

UX/UI

Case Study

Wapo Wapi App

The first user-friendly mobile app in Tanzania aims to reduce the number of missing children and assist in their recovery by providing relevant information, resources, alerts, and notifications to users.



Project Overview

Wapo Wapi means “Where They Are”.

The Wapo Wapi Foundation (WWF) is a Non-Governmental Organization founded in 2023, with registration number 00NGO/R2/4311, with the purpose of addressing the issue of missing children in Tanzania.

- The foundation works towards creating **innovative solutions** that can make a positive impact on society.
- The foundation works towards empowering communities and families to take an active role in child protection and safety.

Statement of Problem

There is a growing number of missing children, and the challenges associated with quickly and efficiently locating them are significant. The current systems for reporting and disseminating information about missing children are often fragmented, leading to delays in the search and recovery process, and there is no centralized database available.

The lack of a centralized and accessible system for preventing, reporting, and sharing information about missing children also makes it difficult for the public, law enforcement, and supportive stakeholders to collaborate effectively in locating them.

Conflict **Facts**

Fact 1

There are more than 30 local and international non-governmental organizations operating in Tanzania that focus on children, but none of them is very attentive to addressing the issue of missing children.

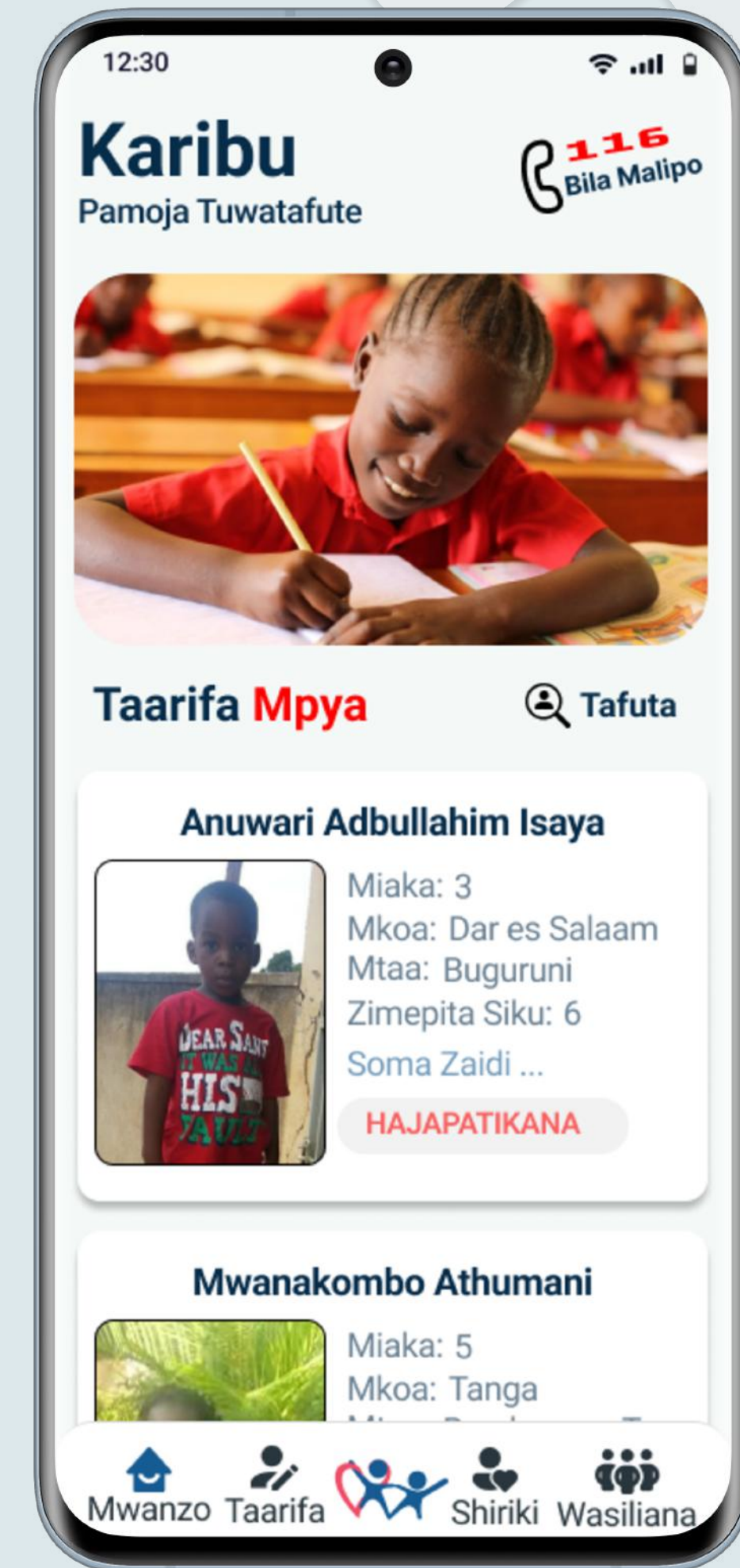
Fact 2

Over 30,000 applications are available on the App Store and Google Playstore for internet users in Tanzania. However, none of these apps aim to reduce the number of missing children or assist in their recovery.

The Solution

The first free, user-friendly mobile app in Tanzania aims to reduce the number of missing children and assist in their recovery by providing relevant information, resources, alerts, and notifications to users.

The app also allows users to report sightings or provide tips, making it easier for everyone to work together in preventing and searching for missing children.





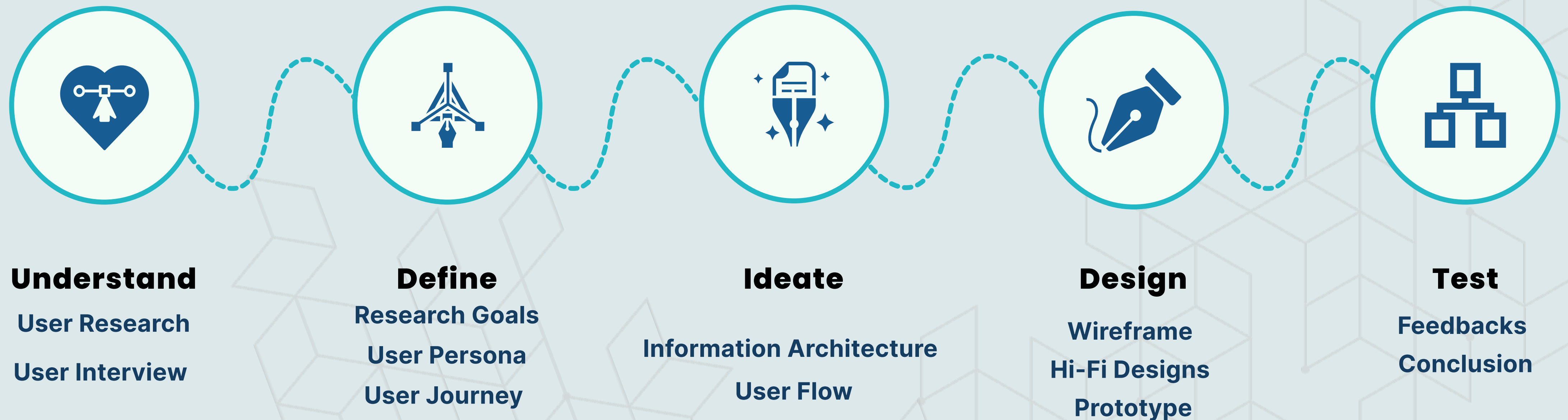
App Users

The app has been designed to be user-friendly and accessible to all, regardless of their technical expertise.



Design Process

The design process of the Wapo Wapi App involves several stages, starting with research and analysis of user needs, followed by the creation of wireframes and prototypes. The app's user interface and features are then developed based on user feedback and testing.



User Needs



1

User-friendly Interface

The app should be easy to use and navigate, with clear instructions and intuitive features to help any application user..

2

Reporting Mechanism

The app should be a platform to report sightings or provide tips and allow for user feedback to improve its functionality.

3

Community Engagement

The app should encourage community engagement and collaboration, with features such as community alerts, social media sharing, and volunteer opportunities.

4

Reliable and efficient:

The app should be reliable and efficient in locating missing children, providing real-time alerts and notifications with preventative tips to users in the vicinity.

User Perspective

The users' perspective on the Wapo Wapi app involves their views on the app's usability, functionality, features, and effectiveness in aiding the search for missing children.

Intuitive design

Do I find detailed information about each missing child, such as their last known location or the date they went missing?

Adoption and usage

The app's impact is limited without widespread adoption and usage by the community

Notifications and alerts

Push notifications and alerts are very useful as they provide quick updates about missing children in their area.

Raising awareness

The app should be a valuable tool for raising awareness about missing children and improving community safety.

Side menu

I have concerns about the accuracy of the information provided or the app's potential for false positives or false negatives.

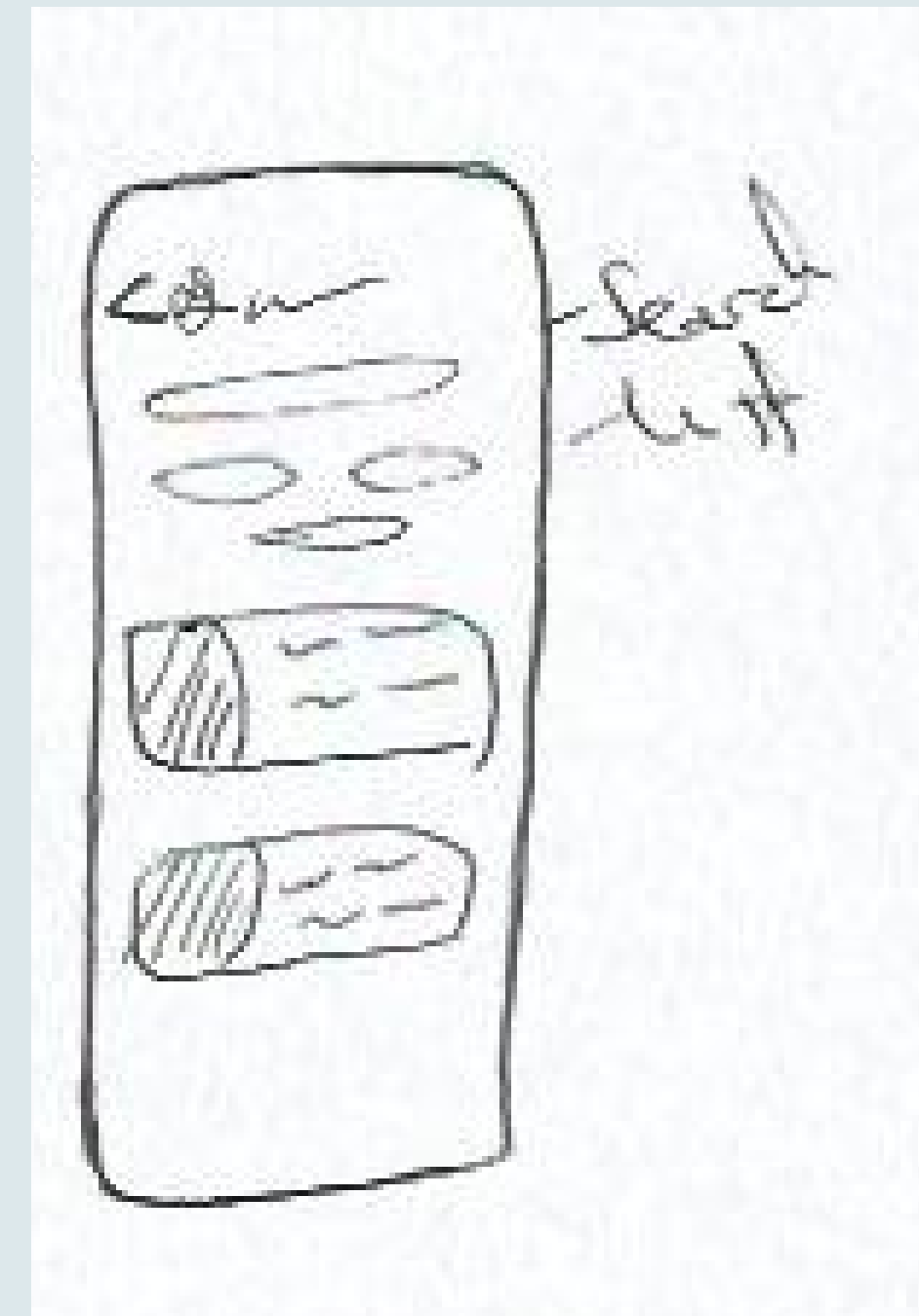
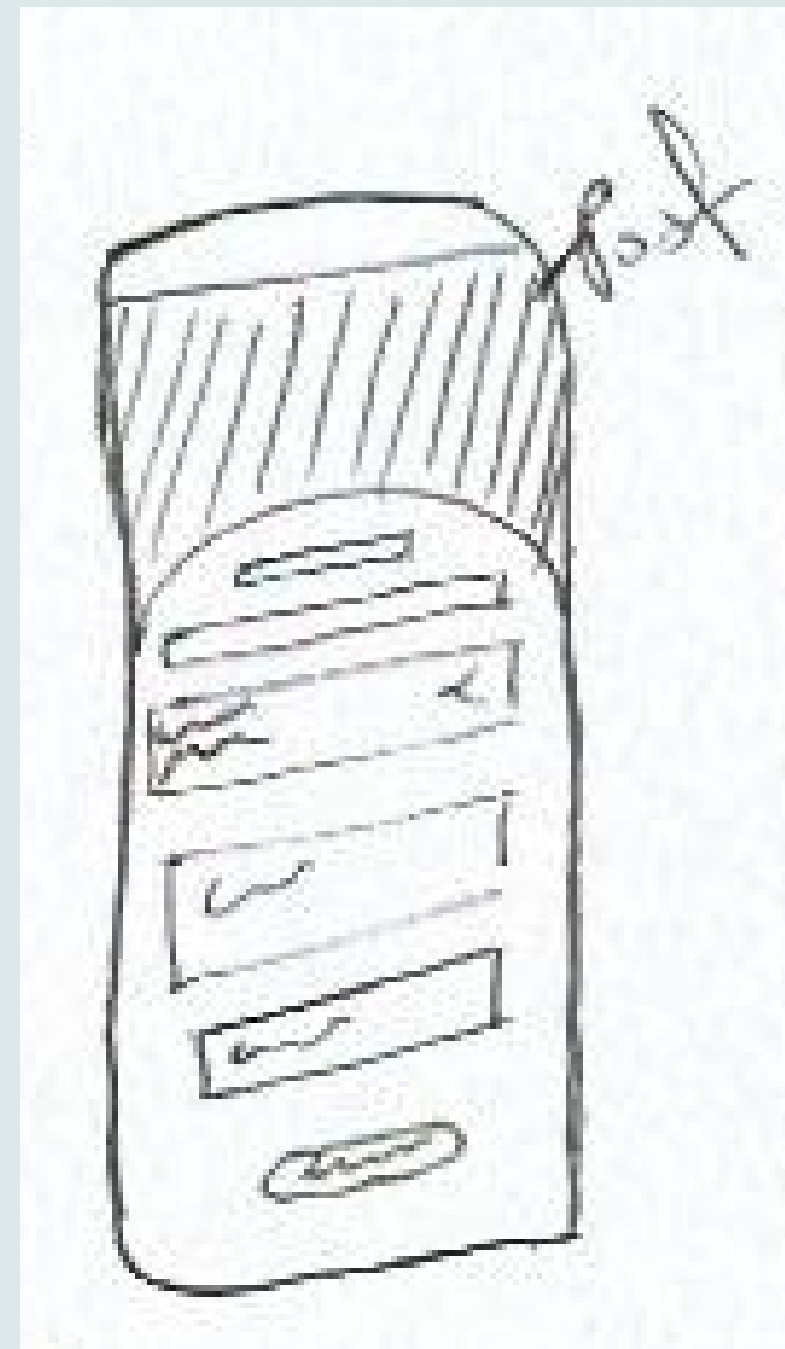
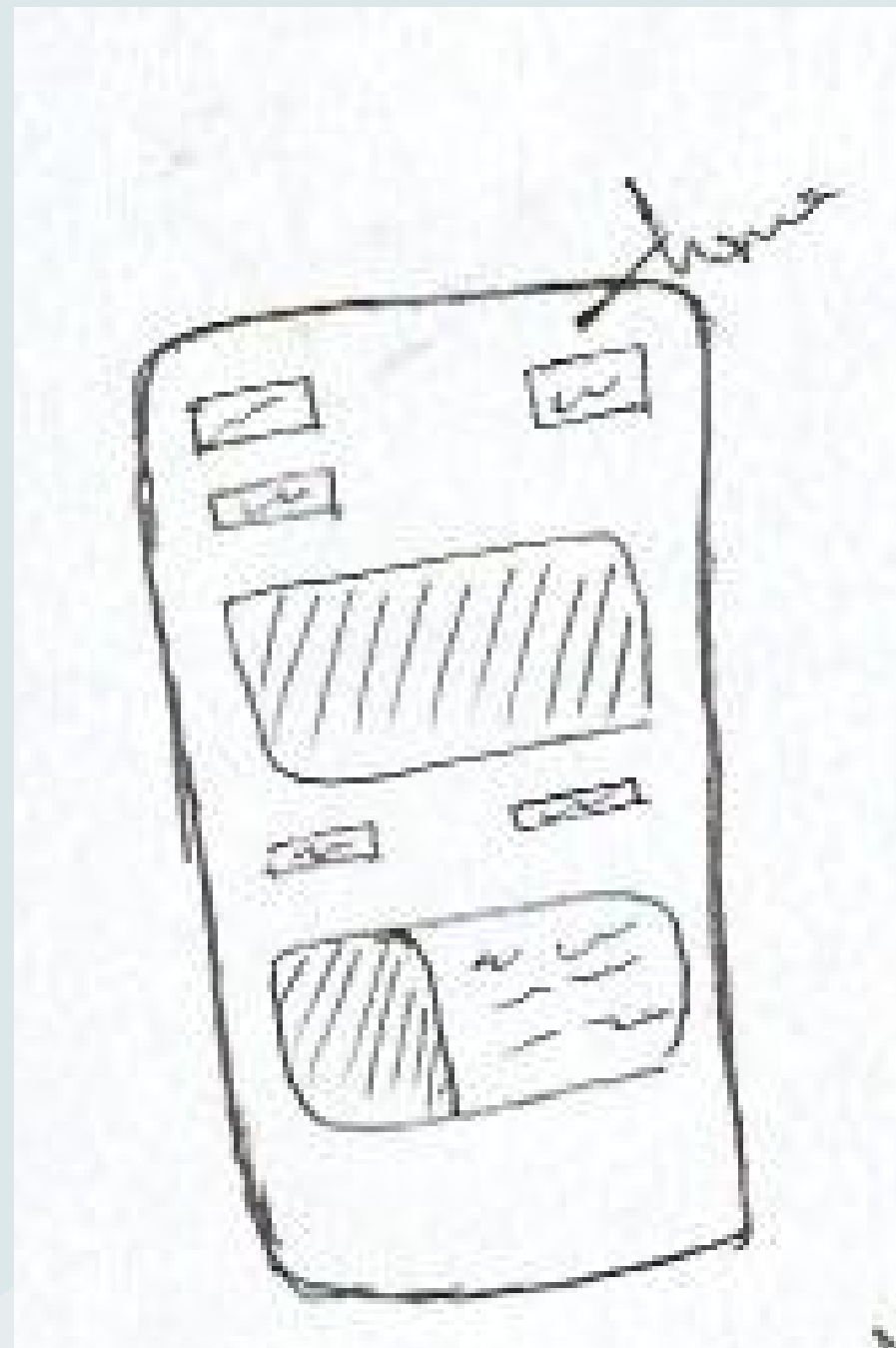
Outcome of the experience

I am concerned about whether I would be able to find my child and how quickly and efficiently the app would respond to my needs.

