Safety
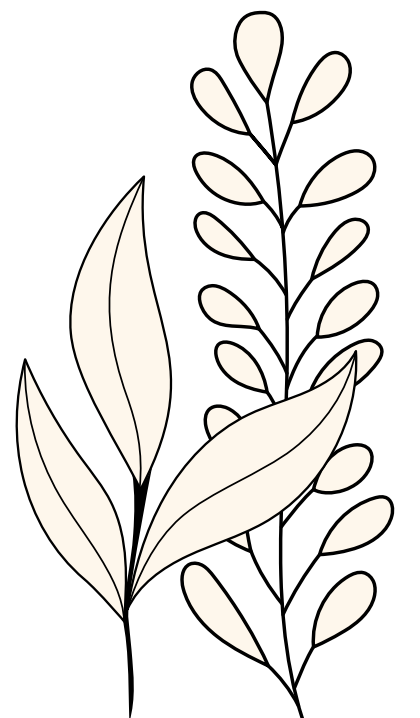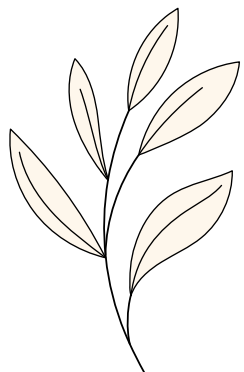
1. The condition of being safe; freedom from danger, risk, or injury.
2. La condición de estar seguro; libertad de peligro, riesgo o lesión.

Breath, we got you.

According to the UNCHR, in 2019, 79.5 million people were forcibly displaced world-wide. Throughout History, fleing your country to find a safer place to live proved to be a recurrent motive.

Chances are you, your grand-parents, parents or great-great grand-parents have been impacted by migration at some point or at another. We all have a very specific viewpoint on the process, but one thing stays the same, migration is a stressfull, demanding process which can take a toll on health and wellbeing.

Well we say that this does not have to be anymore. Or at least not as much. We use a very simple device that can be find in anyone's pocket to ease up the process and guide our user through a pivotal time in their life.

Migration must be adressed at a political and social level. This is not a solution to everything but a small pebble to help, at an individual level.

Safety is intended as an app that can be useful to people on the move.

Respiración, te tenemos.

Según el ACNUR, en 2019, 79,5 millones de personas fueron desplazadas por la fuerza en todo el mundo. A lo largo de la historia, huir de su país para encontrar un lugar más seguro para vivir ha sido un motivo recurrente.

Lo más probable es que usted, sus abuelos, padres o tatarabuelos se hayan visto afectados por la migración en algún momento u otro. Todos tenemos un punto de vista muy específico sobre el proceso, pero una cosa sigue siendo la misma, la migración es un proceso estresante y exigente que puede afectar la salud y el bienestar.

Bueno, decimos que esto ya no tiene por qué serlo. O al menos no tanto. Utilizamos un dispositivo muy simple que se puede encontrar en el bolsillo de cualquier persona para facilitar el proceso y guiar a nuestro usuario a través de un momento crucial en su vida.

La migración debe abordarse a nivel político y social. Esto no es una solución para todo, sino una pequeña piedra para ayudar, a nivel individual.

Safety está pensado como una aplicación que puede ser útil para las personas en movimiento.

Look

Desk Research
Netnography
Research Question
Encuesta
Entrevista
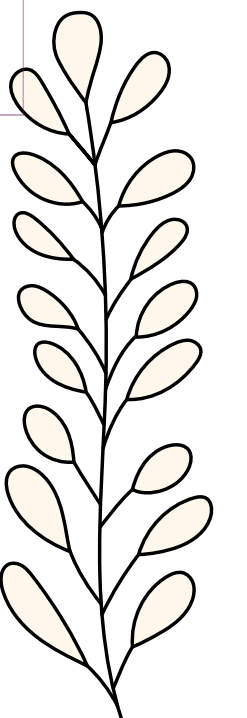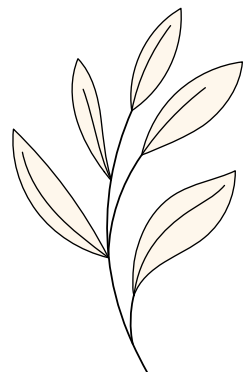Benchmarking
DAFO

