

Amplifying Voices, Empowering Lives: How Human-Centered Design shaped UNICEF's Virtual Safe Space platform

Are we sure innovation cannot wait?



- Only 21% of women in LMICs are online
- 900 million women do not have access to mobile internet
- 98% of women and girls reported having faced online violence in the Middle East; 90% in Africa.
- And many more challenges:
 - Low digital and written literacy
 - Low connectivity
 - Shared phones
 - Social norms
 - Safety & backlash

Human-Centered Design

User Research

Contextualization

Training

Deployment & Dissemination

M & E

"I found it all interesting because it leads me to be a mother for the future so I can also teach my children what I was not taught about my body."

38 year old woman

"...just what I needed as I was sitting at the center... place where I could find exactly what I was looking for"

13 year old girl, Lebanon

Laaha

"...we usually want to know these things but don't want to ask someone, so Laaha is a safe space to learn."

15 year-old girl, Lebanon

What did we learn?

- Be intentional about your project team
- Design with your target audience, not on their behalf
- Do no harm
- Build for your most vulnerable user
- Don't assume, verify!
- Think sustainable from day 1



Opportunities for mine action



- Including content on Mine Action towards women and girls on Laaha
- From Laaha (GBV risk) to Minaa (EO risk)? why not a similar platform in mine action?
 - For EORE
 - For EOD (including hotlines)
 - For Victim assistance services,
 - Land release, advocacy, etc
- Use of Chatbots in MA?



Visit Laaha at
www.laaha.org

Any question?
cmasboungi@unicef.org