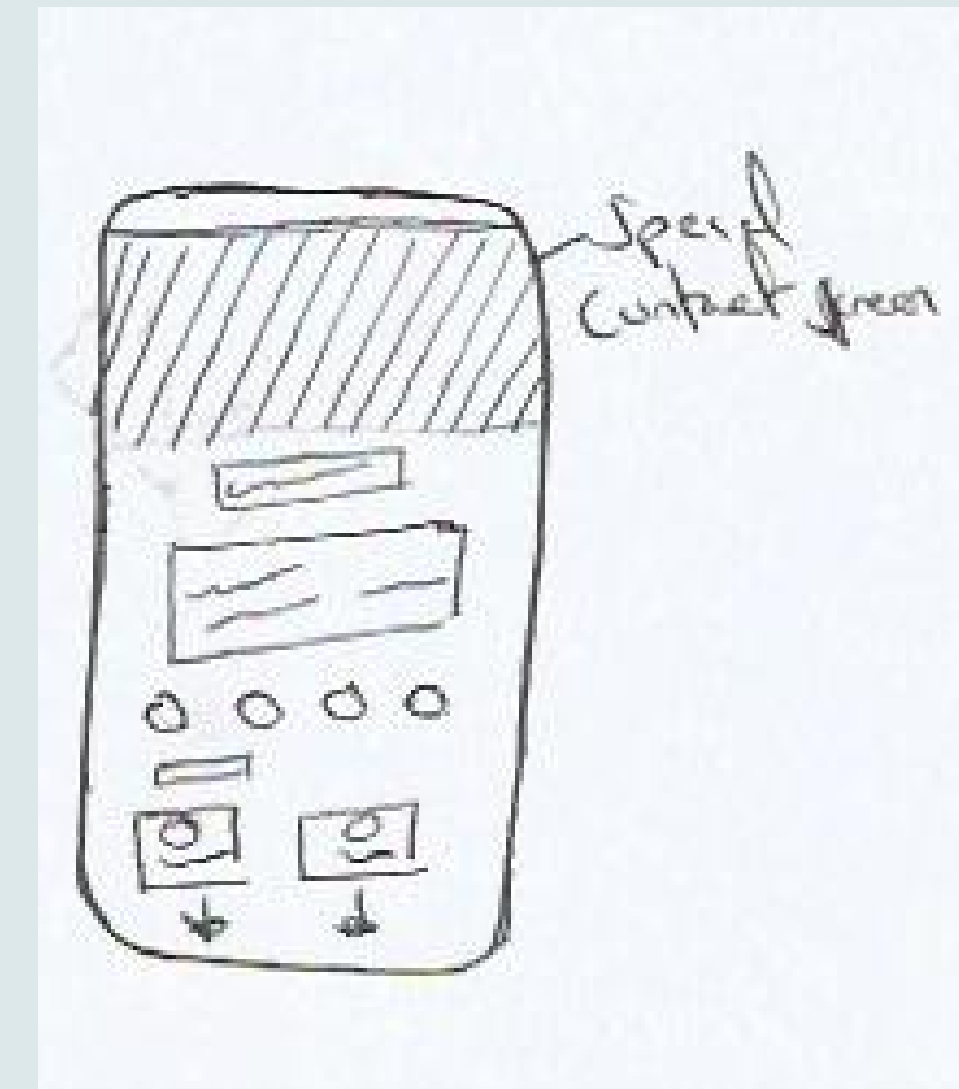
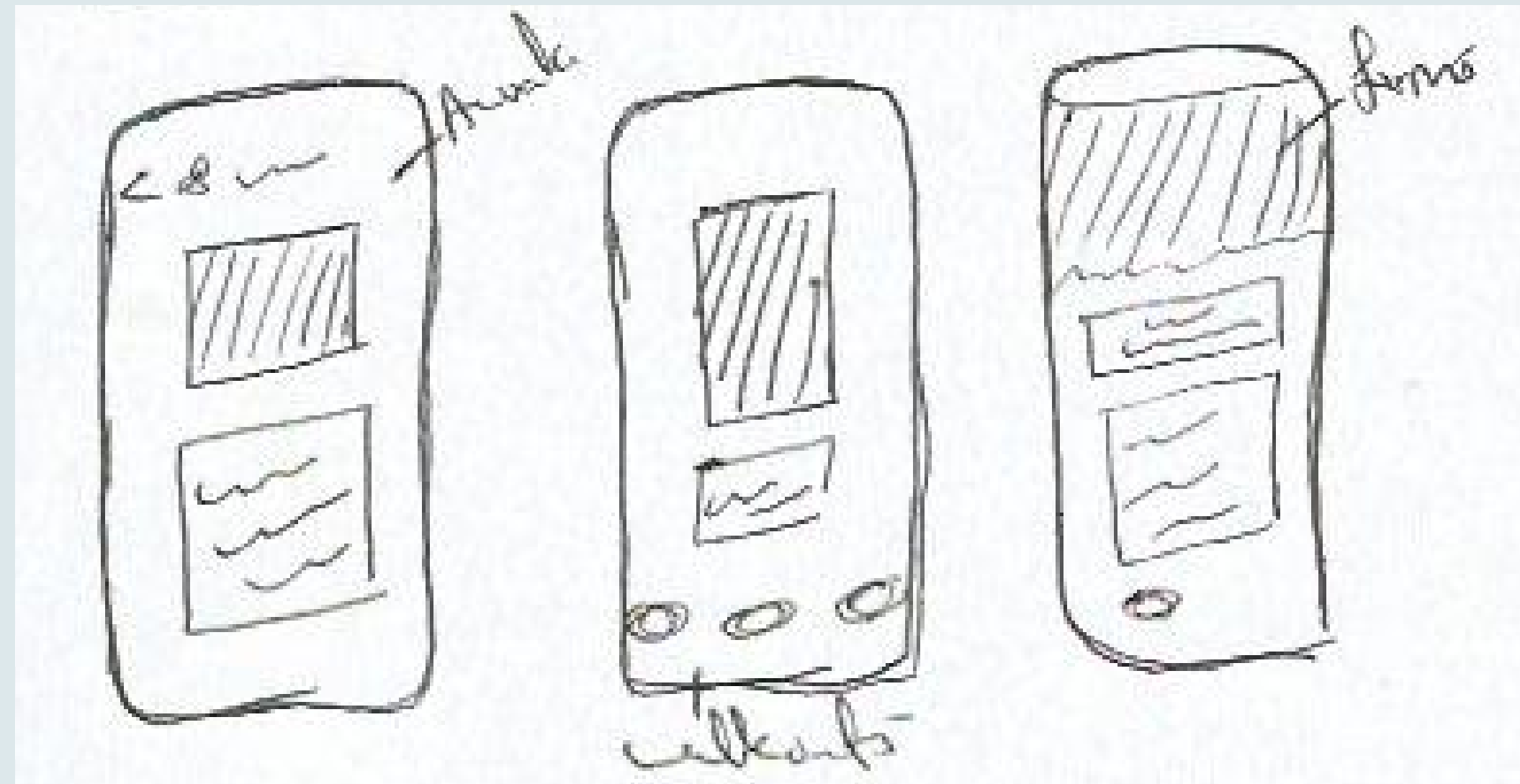
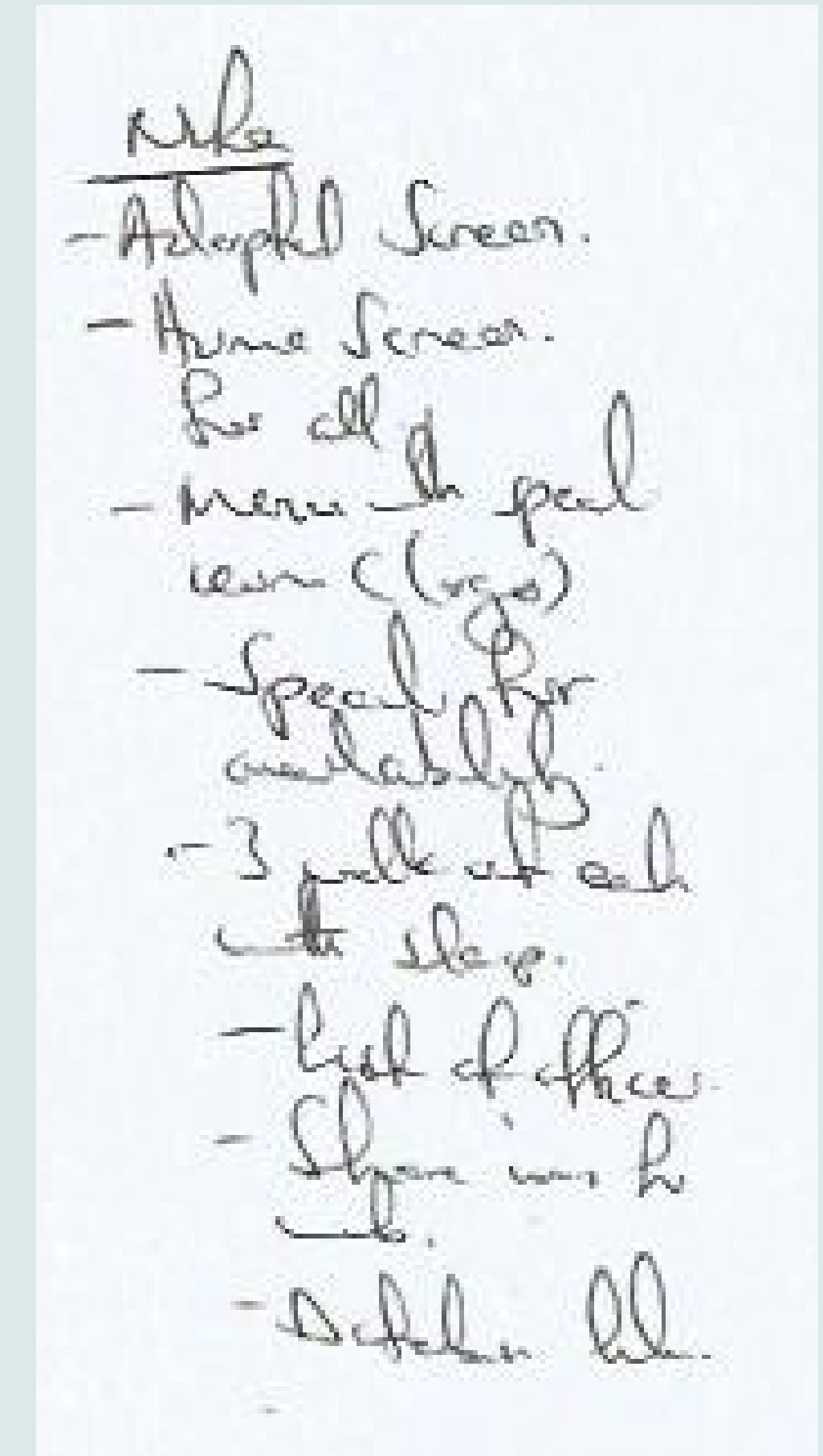
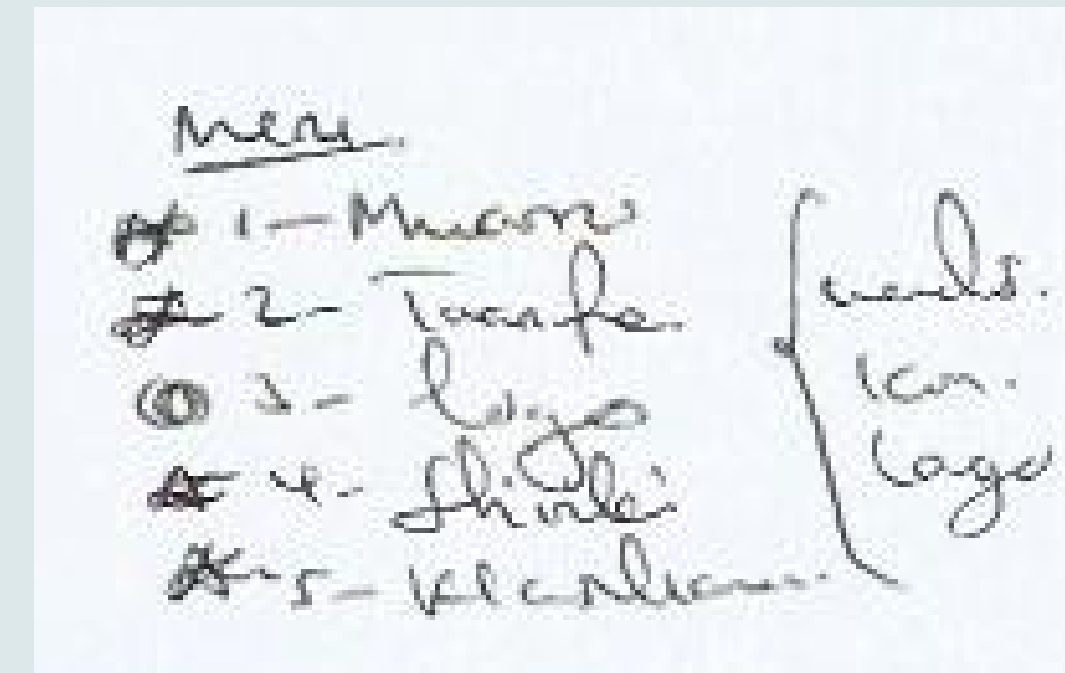
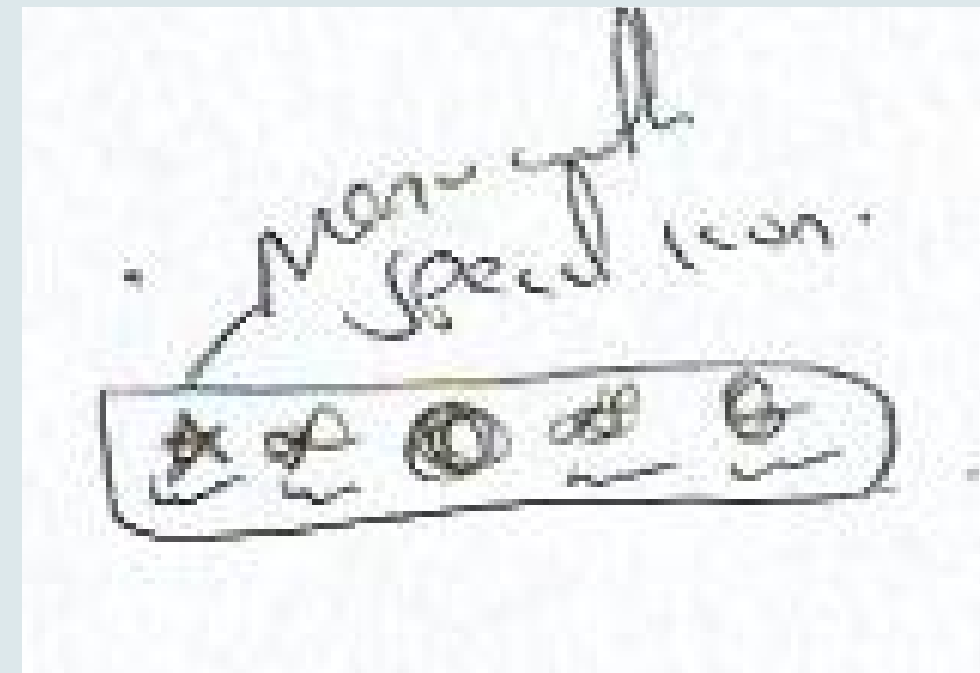
Storyboard