Synthetize

User personna
Mapa de empatia
Customer journey
Matriz de
Necesidades
Matriz de utilidad y
viabilidad

Think

Finding and insights
In and Out
Moscow
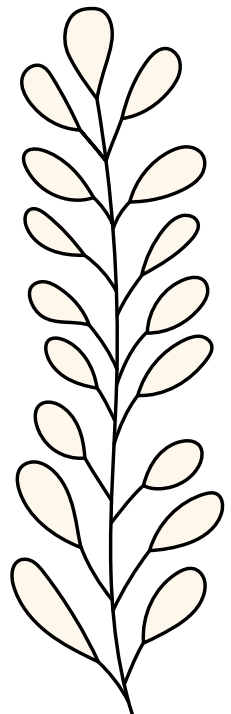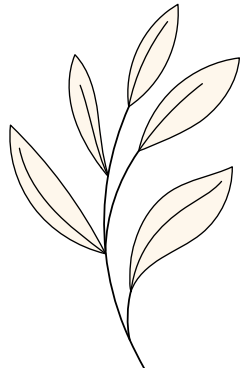Propuesta de valor
Matriz de Business
model canva

Design

Sitemap
Flowchart
Wireframe
Prototype
Design system

Look

Desk Research

UNCHR

"70.8 million people were forcibly displaced in 2018."

"3.5 million people were asylum seekers."

"2.9 million displaced persons ended up returning to their home country."

"During 2018, a total of 62,600 refugee naturalizations were reported, down from 73,400 reported in 2017 "

UNCHR, Global Trends in force displacement 2018, Report

WHO

"Post-traumatic stress disorder (PTSD), mood disorder, and depression are the most prevalent conditions among international migrants, primarily for refugees and newly arrived asylum seekers. However, the evidence is inconclusive and there is a wide range in reported prevalences."

WHO, Report on the health of refugees and migrants in the WHO European Region, 2018

AMNESTY

"50,000+ people have died while migrating between countries since 2014."

"Many European countries are deporting asylum seekers to countries where they could face torture, rape and even death. Or they make dangerous deals that prevent people from coming, leaving thousands with no choice but to risk death by crossing the Mediterranean. "

AMNESTY INTERNATIONAL, DEFINITIONS: WHAT EXACTLY IS A REFUGEE, AN ASYLUM SEEKER AND A MIGRANT?Article

Insights

Leaving one country and arriving in another affects people's health.

Refugees, migrants, asylum seekers are present everywhere and are often not welcomed with the greatest enthusiasm by the countries of choice.

Technology is more often used to deter migration than to accompany people to well-being in their new country.

NUNEZ Christina, 7 of the Biggest Challenges Immigrants and Refugees Face in the USGlobal Citizen, 2014

KEFFLER Natalie, How technology can help the global refugee crisis, The New economy, 2020

SWOT
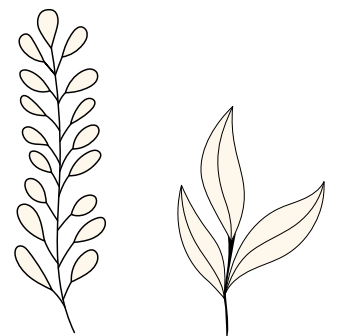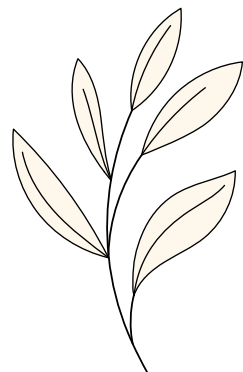
Strengths

Designed as a stress relief application

Can alleviate the workload of NGOs

Weaknesses

Depends on cell phone and data

Uses English as its base language

Has a competitor that already works

based in one location

Opportunities

It can bring a community together

It can solve serious problems and respond to extreme needs.

Plays on a growing tech-savvy population

Threats

UNHCR has reported refugees living in Tanzania sacrificing food rations to buy data.

Relying too much on technology to solve problems that require social and political action

malevolent tracking of people thoug the solution

Use of the tool for bad intentions (false testimonies, human trafficking...)

