19 Information Chatbot

Through SMS, Viber, Facebook Messenger, WhatsApp and Telegram users ask the Information chatbot questions about COVID-19; provide suggestions for content; and report rumors.

Ongoing work:
• Customize COVID-19 bot and continue to support new countries and programme teams to deploy, scale it and gather real-time data
• Tackle misinformation and rumour tracking for digital linkages to improved community engagement
• Assess and measure secondary impact of COVID-19 in the lives of children, young people, parents and communities
• Reach millions of more young people and communities with essential information
Cote d’Ivoire - Partnerships and Scale lessons

5 mai 2020
U-Report - SMS

- SMS sent by MTN Côte d'Ivoire to its 14 million subscribers.
- SMS sent to Orange Côte d'Ivoire's 10 million active subscribers (18 to 21 March 2020).
- SMS sent by Moov Côte d'Ivoire to its 8 million active subscribers. (18 to 21 March 2020)
More than 2,500,000 consultations and 850,000 unique visitors to the CORONA information centre which is updated daily and includes useful information such as:

- Self-evaluation
- Symptoms
- Treatment
- Prevention
- Awareness vs. stigmatization and the fakes news
- Measures taken by the government
U-Report - Polls

- A poll developed with the Ministry of Health and Youth Affairs was launched on 20 March with 83,312 responses.

- The results of the poll were then published in the media on Abidjan.net and in Côte d'Ivoire's largest daily newspaper, Fraternité Matin.

- As well as on several national radio stations including Trace FM, Radio Al-Bayane and Radio de la Paix.
The right information saves lives

- In an emergency context, people are demanding information and U-Report has played a crucial role as an official source of information provided by the authorities. Between March 3 and May 3, more than 900,000 people joined the platform.
U-Report COVID-19 Bot

Two initial polls connected to a COVID-19 information bot.

**Information and perception about COVID-19**
- What is the perception of risk of transmission among adolescents and young people, and what concerns them?
- What messages of encouragement and recommendations do adolescents and young people have for their peers?

**Attitudes and behaviours on COVID-19**
- I give my opinion and participate
- What are the attitudes and behaviors about physical distancing measures and other responses to the new coronavirus?
- According to adolescents and young people, which population groups face stigma and discrimination due to the new coronavirus?

**Understanding the knowledge, risk perception and concerns of adolescents in LAC regarding the COVID-19**
- Feedback for Infobot

**U-Report COVID-19 BOT**

**Questionnaire**

I receive vital information.

**Feedback for Infobot**

UNICEF and partners inform their responses, and raise our voices for advocacy.
First Poll: How the information was gathered.

Simultaneous regional launch in the first two weeks of April, with small differences between countries.

Most of the polls were launched through U-Report national platforms and the Global Platform. One country launched the poll through Office Forms (online).

Participants with incomplete gender and age data were excluded. Depending on national relevance, some countries excluded one or two questions.

The respondents are not a representative sample of young people in the region, because they do not come from a full range of demographic groups, countries of origin or current geographic locations. In addition, the poll respondents are not representative because they have access to the internet or mobile phones, and they have at least basic skills with technology, which is not true of all young people.
Participation

11,007 adolescents and young people between 13 and 29 years of age, from 31 countries in the region.

AGE
- 13-17: 20%
- 18-24: 65%
- 25-29: 15%

49% female, 50% male, 1% other
Youth call to take action against COVID-19 in Latin America and the Caribbean

U-Report poll of 10,500 young people in 31 countries suggests most youth believe action is needed to combat COVID-19, but many still need safe and clear information.
RCCE recommendations and engagement opportunities with U-Reporters.

- Provide feedback on how their participation has informed programming and advocacy efforts.
- Disseminate information about how COVID-19 is transmitted, how to be safe, about risk and complications, and on how to respond to symptoms.
- Engage adolescents and youth in gamified knowledge testing to reinforce knowledge retention.
- Raise awareness of the risks and the role of young people in preventing transmission.
- Consider various relevant communication channels to reach the most disadvantaged and marginalized adolescents and youth.
- Engage young people as agents of change by promoting their involvement in disseminating facts and kindness, and in enabling collective action.
- Co-design and co-create interventions with young people.
- Raise awareness about violence against children, gender-based violence, stigma and discrimination.
- Provide information services and referral/help-seeking mechanisms in their context.
Covid-19
U-Report
On the Move
PREVENTION, LEGAL COUNSELING & DISSEMINATION OF INFORMATION

IMMEDIATE RESPONSE

Prevention & basic info through the implementation of the INFO.BOT & INFOGRAPHICS

LIVE CHATS (Médecins du Monde) on prevention measures and stress management

REACH > 6000

LEGAL

LIVE CHATS and production of INFOGRAPHICS with ARCI on permits of stay and financial help under covid

U-PARTNER (over 400 cases)

RapidPro POLL* and Key messages dissemination

REACH > 11000

10% Response rate

GBV

VIDEO PILLS (English, Italian, Tigrinya) about the anti-violence number 1522

INFOGRAPHICS

Dissemination of key messages through RapidPro

REACH > 2000

Combined with Facebook Ads to scale up +1600 U-Reporters (5362 Total)
PEER TO PEER EMPOWERMENT, ENGAGED AND RESILIENT

**VIDEOS**
U-Ambassadors spreading key messages
Languages of countries of origin
Total of 5 videos

**REACH 10K approx.**

**U-Blog**
Blog posts
New recruitment campaign
Scale up with participation of Italian Youth

**INFOGRAPHICS**
U-Ambassadors collaborating with Italian youth to communicate positive messages
Total of 3 infographics

**REACH 500**

**From U-Blog on the move to U-Blog**
New Generation of UNICEF Bloggers in Italy

**Peer-to-Peer material is essential for engagement & impact; activities were launched as immediate response and are ongoing**
#IStayHomeWithUReport, digitalizing socio-recreational

Turning offline workshops into online sessions
Providing access to socio-recreational activities during confinement
Helping organizing daily routine around positive and constructive activities
Stress management and sense of isolation
Strengthen the U-Community experience

26 days of activities, reaching from 800 to 1000 users weekly
Thank You

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Help the ICT4D community
to make digital Covid-19 response more user driven

We are planning to compile practical guidance on user-centered and user driven approaches and design to share with the ICT4D community.

Do you have any recent good examples or lessons learned you wish us to include?
Or recommendations for further experts to contact.

Please contact sonja.Ruetzel@crs.org
Upcoming virtual events include:

June 30: Health Data Management & Exchange

July 9: Digital Tech to Improve Supply Chain Management During Covid-19

July 15: ICT for Plant Health: Tools and Applications for Plant Data

www.ict4dconference.org

The Global Digital Development Forum remains open for registration and recordings through August 2020: https://digitaldevforum.com/