Paper Sketching

A visualization of the app's design and functionality



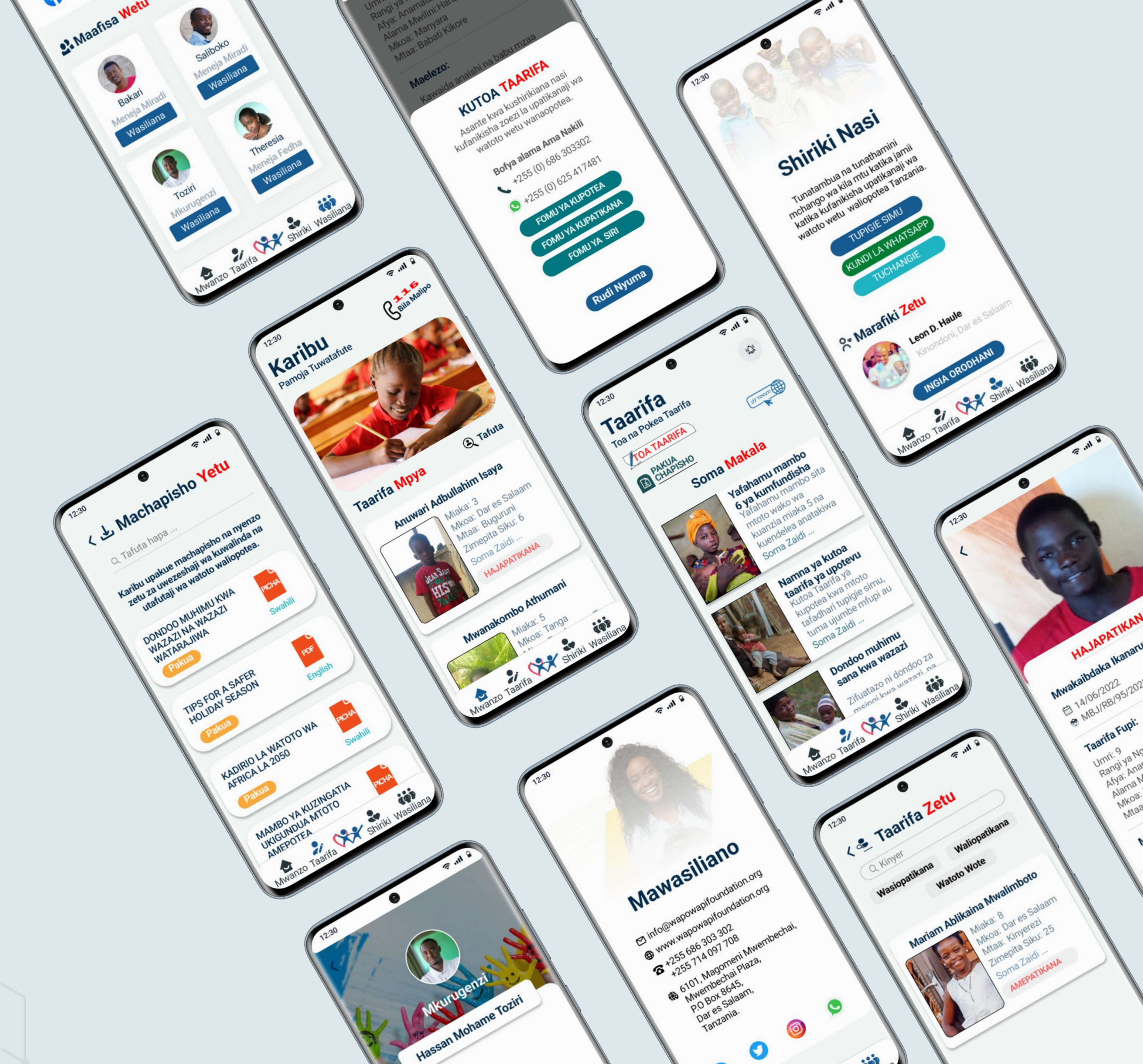
Paper Sketching



Unique Features

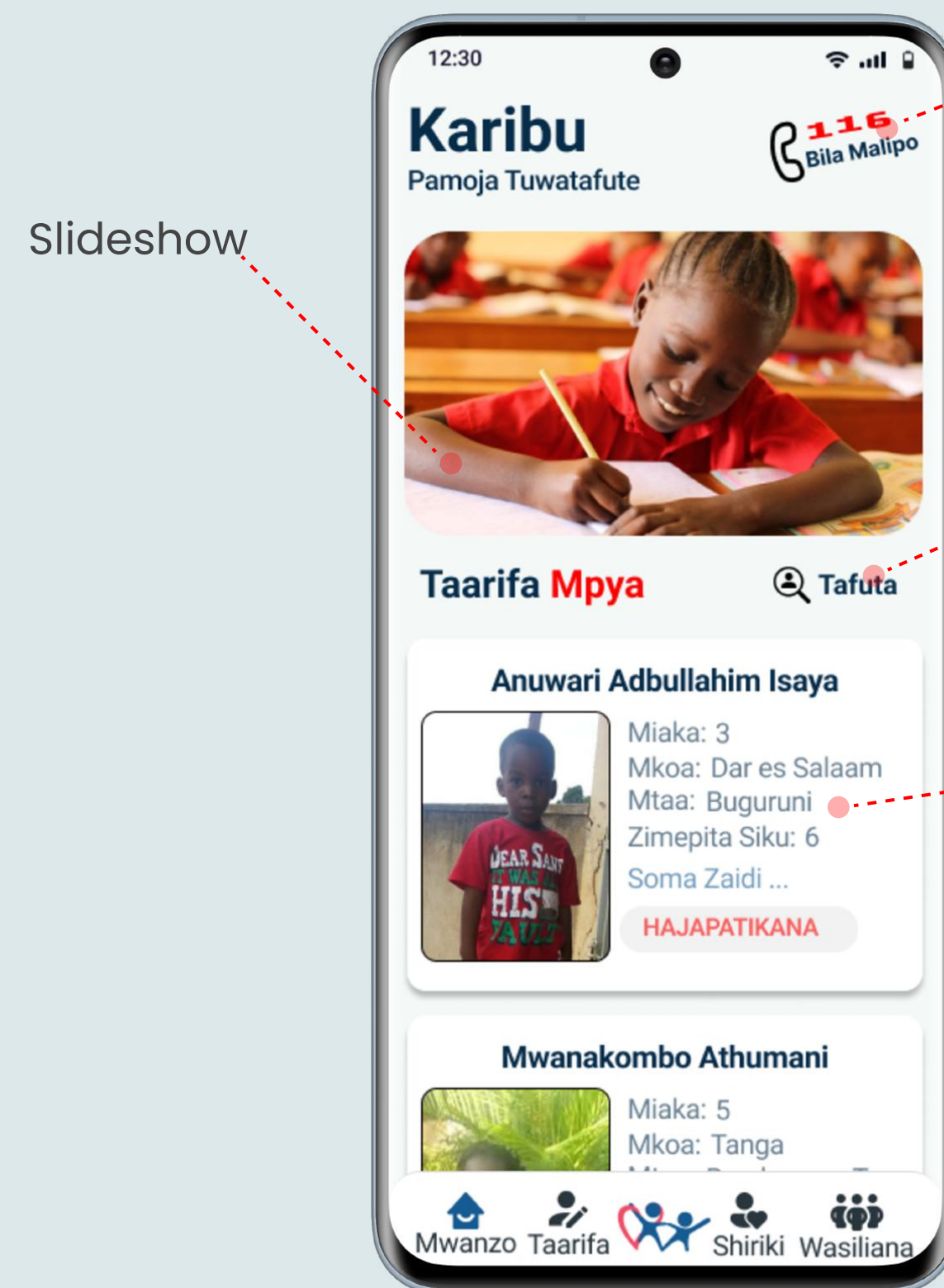
Some of these features include:

- Report of missing children
- Safety Tips & Resources
- Alerts and Notifications
- Reporting Tools
- Search and Filters
- Social Media Integrations
- Privacy and Security
- Multi-language support



Report Of **Missing** Children

With the Application, users can effortlessly access comprehensive information about missing children, including their names, current photos, detailed physical descriptions, and other pertinent details.



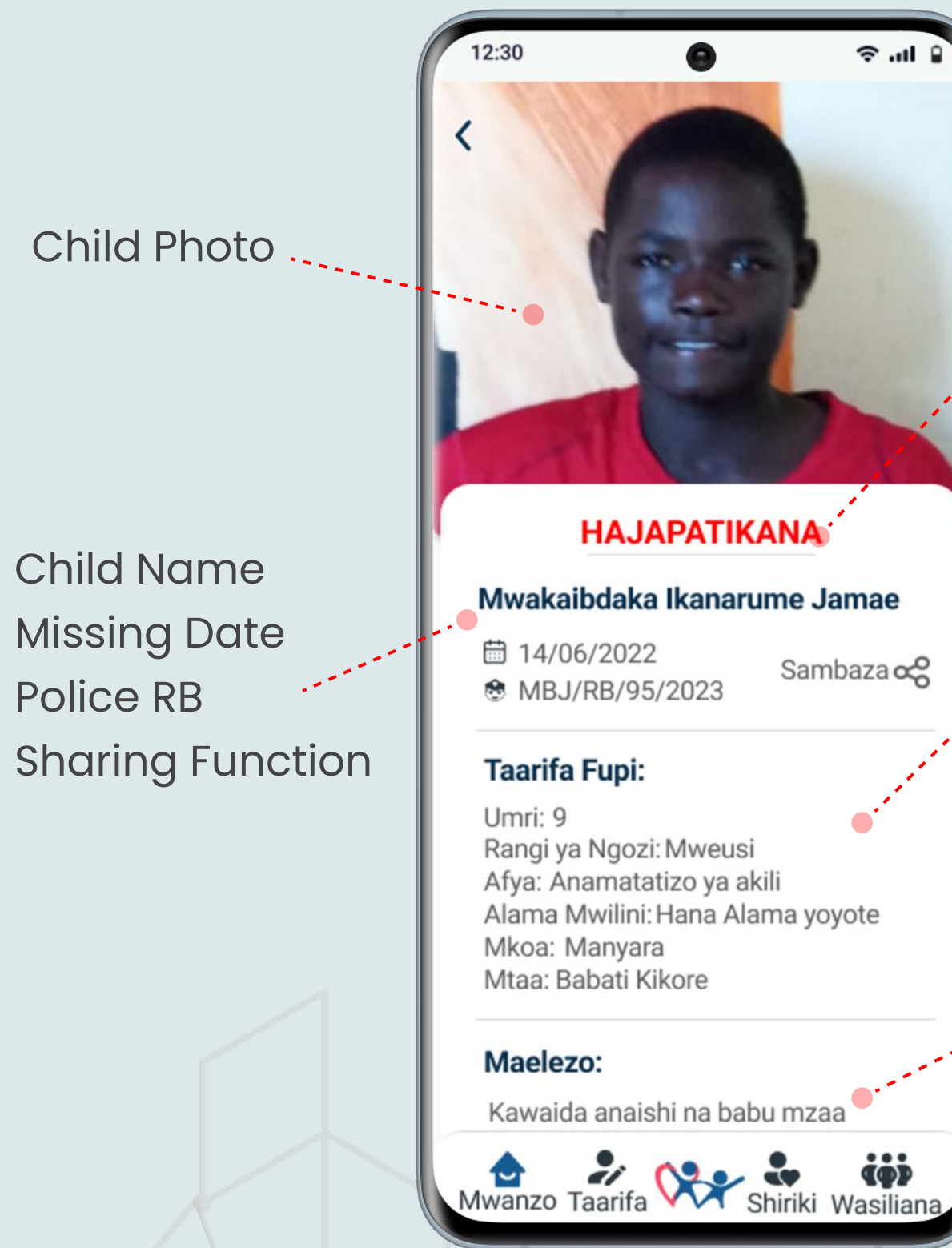
Slideshow

Toll-free number

Database Searching Function

Missing Card

- Child Photo
- Child Name
- Child Age
- Region & Street
- Missing Day Count
- Missing Status



Child Photo

- Child Name
- Missing Date
- Police RB
- Sharing Function

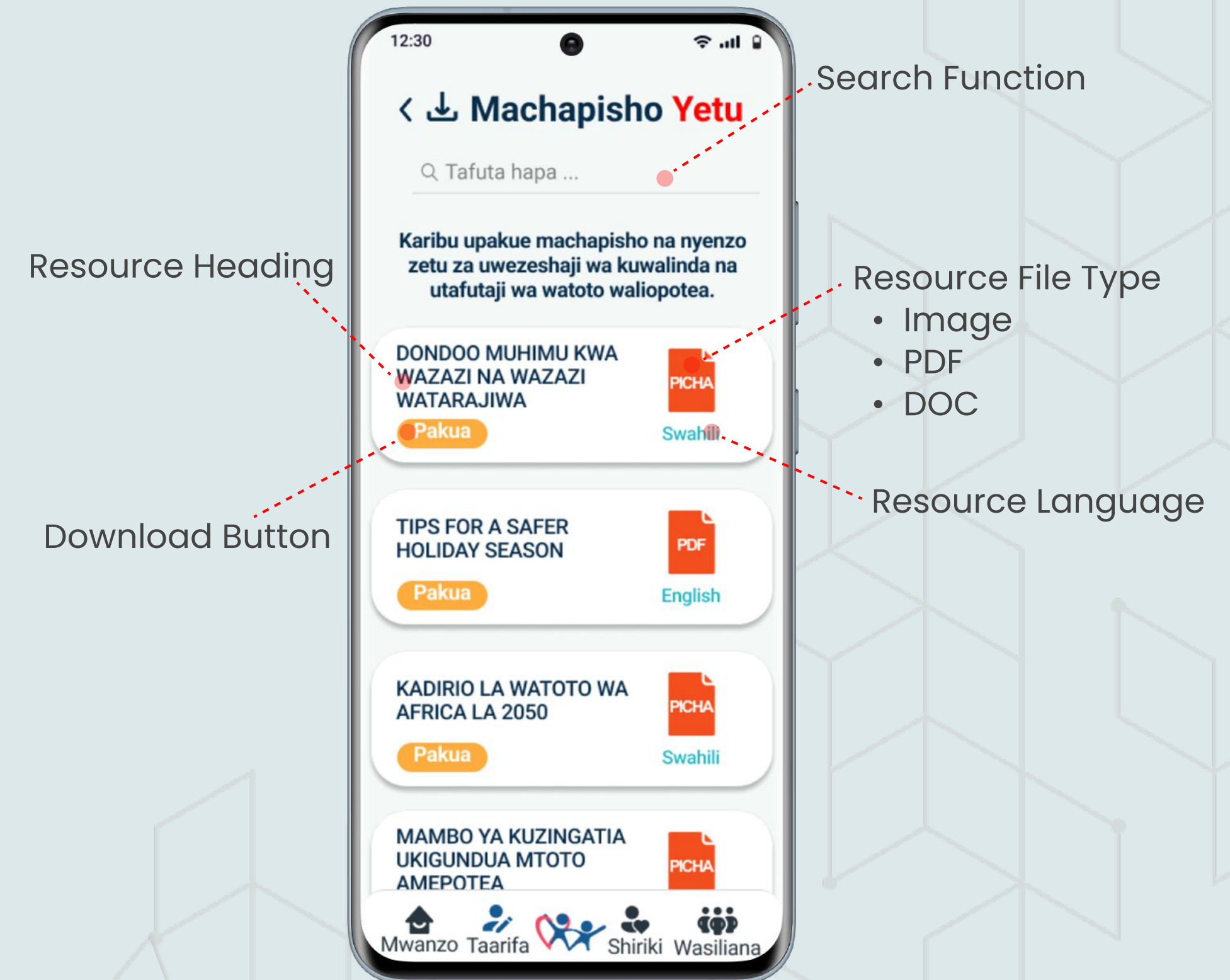
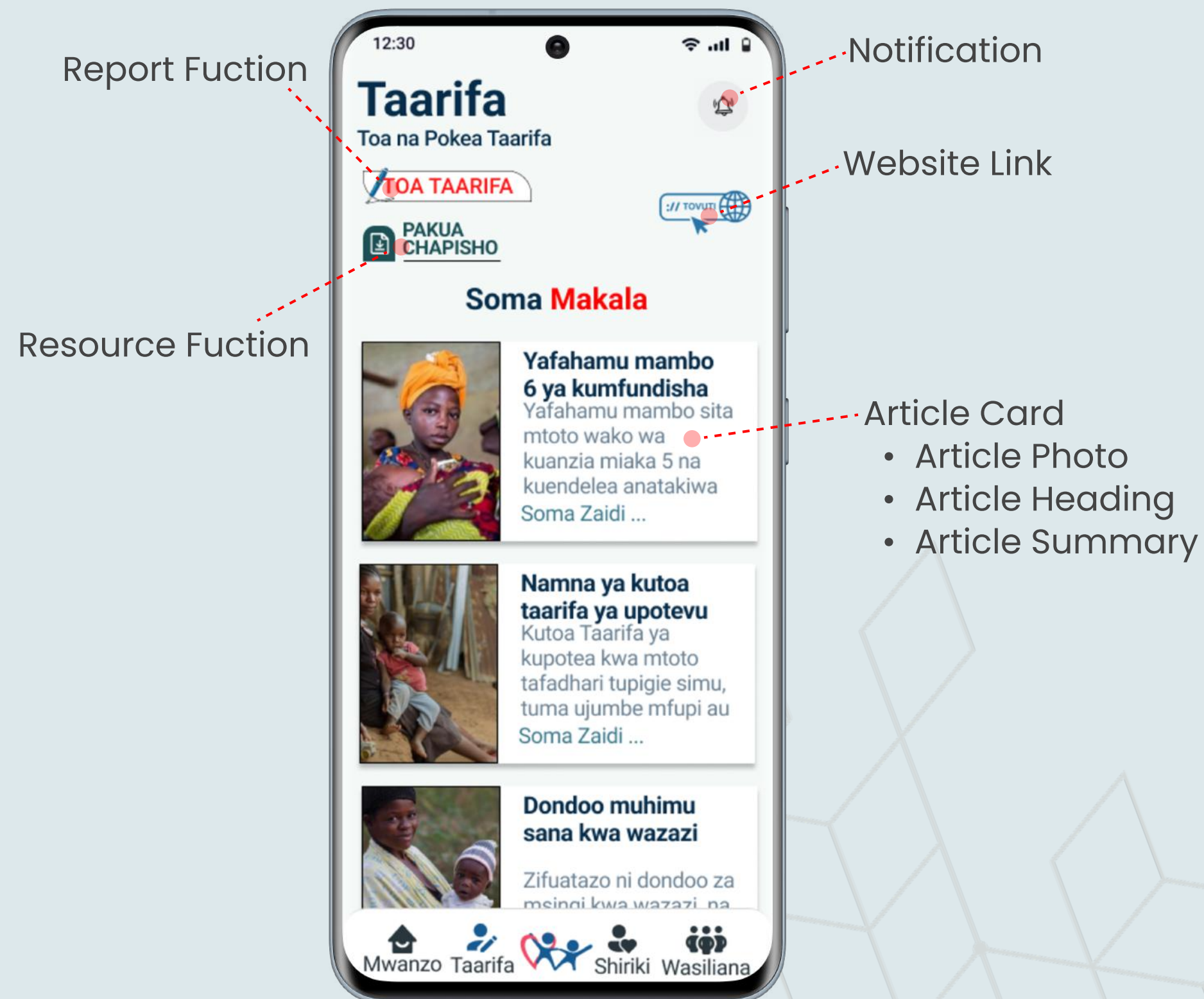
Missing Status