Safety

Twitter
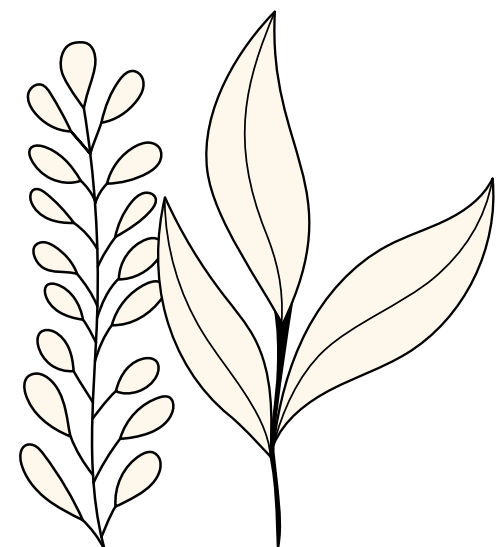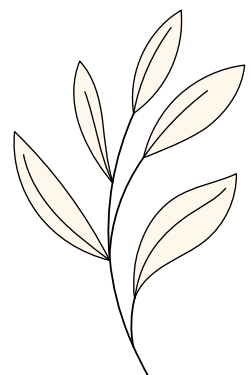
> **I am** Syrian and residing in Turkey with my family as a **refugee** and my situation is bad because of racism. Please help me as soon as possible because my children are exposed to racism greatly. Please help me as soon as possible. Please help me to apply for asylum.

> What you say is true ! **I am** personally a **refugee** from DR Congo i live in KYAKA II **refugee** settlement... Our life is violated by those entrusted to protect us.

Facebook

> 2 j · ☉
>
> Hello my people my name is Kueth Koak, am a refugee from Jewi camp, Gambella Ethiopia and I need any one helped me for finding out any good country like Sweden to get education there, can I have anyone please to help?
>
> Voir la traduction
>
> 👍 2   3 commentaires
>
> 👍 J'aime   💬 Commenter   ↪ Partager

Reddit

> In the last 25-30 years, a large number of Bangladeshi refugees and migrant families have disappeared in a particular area of India without any trace. Will the government of India or Bangladesh ever publish a white paper on this matter?
>
> ⬆ 2 ⬇ 🔁

Quora

> **I am refugee claimant in Canada, will my id still says that I am a refugee after my case get accepted?**
>
> I believe - although I've never asked any of the former refugees living in my community - that they receive standard ID identifying them as permanent residents. Why would they be identified as refugees? They can also receive (more)

> **Do I have any chance of getting a refugee status in EU countries when I am a Polish LGBTQ?**
>
> No. Poland's laws protect homosexuals from persecution. The de facto situation may be different, in that Polish society - not the legal system - is conservative and not accepting of gays BUT de jure you still have protection under Polis (more)

Insights

The testimony, questions and pleas for help of refugees, is creating a lot of reactions, not alway helpful on the web and seems to be participating in making a stressful situation even more stressful.

Many questions arise from having to leave your home country for a completely new one.

Forums are often the first resort, as the authority may take too long to respond.
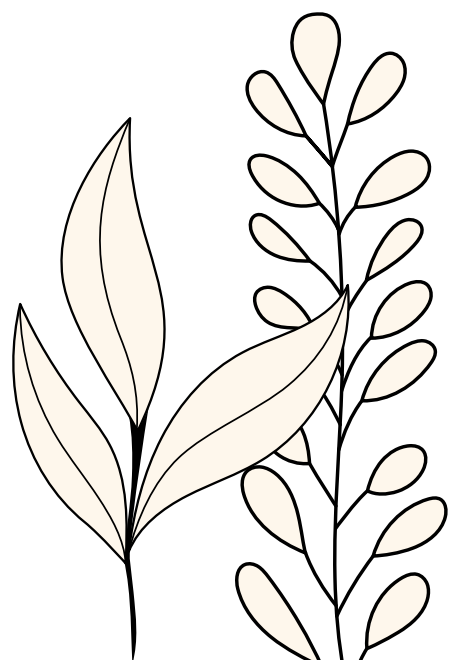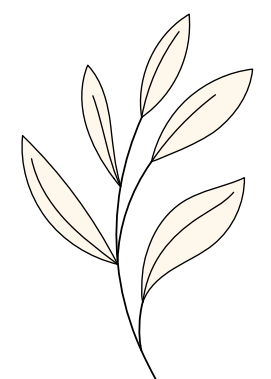
|					
Refugee Essentials	Free	4,7star	Greece specific	1 k+	Helps refugees living in Greece access medical care.
RefAID	Free	4,1star	24 countries	10 k+	Access to essential services near you.
Refugee Friend	Free	4,3star	Worldwide	1 k+	Find people offering food, shelter or a shower near you.
Réfugiés.info	Free	4,7star	France	10 k+	Follow the necessary procedures to live in France.
HelpBridge	Free	4,5star	Wordlwide	10 k+	Experts answer questions about working as a migrant.