- Child Age
- Body Color
- Health Status
- Body Mark
- Region & Street

- Missing Information
- Contact Details

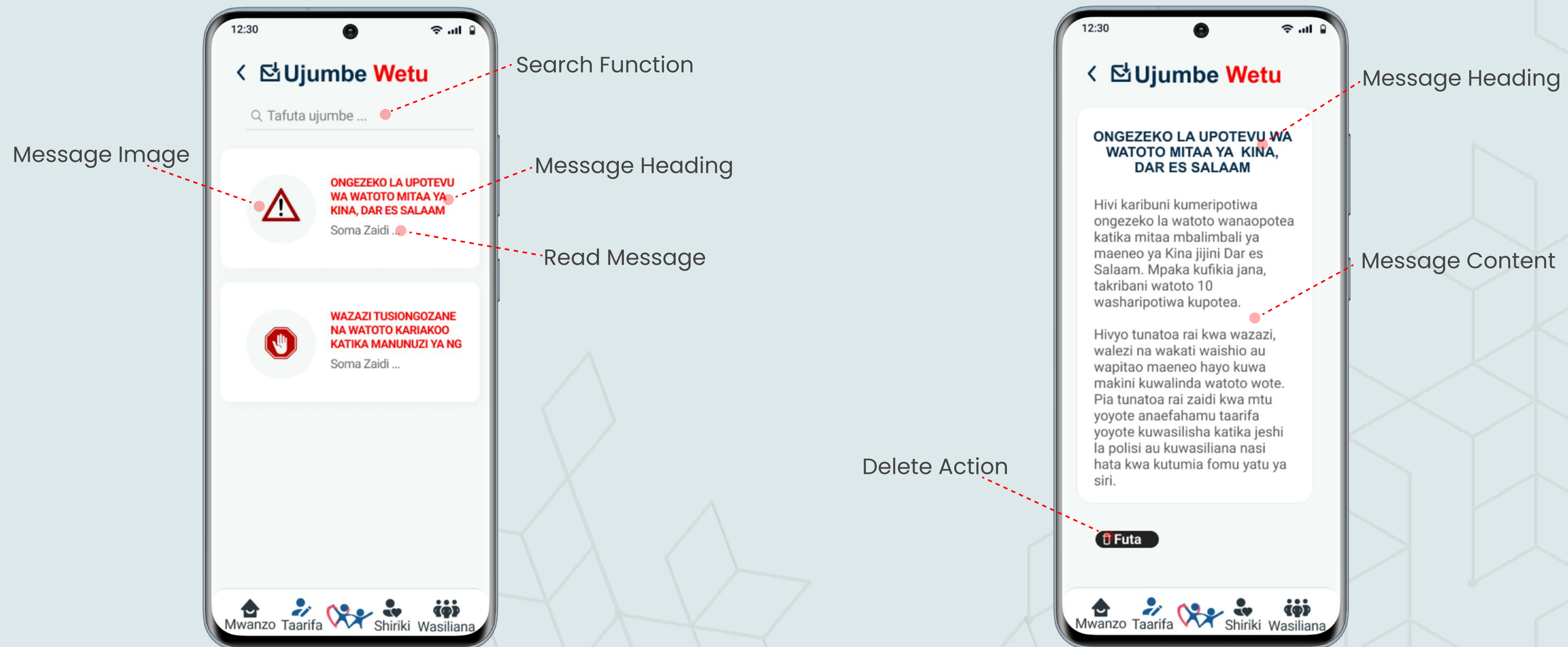
Safety Tips And Resources

The application will offer safety tips and resources for parents and guardians to prevent their children from going missing, including advice on child safety, security measures, and what to do if a child goes missing.



Alerts **And** Notifications

The application will provide consistently reliable real-time updates and alerts to conscientious users, enabling them to proactively monitor for a missing child and promptly respond to any potential emergency threat.



Reporting Tools

The app's user-friendly interface and clear instructions make it easy for anyone to report a missing child, as well as sightings or any other useful information that may aid in locating or preventing them from missing.

Direct Call

WhatsApp No. & Clickable Link

Active Missing Child Form

Recovered Missing Child Form

Anonymous Reporting Form

KUTOA TAARIFA
Asante kwa kushirikiana nasi kufanikisha zoezi la upatikanaji wa watoto wetu wanaopotea.
Bofya alama Ama Nakili
+255 (0) 686 303302
+255 (0) 625 417481
FOMU YA KUPOTEA
FOMU YA KUPATIKANA
FOMU YA SIRI
Rudi Nyuma

TUTAKULINDA
Tunatanguliza shukurani zetu za dhiti kwa kujitolea kutupa taarifa hii. Tunatambua umuhimu wa taarifa za siri na hakika tutakulinda.
Ujumbe wako unahusu nini?
Mfano: Kumuona mtoto.

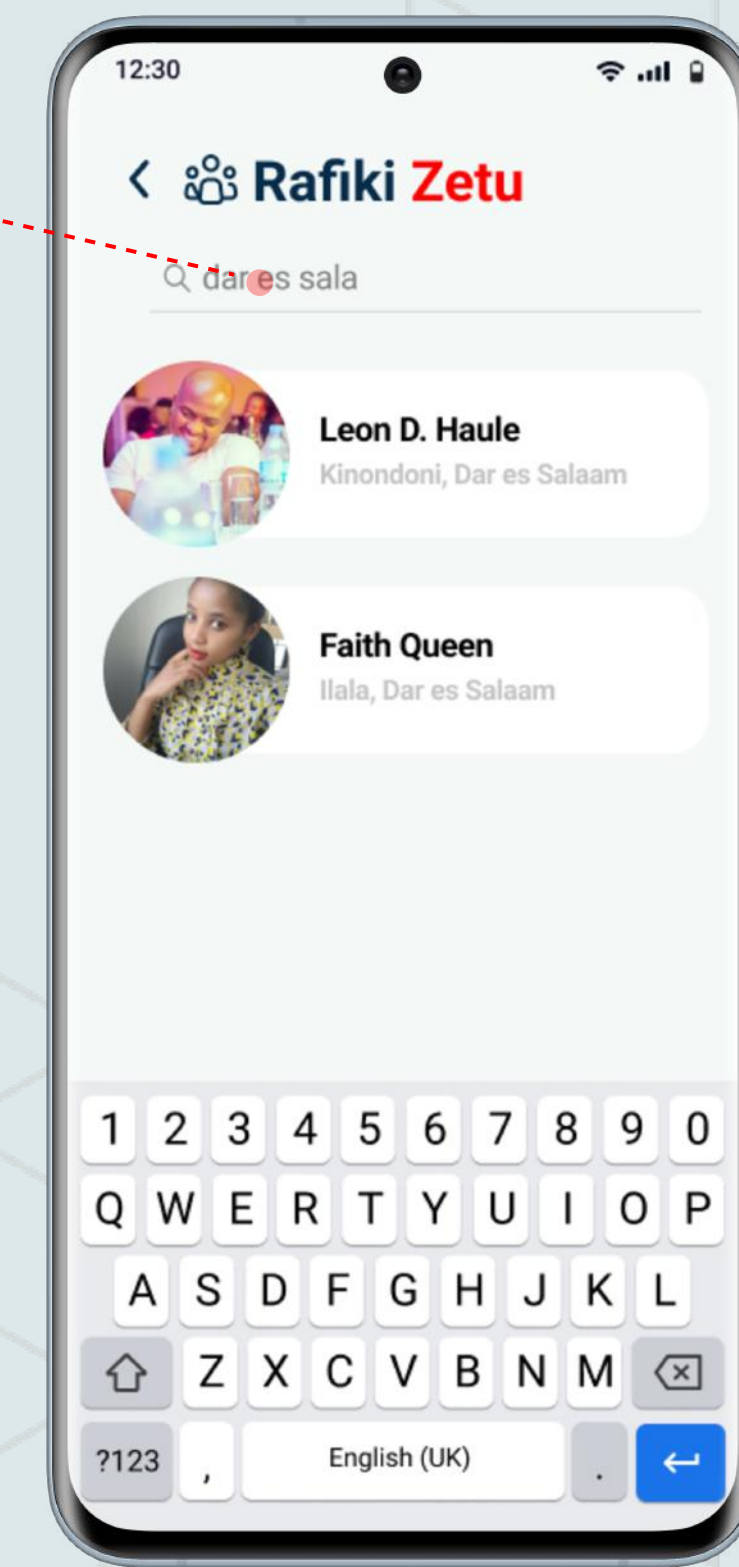
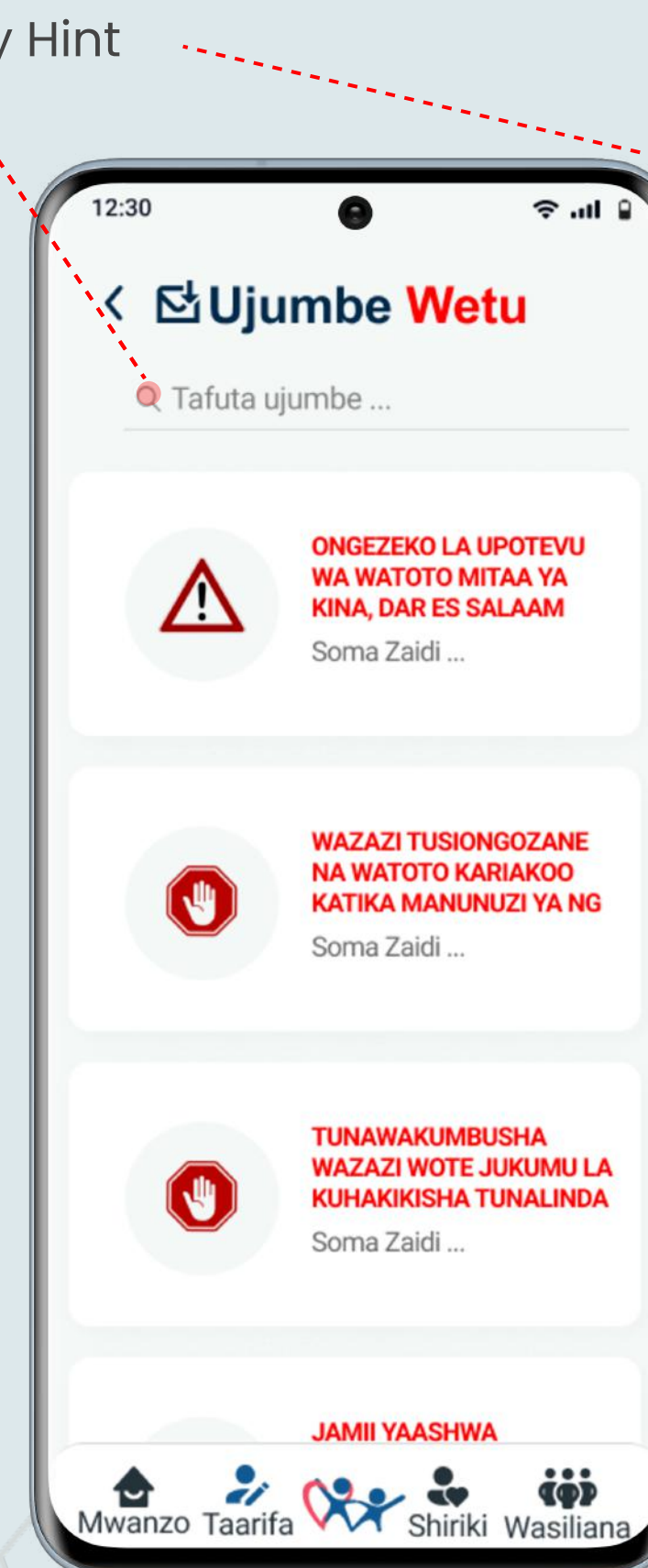
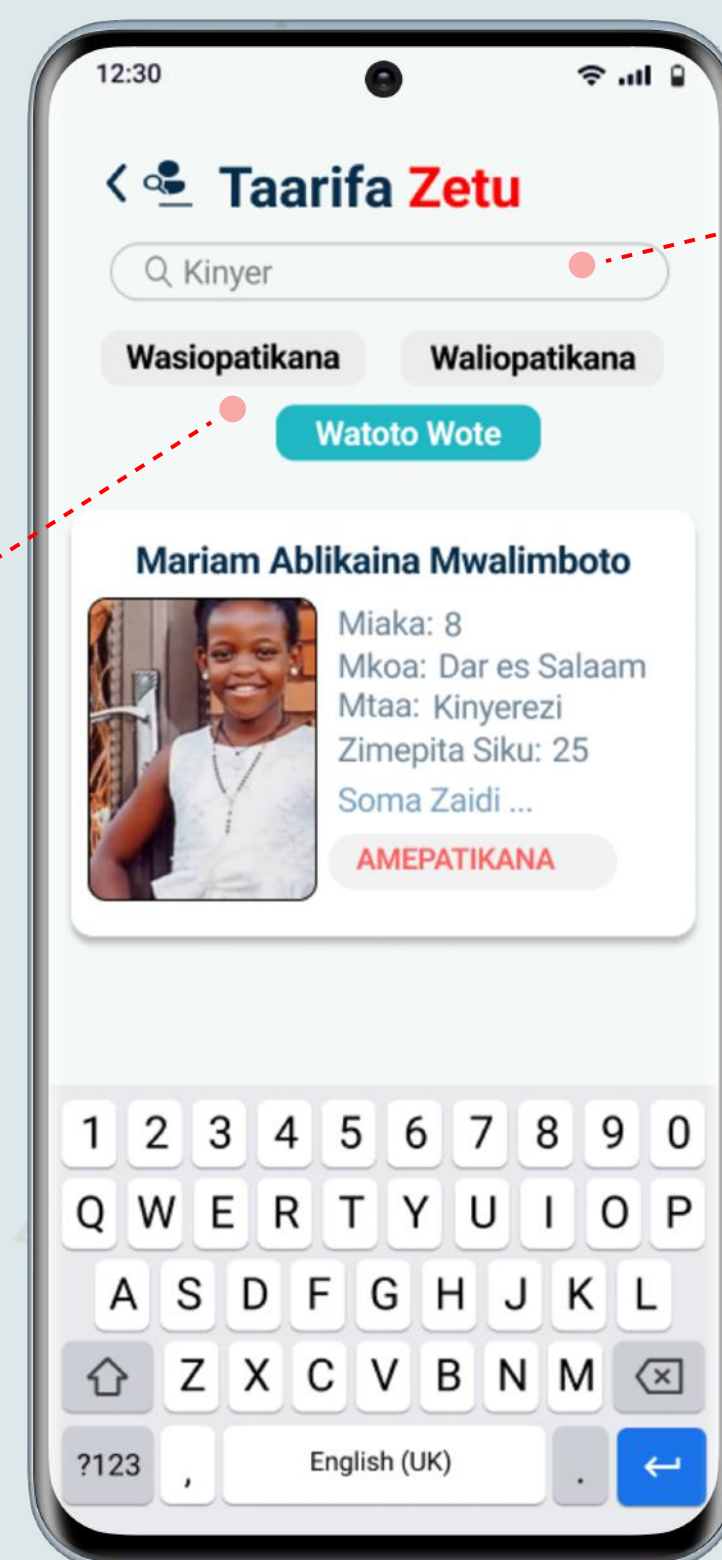
MTOTO KAPATIKANA
Asante kwa kufanya uamuzi sahihi wa kushiriki kutoa Taarifa ya kupatikana kwa mtoto. Kwa pamoja tutawezesha kupatikana kwake.
Jina lako.
Jaza jina lako.
Jina la mtoto.
Jaza jina lake.
Makadirio ya miaka ya mtoto.
Jaza miaka yake.

MTOTO KAPOTEA
Tunatanguliza pole zetu kwa kupotelewa na mtoto wetu, tunaahidi kushirikiana nawe na makundi mengine kuhakikisha anapatikana kwa haraka.
Jina lako.
Jaza jina lako..
Je unaiishi mahali gani?
Mfano: Buguruni, Dar es Salam.
Jina la mtoto.
Jaza jina lake.
Miaka ya mtoto.
Jaza miaka yake.

Search And Filters

The app is equipped with search and filter functions to browse through a database of missing children and other informative listings. This helps users find relevant information based on their desired criteria.

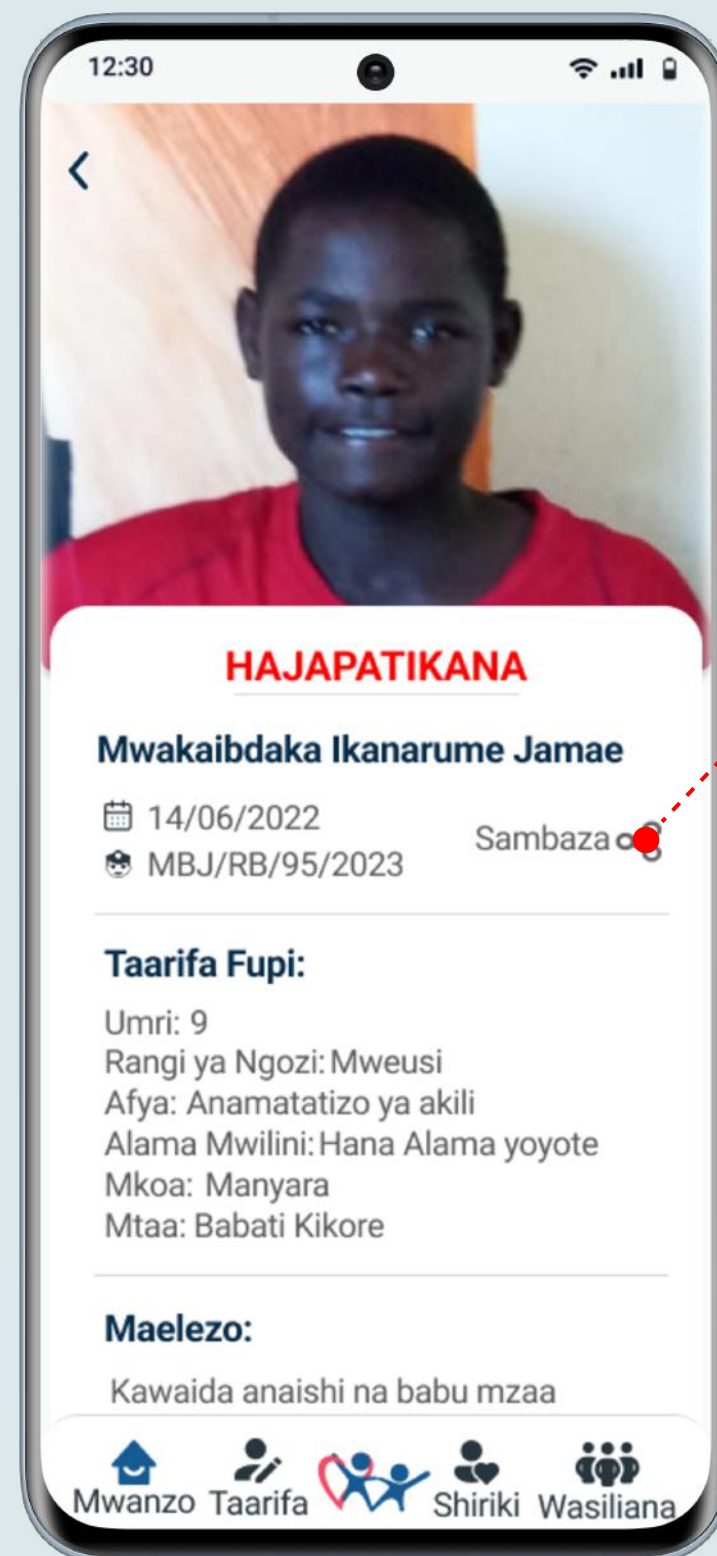
- Filter by Categories
- Active Missing Children
 - Recovered Missing Children
 - Filed Missing Children



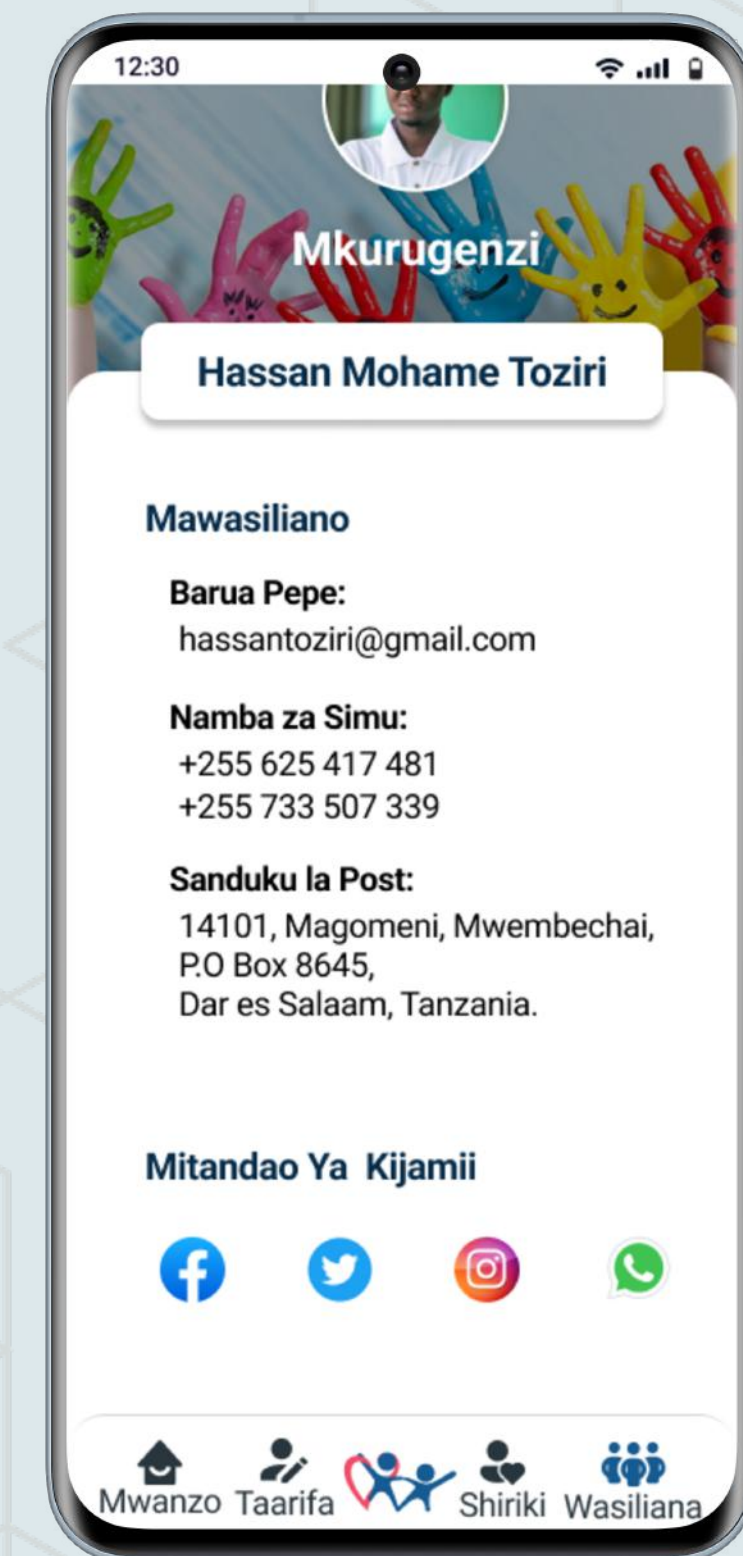
Search by Hint

Social Media Integrations

By integrating with various social media platforms, the application is able to reach a larger audience and increase the chances of reducing and finding missing children and resource sharing.

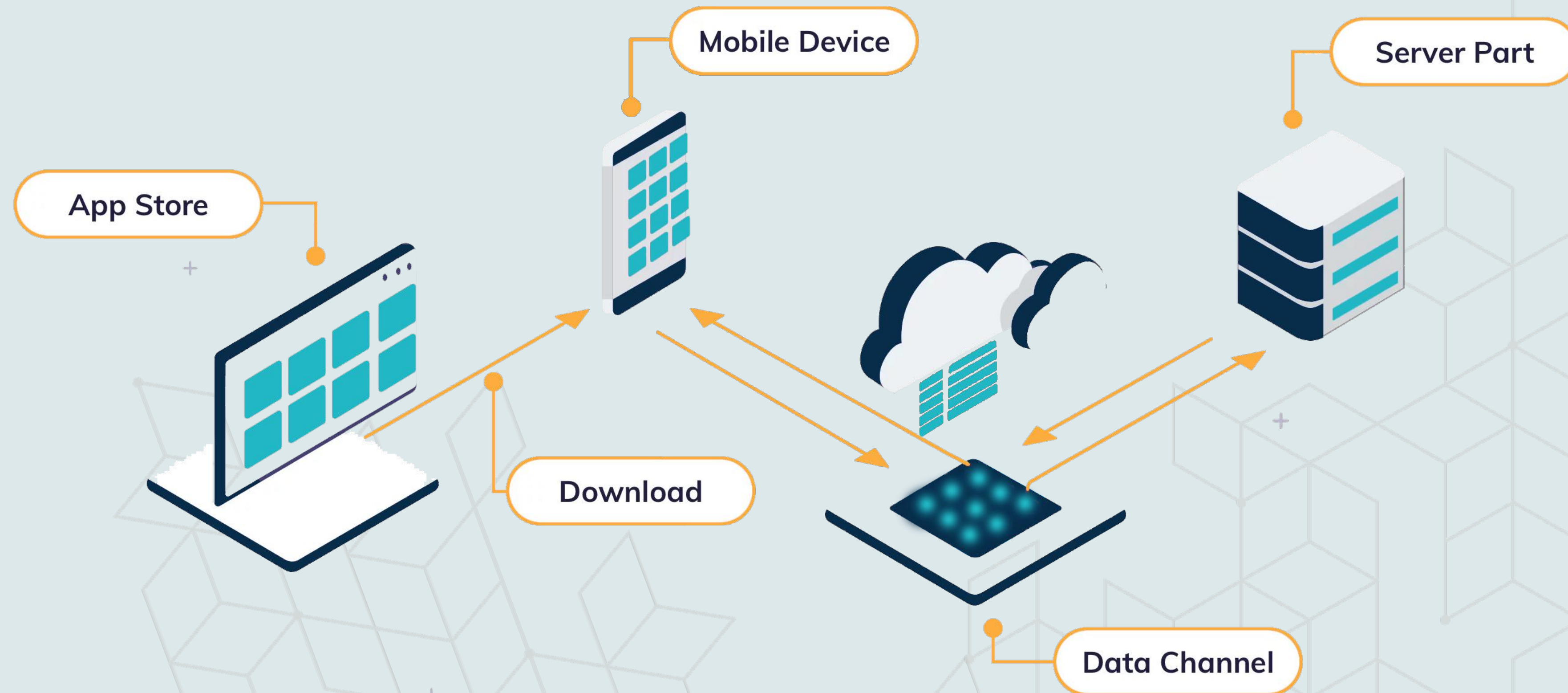


Share Function



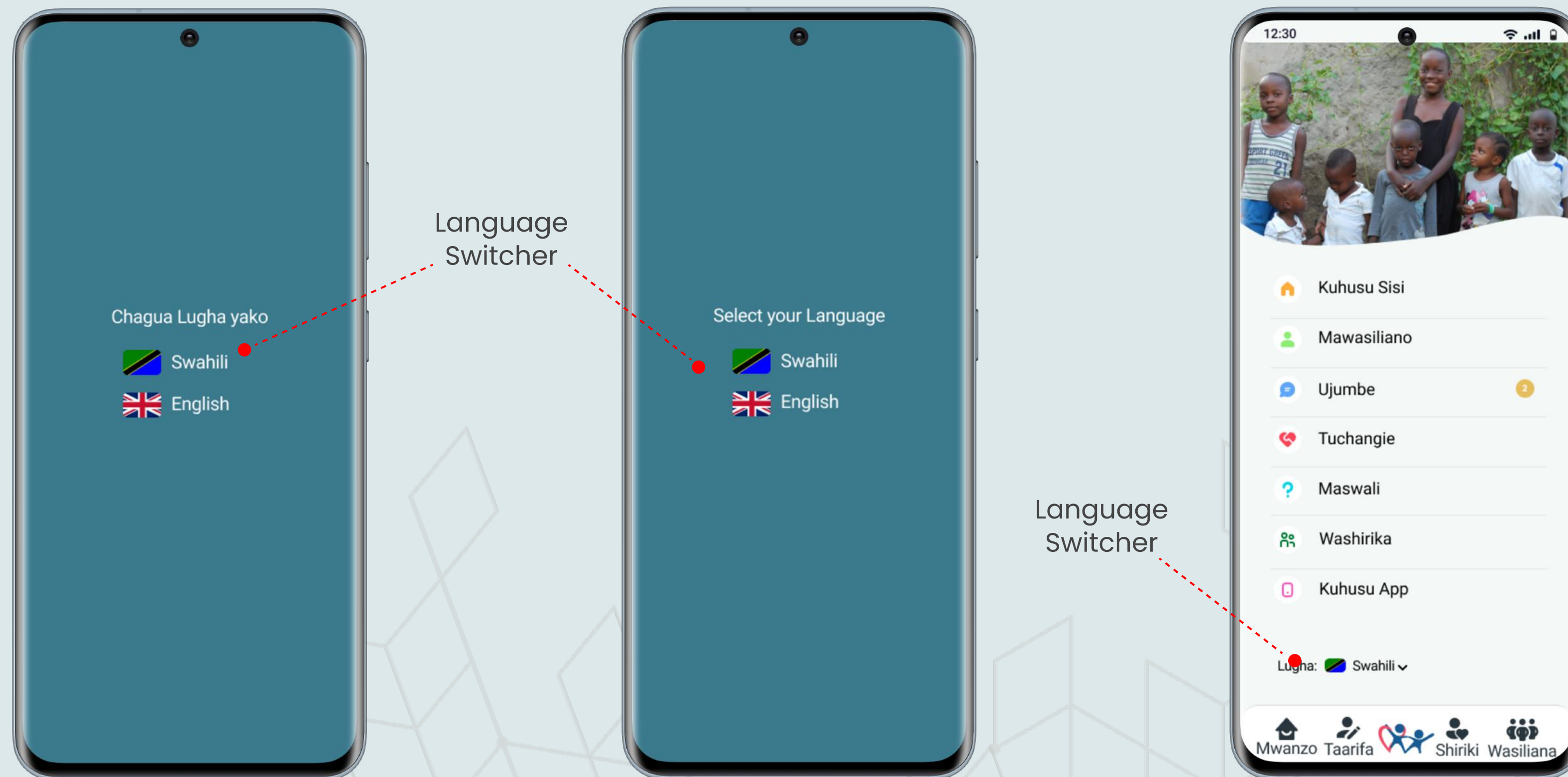
Privacy **And** Security

The app will incorporate privacy and security measures to safeguard users' identities and data, including encrypting all communications.

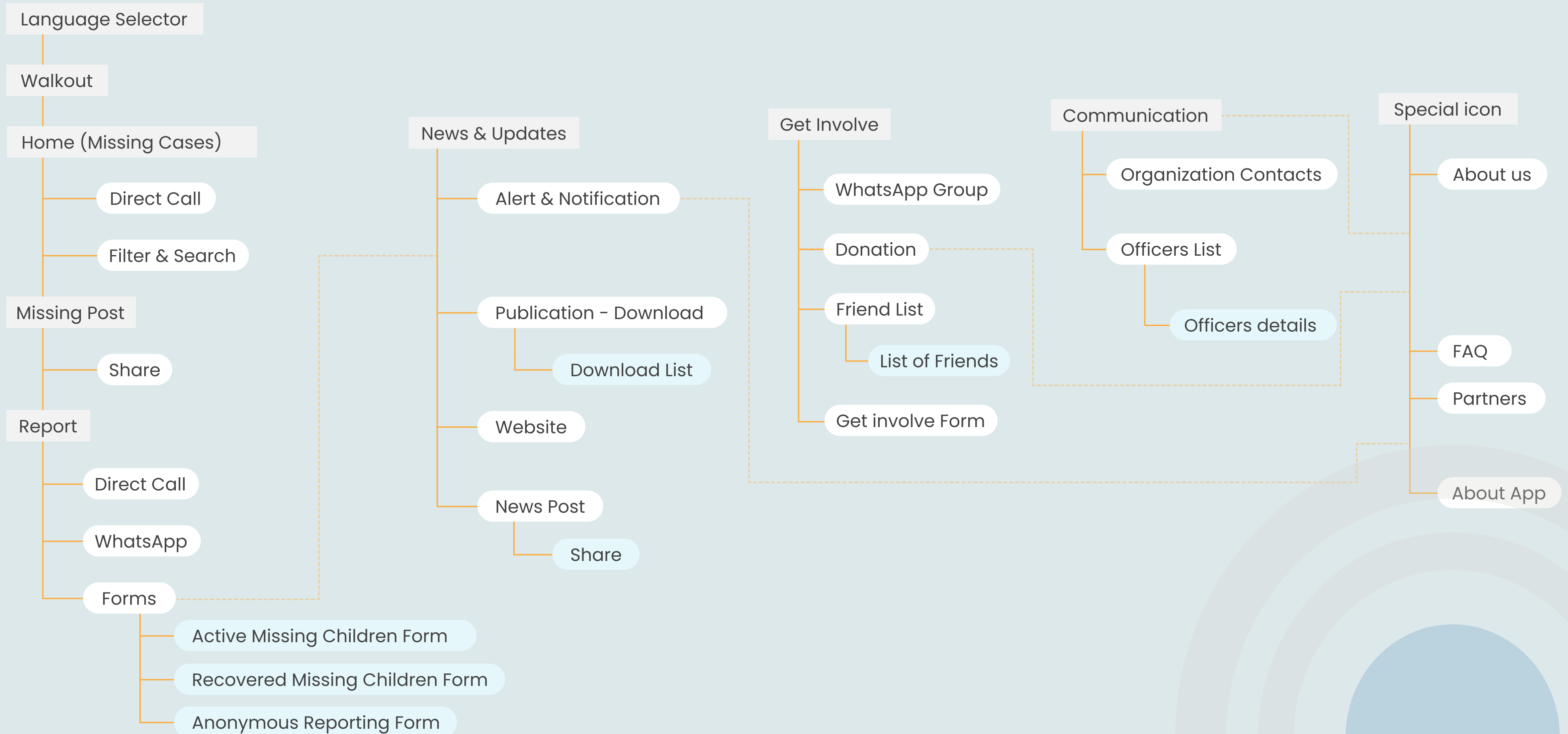


Multi-Language Support

To reach a wider audience and assist in locating missing children across varied regions and cultures, the app will offer support for both English and Swahili, a major local language.