Insights

No applications integrate all the features that could be necessary for refugees (from people who want to help, to integration tips, management tips and warnings of ongoing scams...)

All applications have a very "governmental" design.

No control panel
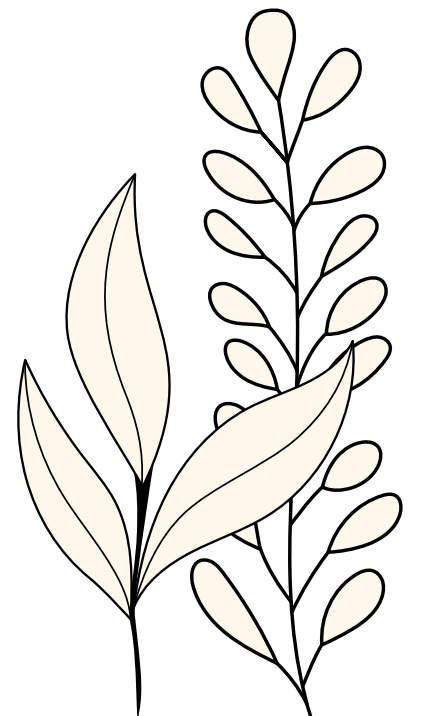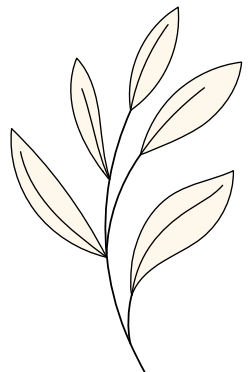
Well-being as a migrant
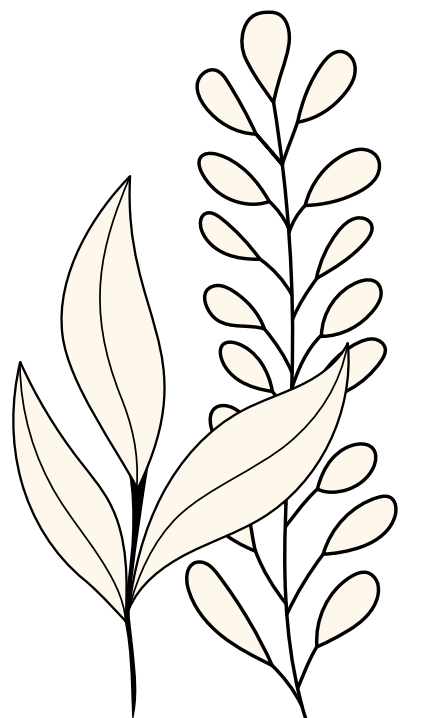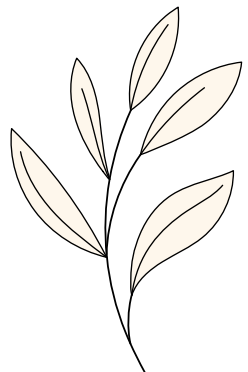
What are the characteristics of a
streesless arrival in a new
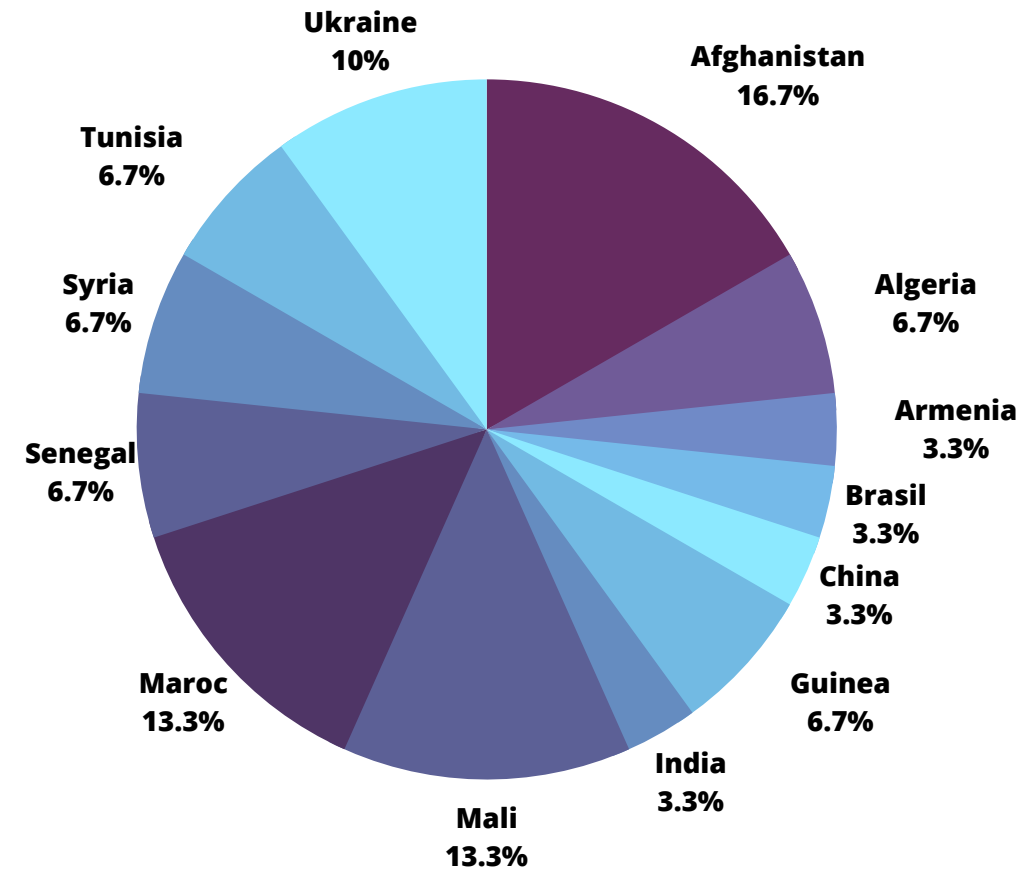country as a migrant ?