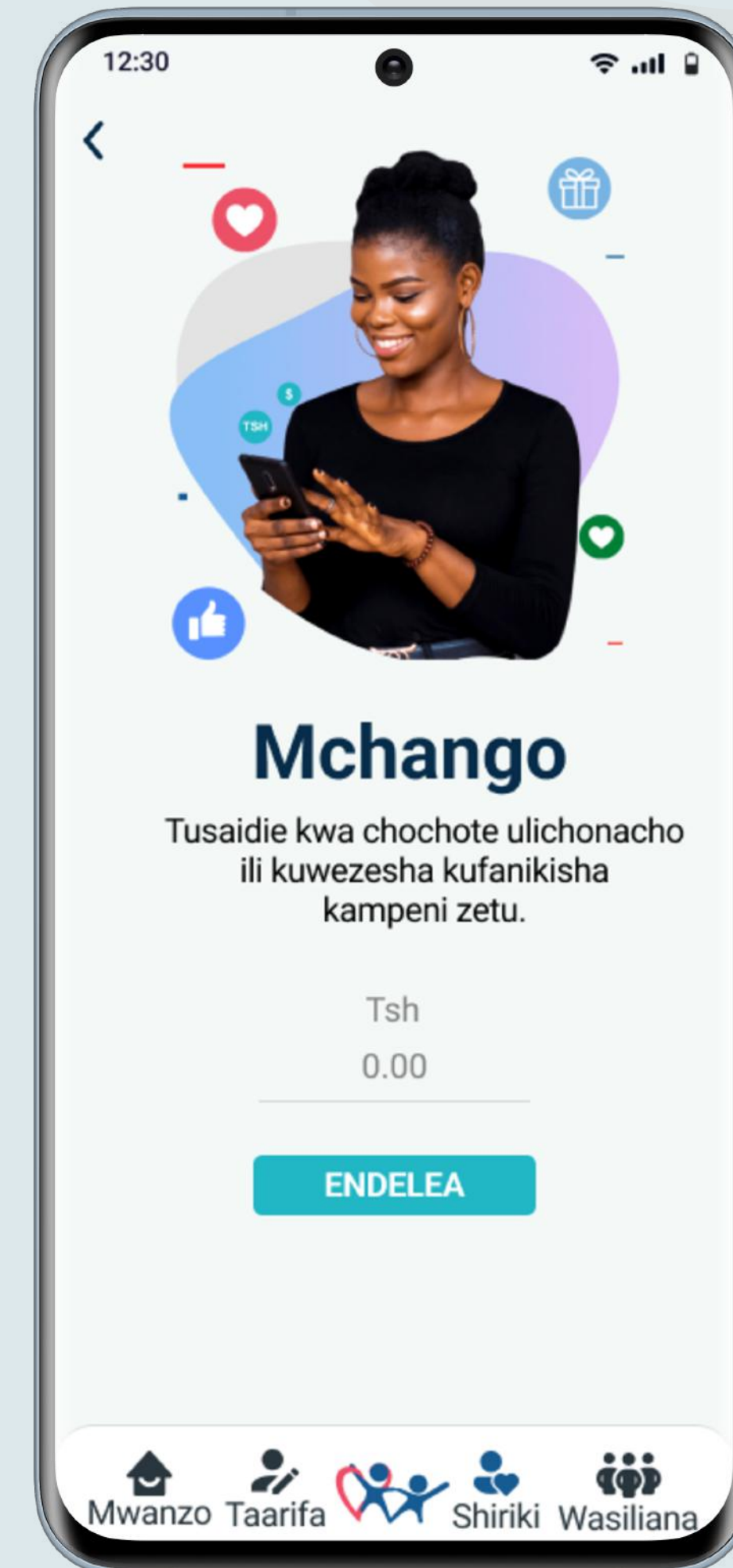
IA and scope



Monetization

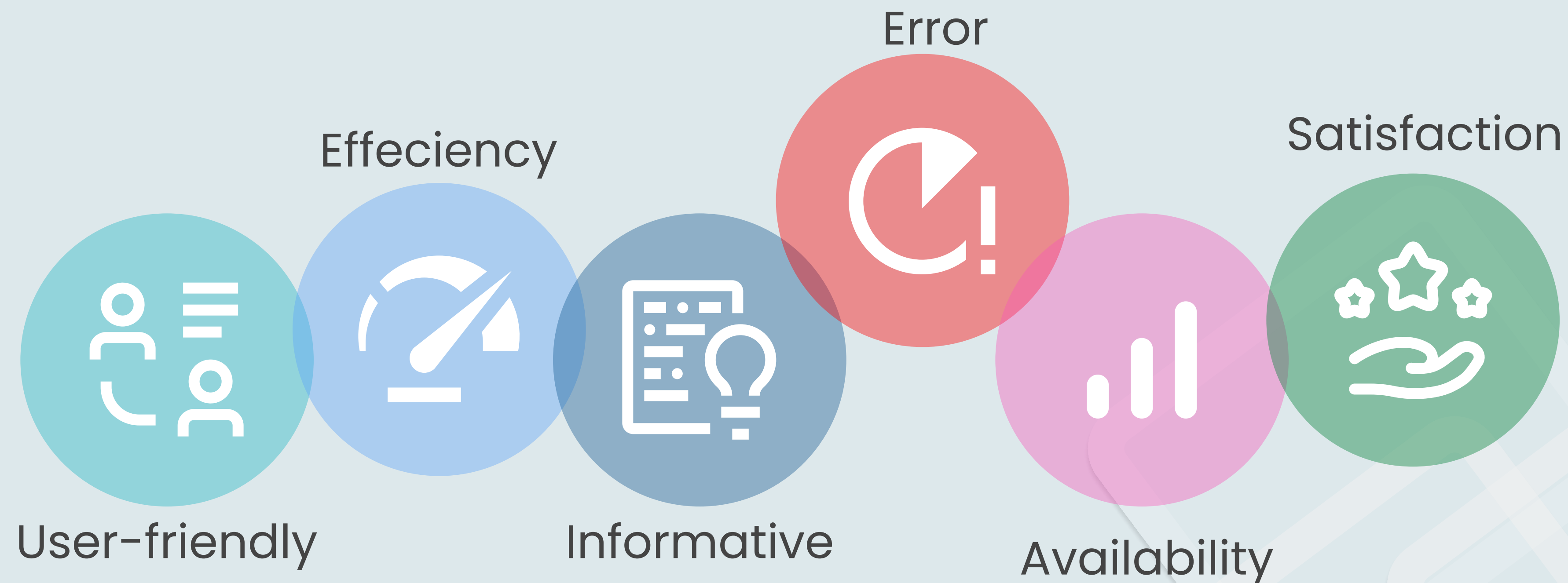
We offer a free download with unrestricted access to all users, so everyone can benefit from our service without any financial barriers. Additionally, the app includes a donation screen where users can contribute funds to support its development and ongoing efforts to find missing children.

The overall goal of the app is to raise awareness about missing children and increase community involvement in reuniting families



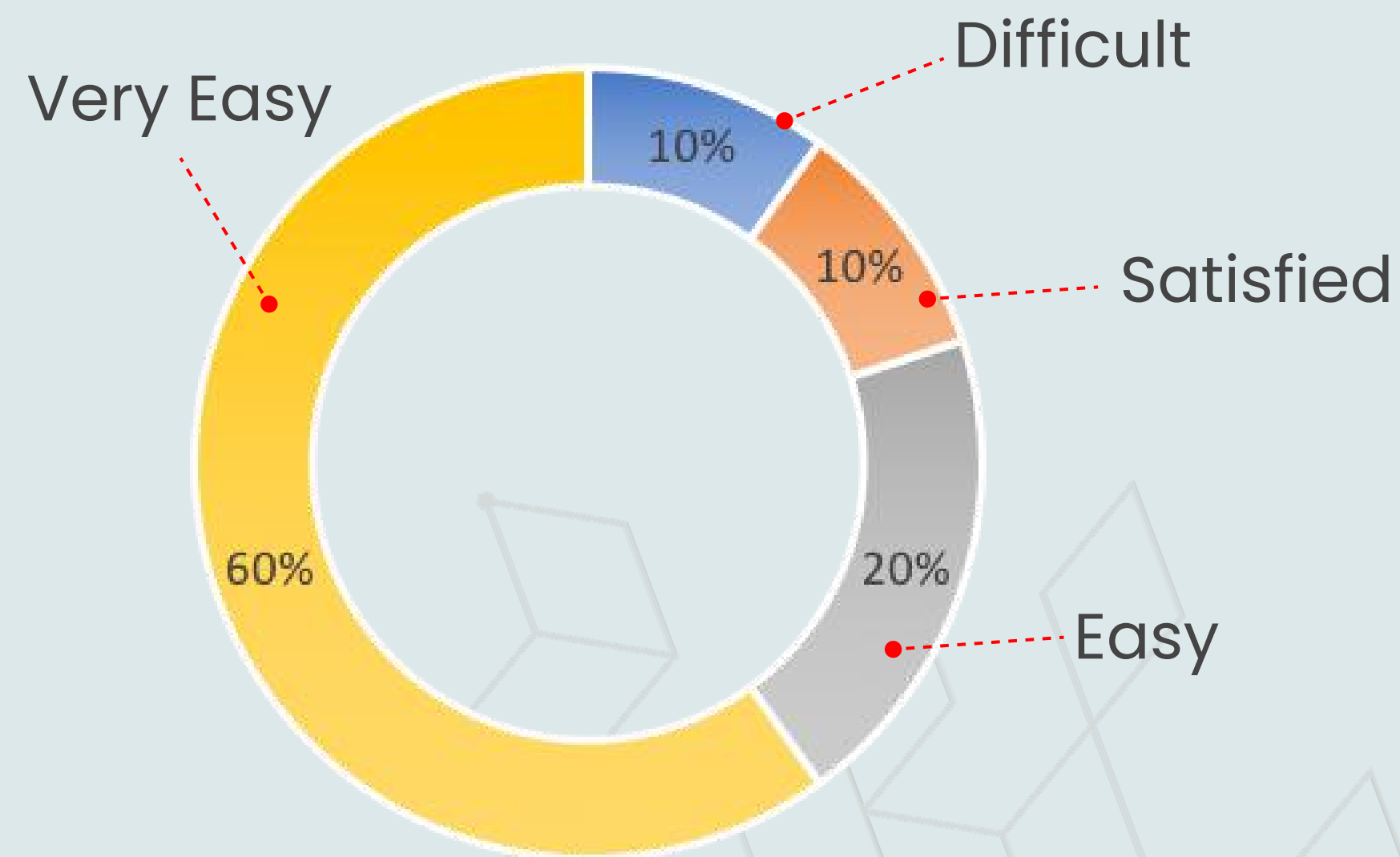
Usability Study

A usability study was conducted for the missing child app, which involved 10 participants completing tasks to evaluate its usability and rating the app on a scale of 1-5, with 5 being the most usable and 1 being the least.