Administrative procedures

What are the legal obligations
upon arrival?

What are the basic needs
of someone arriving in a
new country?

Facilitating change

Country of birth

Afghanistan 16.7%
Algeria 6.7%
Armenia 3.3%
Brasil 3.3%
China 3.3%
Guinea 6.7%
India 3.3%
Mali 13.3%
Maroc 13.3%
Senegal 6.7%
Syria 6.7%
Tunisia 6.7%
Ukraine 10%

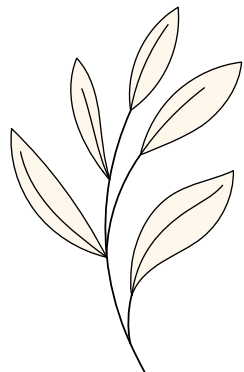**Gender**

Age

6 individual between 15 and 18 years old

20 individual between 19 and 30 years old

4 individual between 30 and 50 years old

Safety

Did you know what you had to do when you arrived?

No 20 %

Did you use an application to help you navigate the system?

No 73 %

Were you able to keep in touch with your loved ones?

Yes 80 %

Did you have all the necessary documentation before you left?

No 60 %

Do you have a cell phone?

Yes 85 %

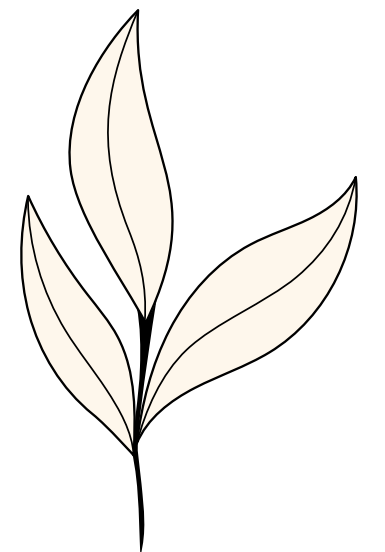**Were you able to recall which procedures were in progress?**

No 75 %

Insights

Most of the participants had a cell phone and knew how to use it.

The majority of participants find administrative processes stressful.