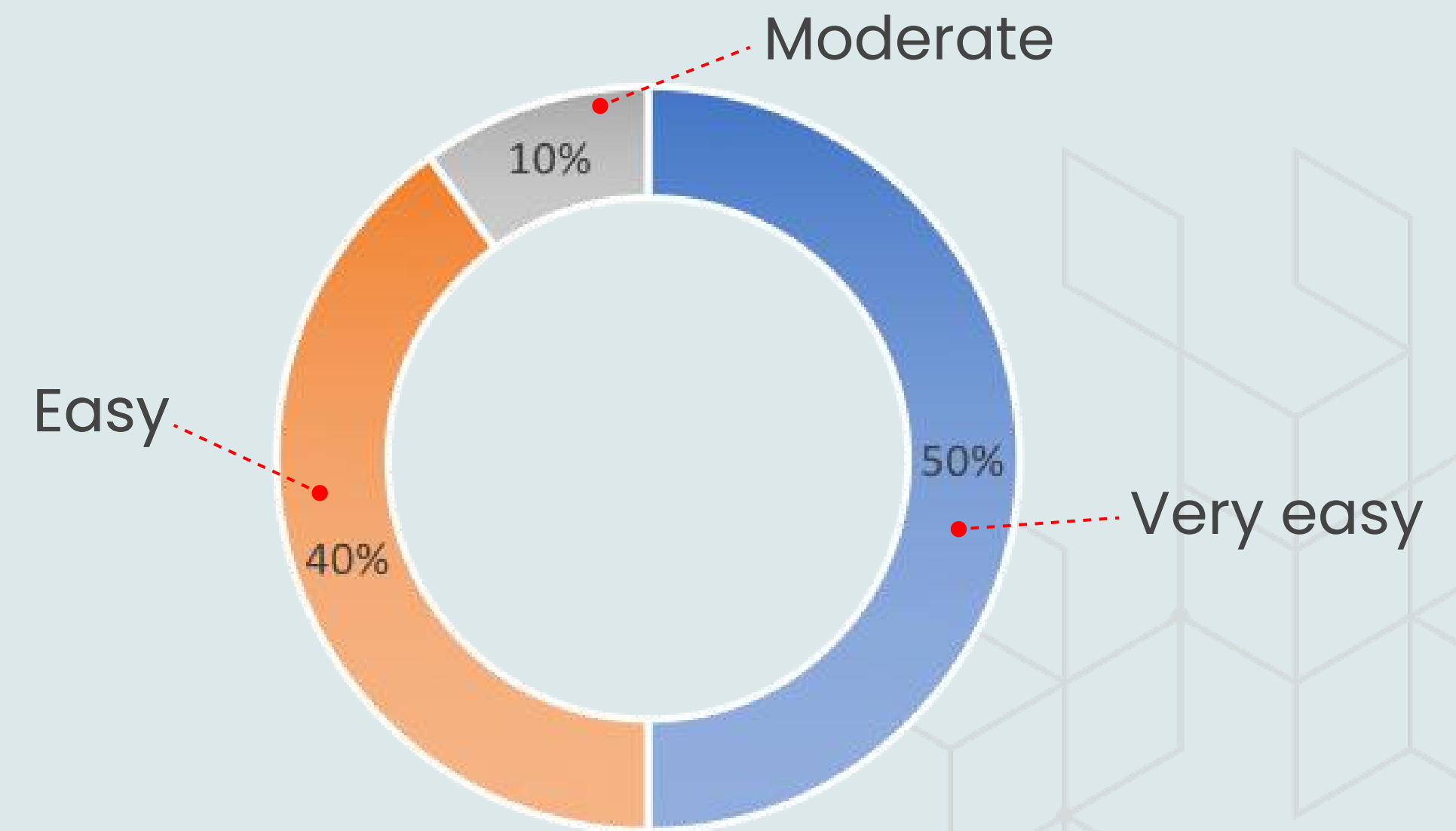


Usability Study Question

1. Was it easy for you to read and search for information about a missing child using the app?

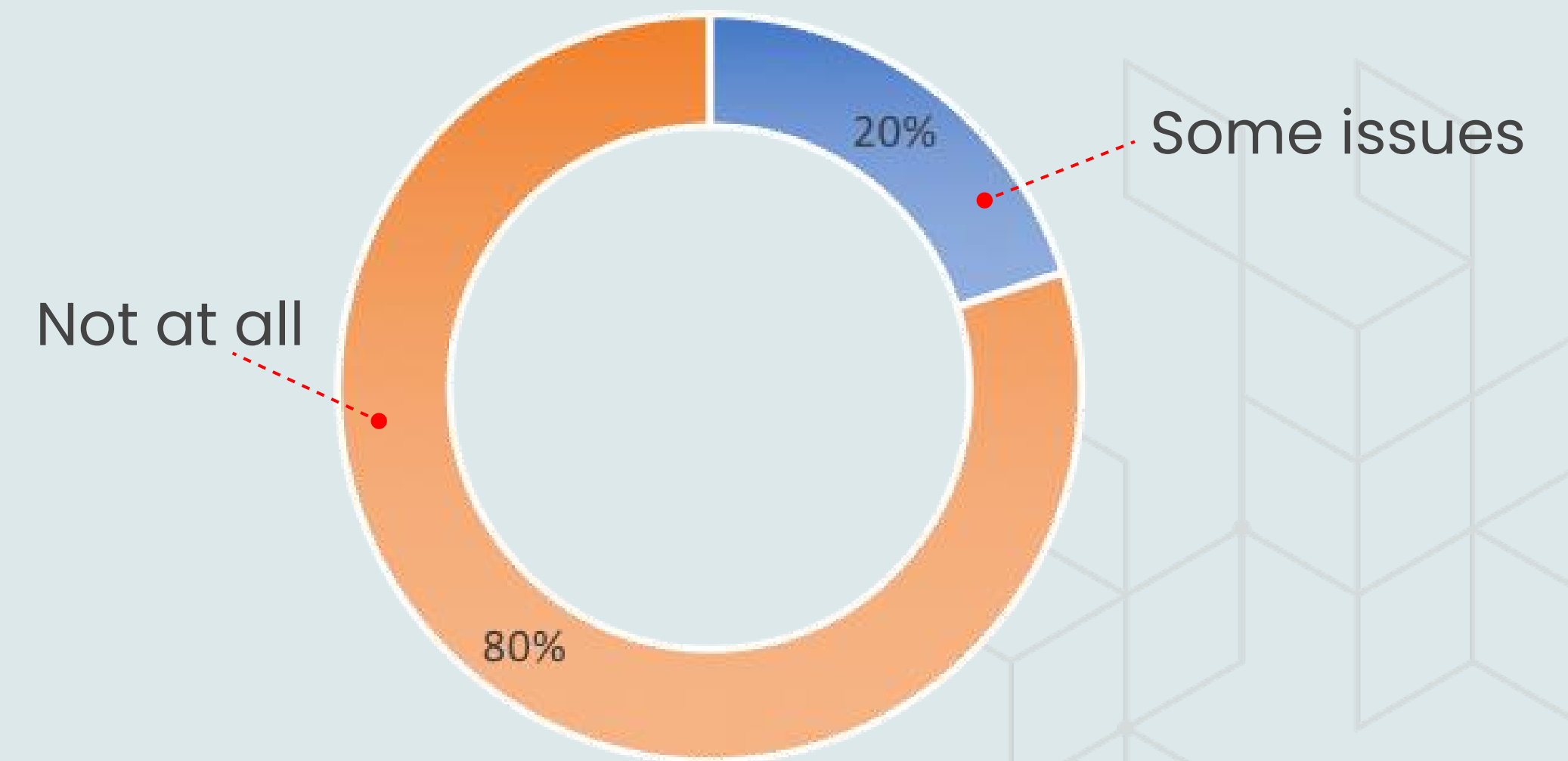
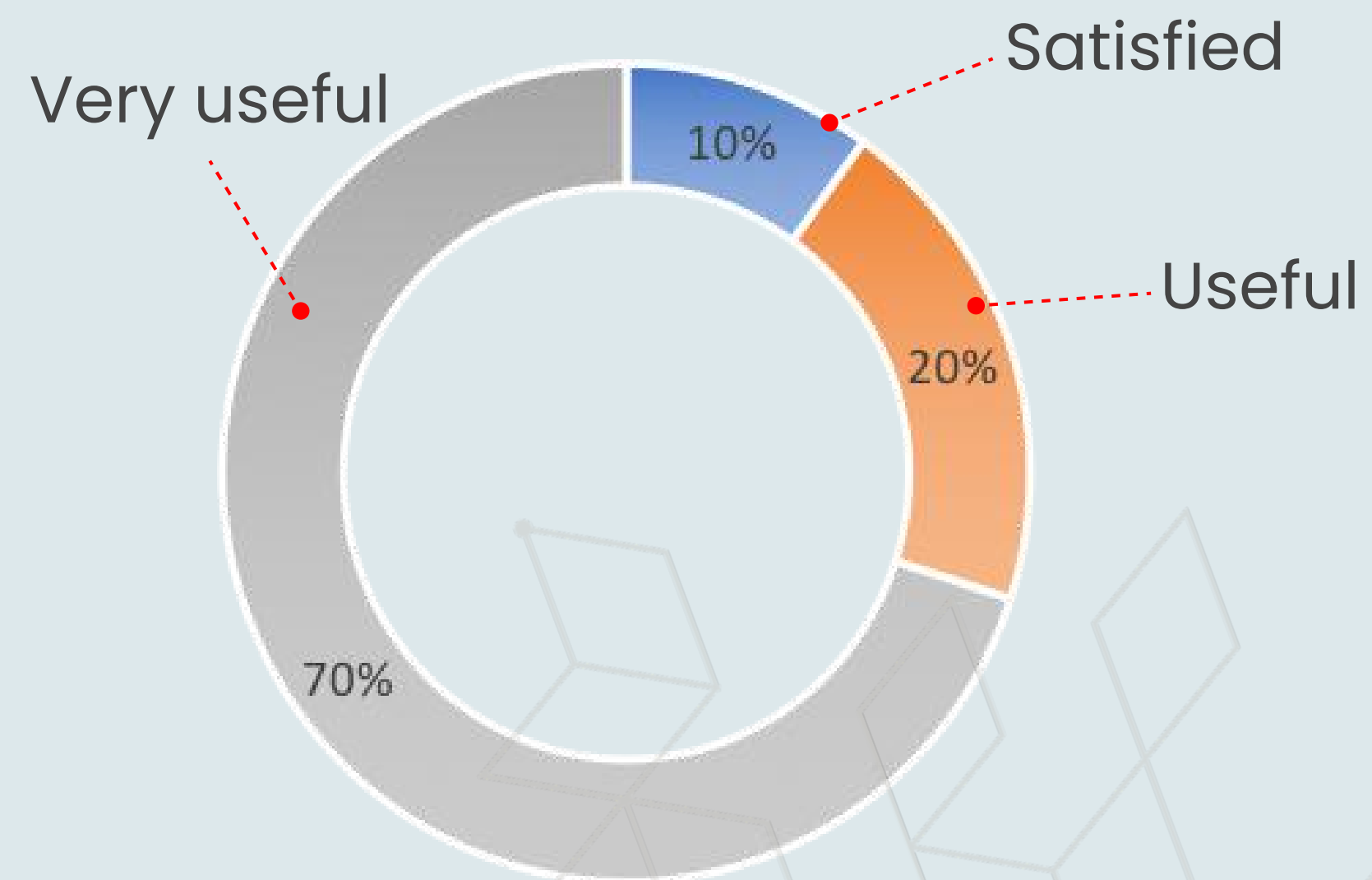


2. Did you encounter any difficulties navigating the menu or interface of the app?



Usability Study Question

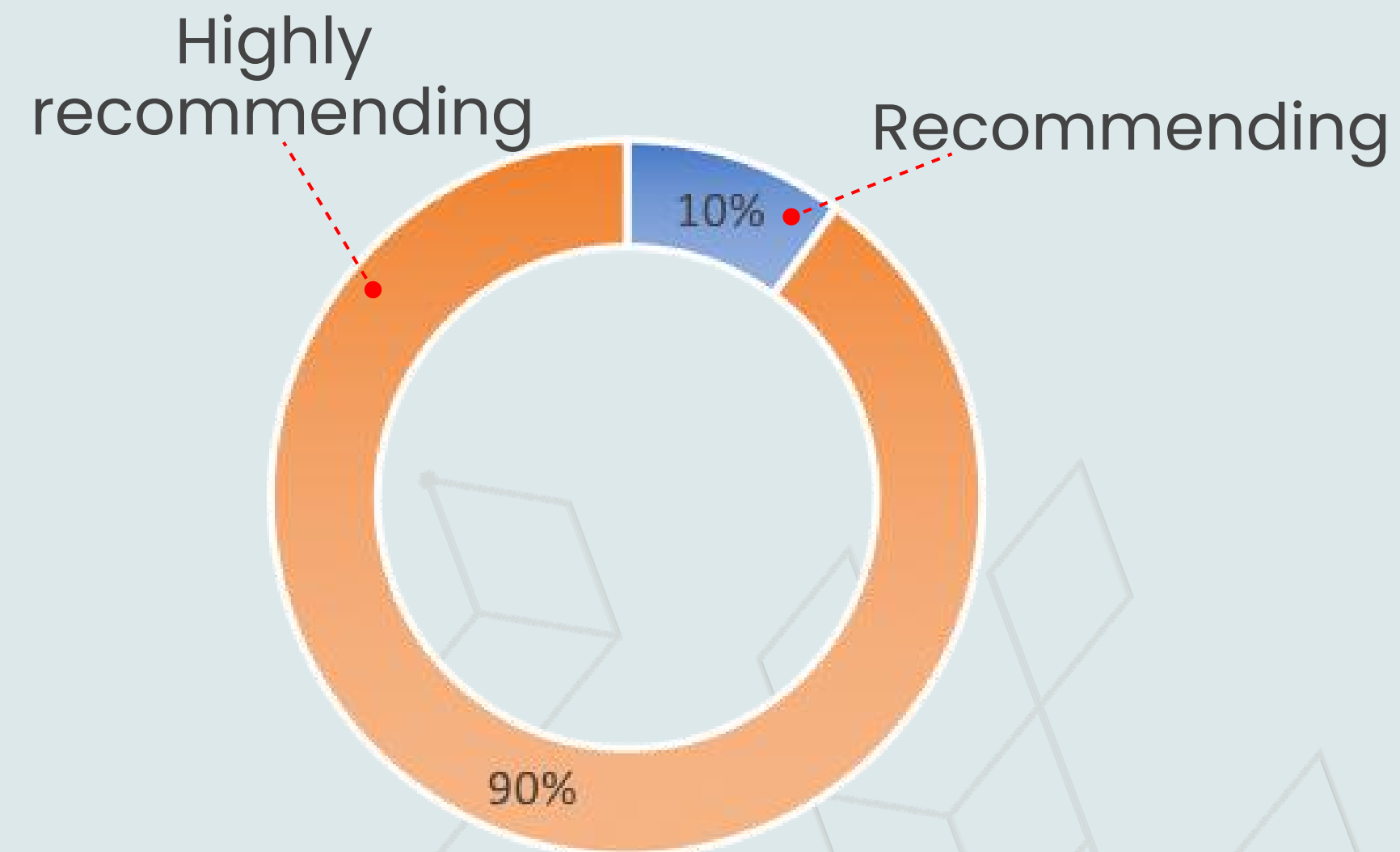
3. Did you find all the information you were looking for regarding missing children?



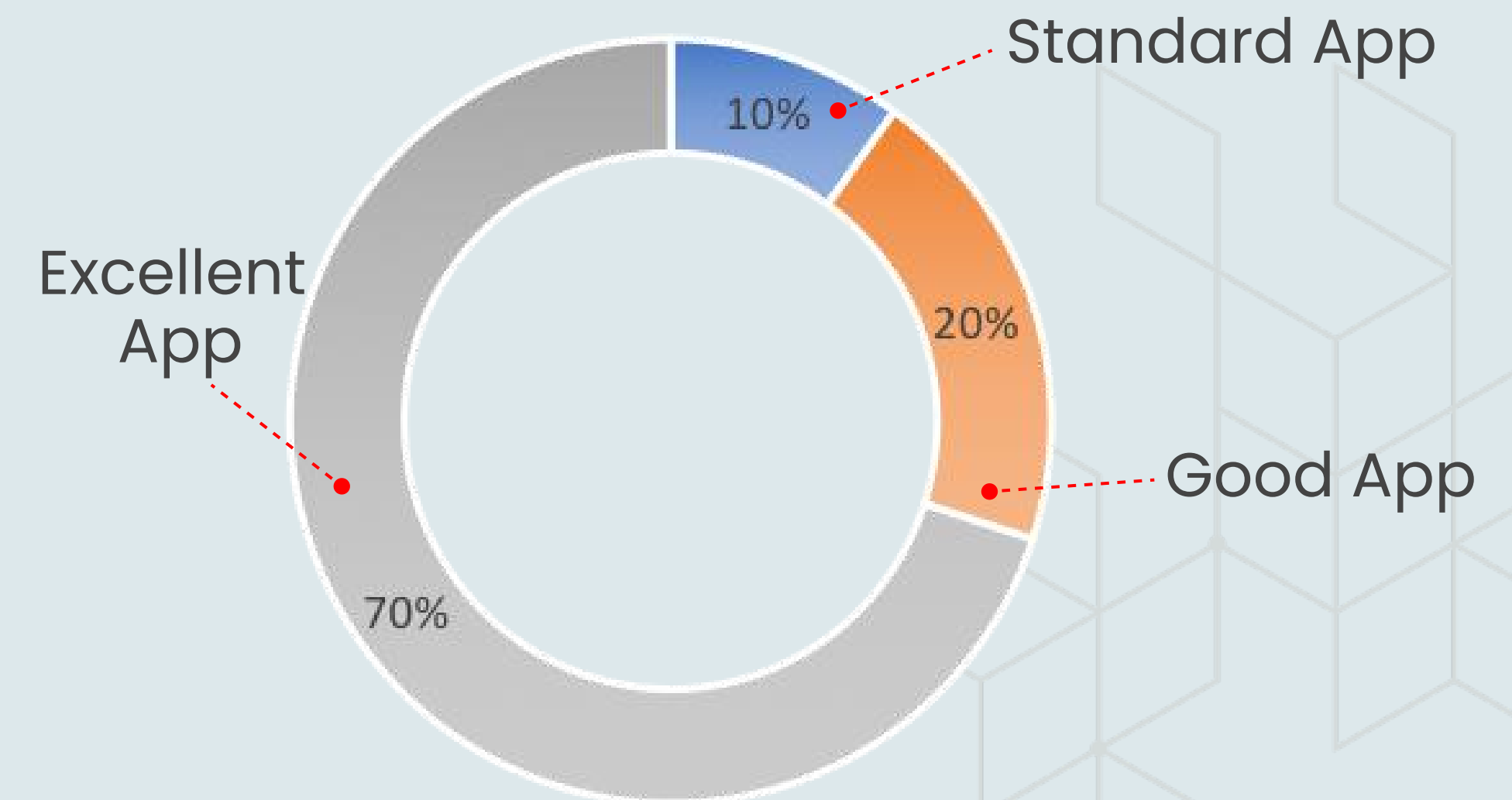
4. Did you have any issues with the app's performance, such as slow loading times or glitches?