The majority of respondents are and young people and comfortable with technology.

Interview

Zara M. 31, journalist

A difficult separation with Kaboul

"Being a woman working there was already a challenge, but at some point my mother and I knew we would have to leave the country."

And the arrival in France

"We were very lucky despite our situation as an association that was able to help us. Even though the arrival was a disaster and extremely stressful."

"Coming to another country when you really don't want to leave is always a sad thing."

The language barrier

"French is a really difficult language and I spent a lot of time trying to understand it."

The idea of coming back

"what I can't wait to do is to go back if I can someday. For that the regime will have to change, but I'm still hopeful."

How to facilitate a daunting process

"I suppose it would have been a little easier if I could have known for sure that my mother's sister was safe. Or if I had a little of Kabul with me."

"But things will be a little better once I can work again and rest, enjoy the day to day routine that coming back."

Synthetize

User persona
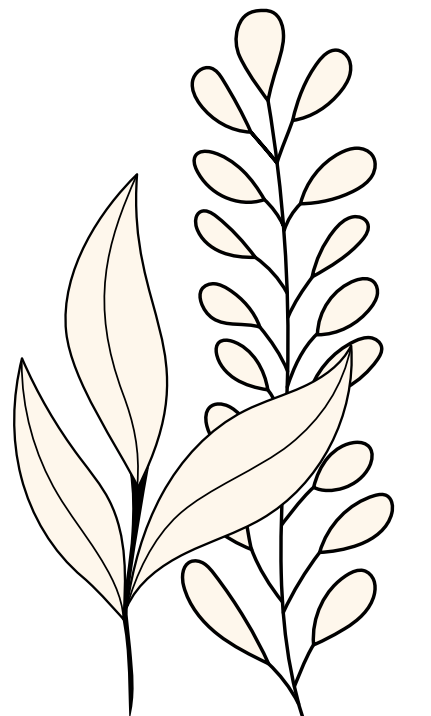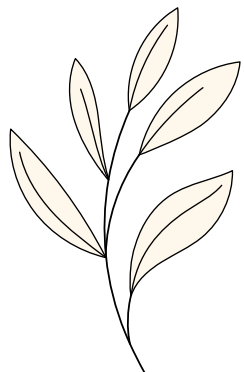
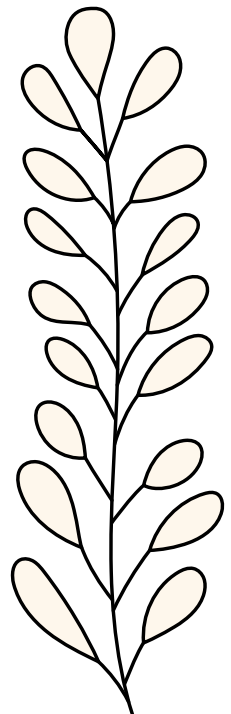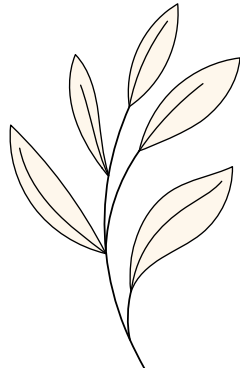"We had to leave because the city was unsafe, and we're trying to make a life for ourselves here, but life tends to grow more complicated by the day."

Name : Natalija

Age : 40 years old

Occupation : administrative assistant

Location : Lille, France

Civil status : married, 2 children

Character

Optimist
Anxious
Pragmatic

Biography

Natlija was born in Kiev, has two children and a husband who works in IT. She began to worry early about the situation and decided to leave the country with her family at the beginning of the war. She had to wait a long time at the border with little information on what was going on before she arrived at her destination in Paris.

Eventually, life was too complicated in the capital and she decided to move to a smaller town nearby. Now that she has found a place for her family, she wants to start the schooling of her children and start a new job.

Goals and needs

- rest
- security and a sense of belonging
- financial stability

Frustrations

She she knew and loved everything about Kiev and Ukraine before she left and enjoyed the life she had. Now she doesn't even understand the language.

She worries that her children are not as well adjusted as they used to be.
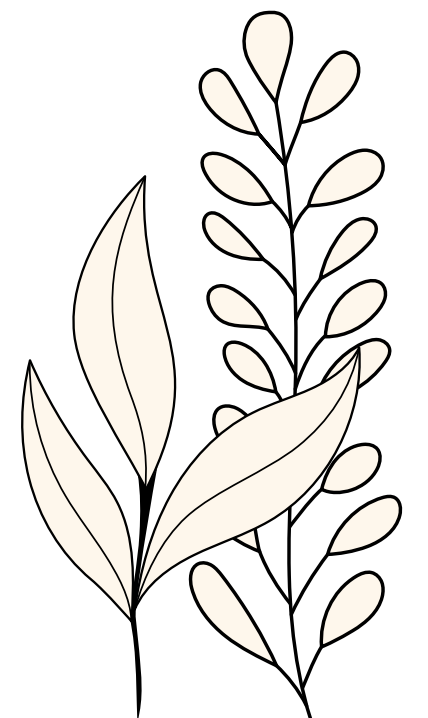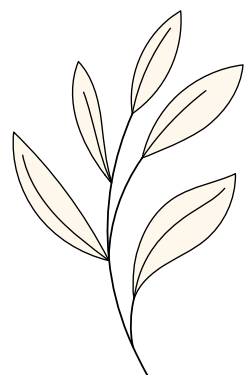
Motivations

She wants to return to a regular life in which she and her family can be safe.
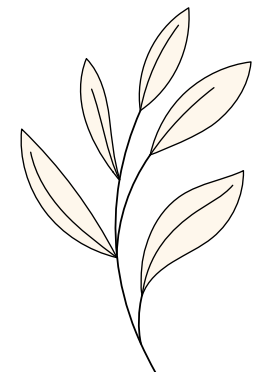
Technology literacy

- She uses Signal to communicate with her family
- She is a bit addicted to her mobile phone
- She is used to using technology to manage her social life

Brands

ROSHEN   mi Redmi

ROZETKA

Mapa de Empatia

Safety

What are the pain points ?

- Incertainty regardi,g her situation
- Preoccupation regarding her relatives in Ukraine
- Felling like she doesn't belong
- The lack of material security

What does she aspire to ?

- Finding a job and a bigger flat
- Returning to Ukraine at the end of the war
- protecting her children from the stress

What does she thinks and feels

She thinks a lot about her sister who remains in Ukraine.

She thinks she will never find another job

She believes no one will assist her

She feels stressed by all the things she has to do.

What does she sees ?

She sees that many of her friends are struggling to understand the French system.

She sees that there are not many Ukrainian-speaking people in her city.

She sees a lot of ads to help Ukrainian refugees online.

What does she hears around her

The war is getting worse

Long-term housing is hard to find

French people do not speak foreign languages

The administration is overwhelmed with demands

What does she say and do?

she says she loves being in France

She spends a lot of time outside for job interviews and meeting with administration officials.
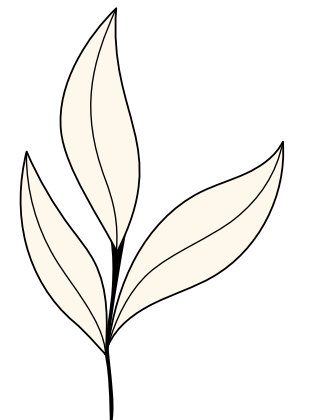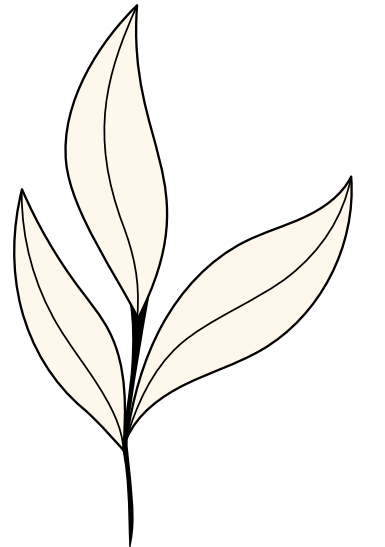
Customer journey

During

Afterwards

Before

Leav for France with her family

has trouble opening a new account, and starting the process to stay longer

She meets with state representatives who explain some of the processes, but they are overwhelmed by the work.

She researches a solution online and finds an application that might help

She learns about the information she wanted to know

She still has to wait for the time and availability of the administration.