Usability **Study** Question

5. Would you be likely to recommend the app to others as a tool to aid in the search for missing children?

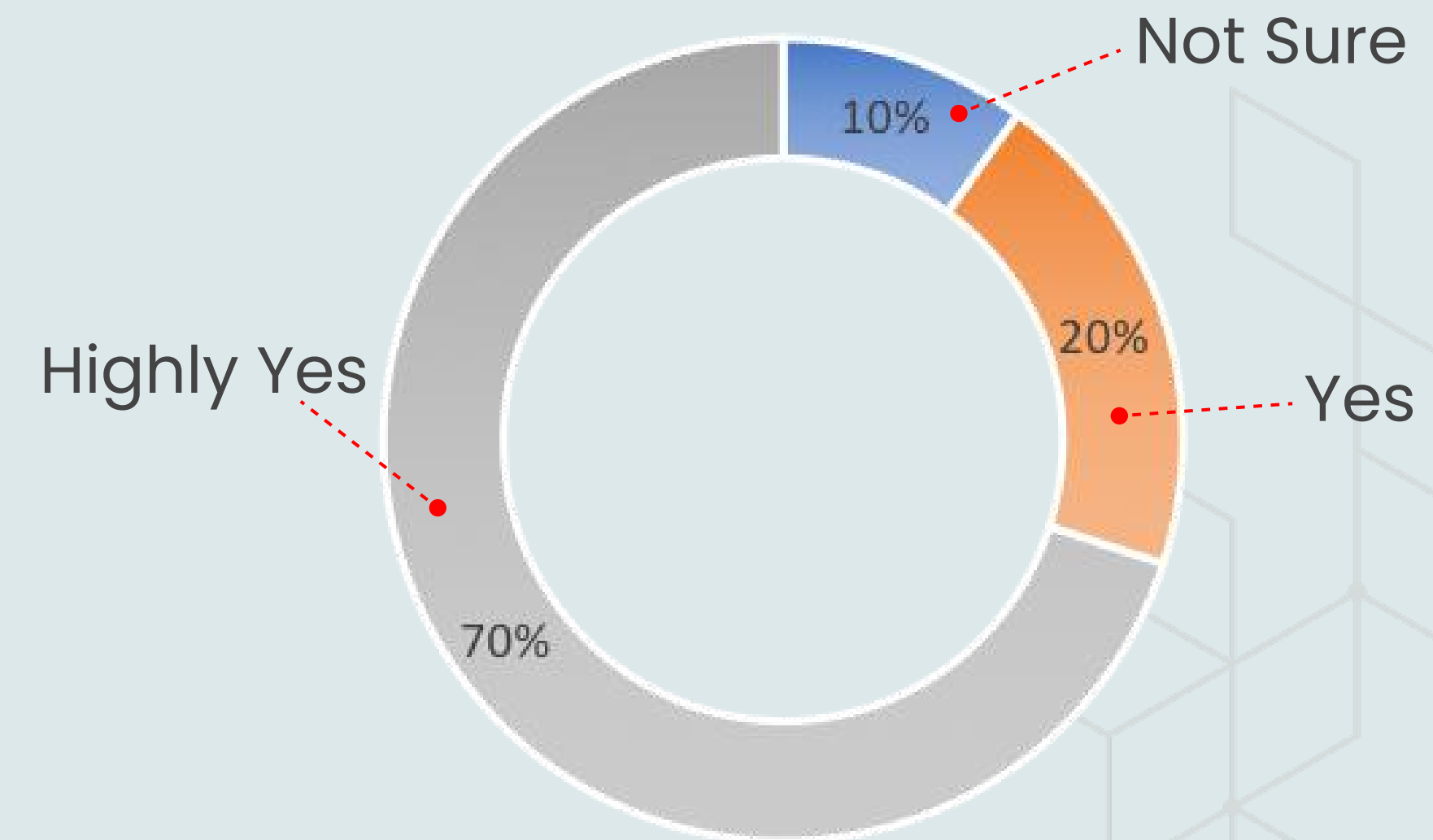
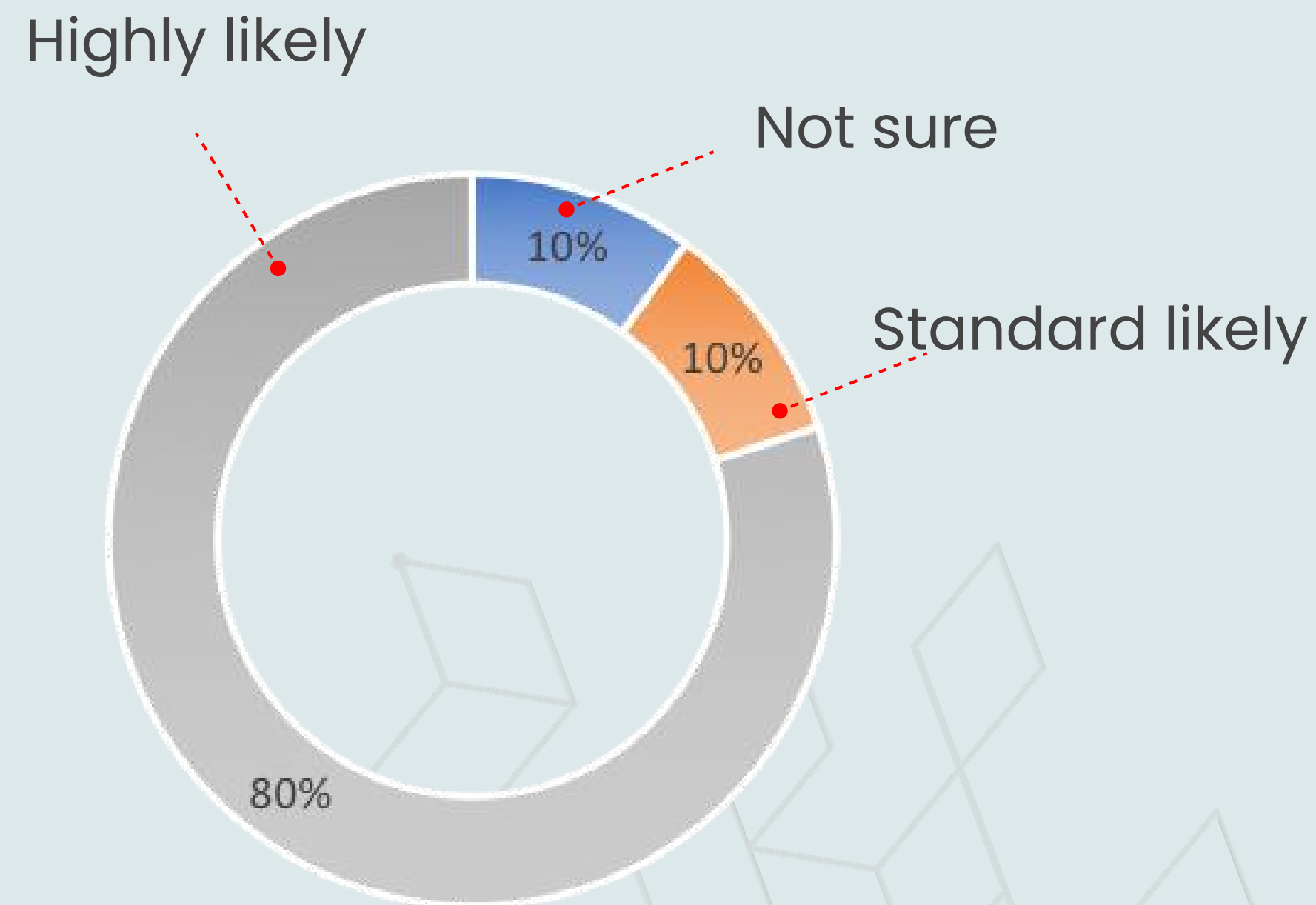


6. How would you rate the overall design of the app?



Usability **Study** Question

7. How likely are you to continue using the app in the future?



8. Would you consider donating, to support the app's development and ongoing efforts to find missing children?

Missing Features

The following features will be released in future updates:

Geo-fencing:

Later on, the app will include geo-fencing to create virtual boundaries around certain areas, and if a child goes missing within that boundary, an alert will be sent to users in that area.

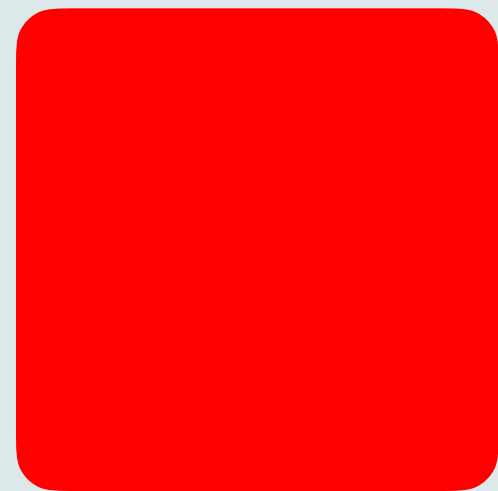
Integration with other technologies:

To enhance its functionality and improve its effectiveness, the app should integrate technologies such as GPS and image recognition.

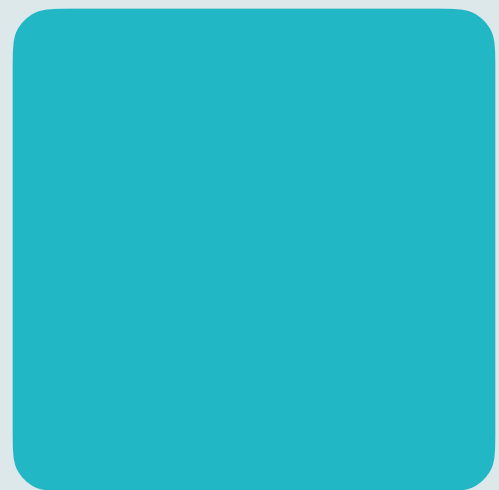
Style Guide



#0067A2



#FE0000



#21B7C5



#FCAD3E



#007880

Roboto

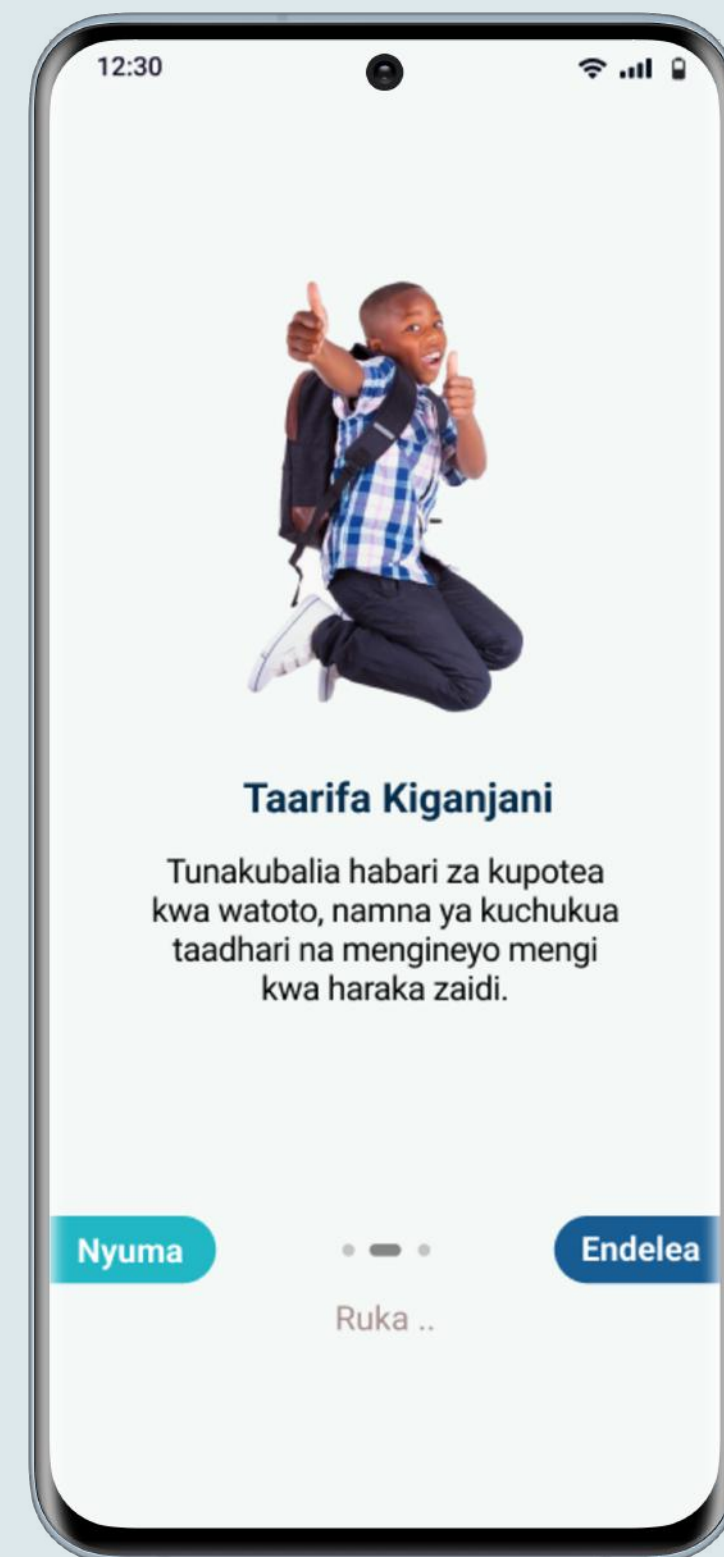
Dual Nature

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p
q r s t v w x y z

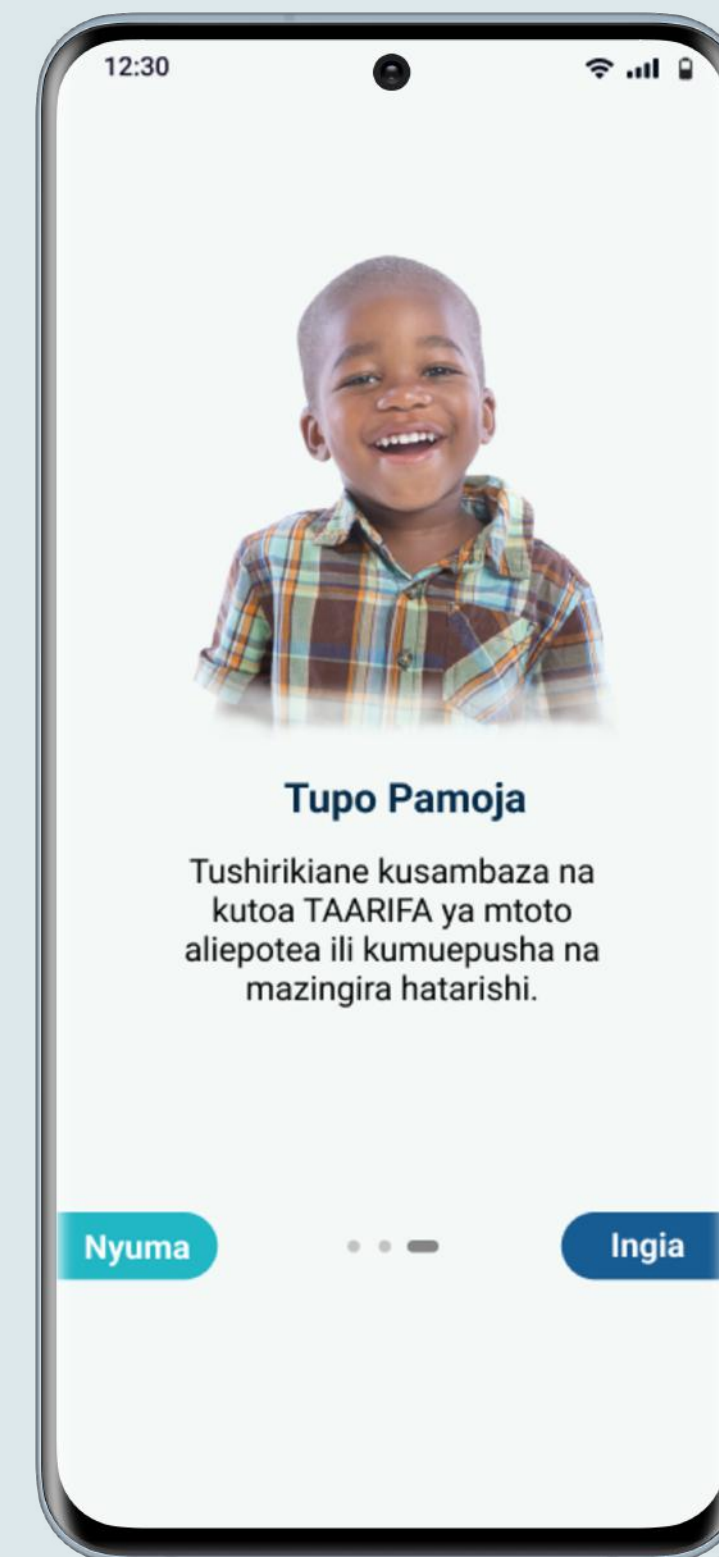
Other Screens



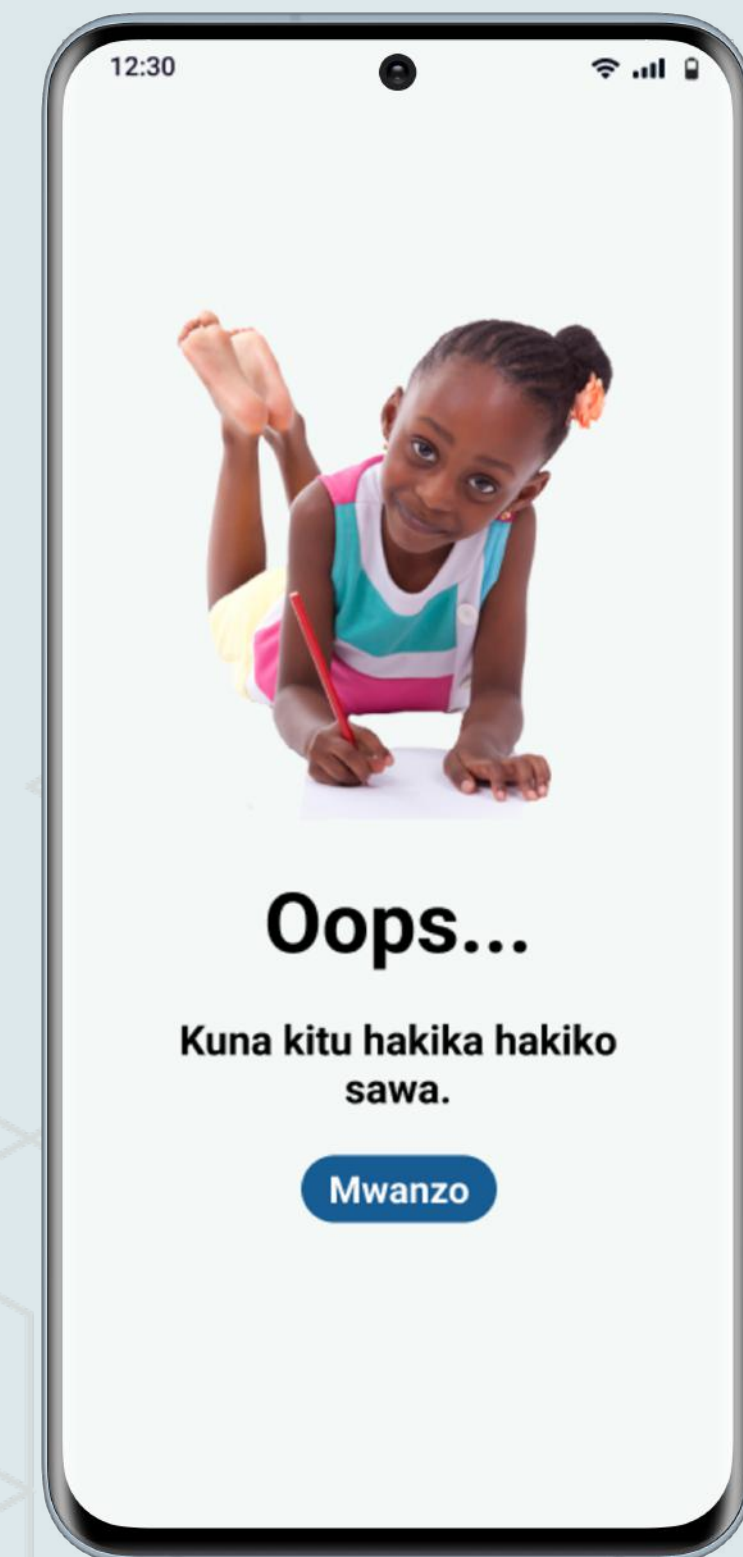
Walkout 1



Walkout 2



Walkout 3



Error

Other Screens



About us



FAQ

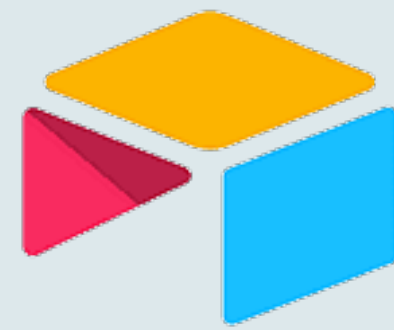


Partners



About App

Prototyping Tools





Thank you, questions?

We hope that our case study has provided you with valuable insights and inspiration, and we welcome any feedback or questions you may have.

Email : info@wapowapifoundation.org

Call/Whatsapp: +255 686 303302