Needs Matrix

Needs

Pain points

Gains

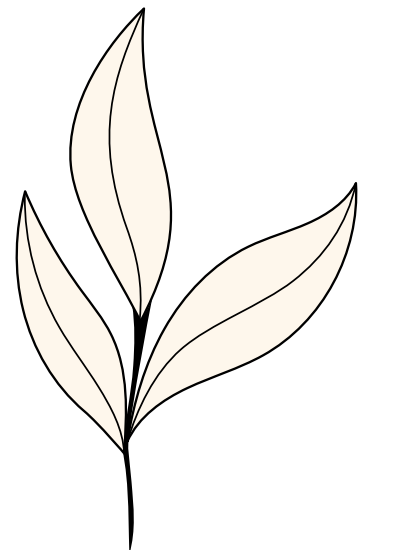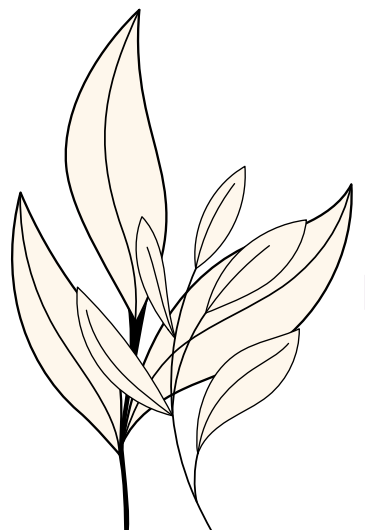|		
Taking into account that the process of leaving a country can be a traumatic event with dramatic effects on individuals and families.	Migrants and refugees often find it difficult to understand the system in their new country.	people can take time to heal from the trauma and try to enjoy their new lives
Improving the integration of migrants and refugees	Administrations and NGOs are often overwhelmed and may lack resources and people.	Less confusion and frustration for newcomers, less frustration for professionals.
Fast and reliable answers to immediate concerns	Refugees and migrant may feel like they are not welcome.	A clear process map, a clear understanding of urgent steps to follow
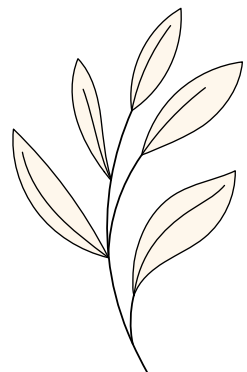
Usability and viability matrix

Safety

Utility

High

Viability

Low — High

A wordless version of the application.

Record of offenses endured in the country of origin

A function to help you learn the language

Advice on violation of Human Rights

A chat where experts can answer questions

A location system for friends and family.

Function to hide the application from your phone

Location of places of prime necessity

una biblioteca de documentos personales

Information on the country's administration

E-ID depository

Medical appointments follow-up

A chat with trusted closed chat rooms

A customized control panel to track the status of administrative processes.

Siguiendo el estado de los procedimientos legales

Meditation space

Mapping services around me

An indication in the profile that people can help with some tasks.

exchanges of experiences between people.

Listening to your favorite songs

Think

Finding and Insights
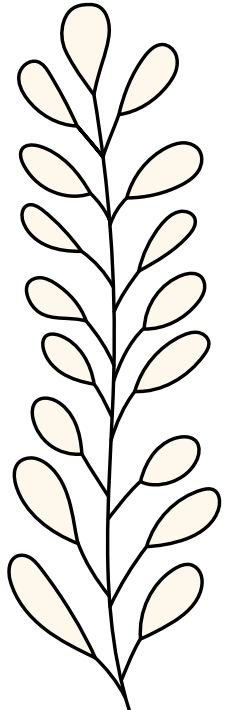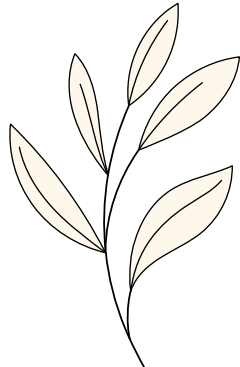
Migration is a stressful process that can have an impact on physical and mental health.
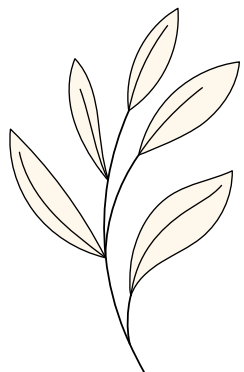
Most people are leaving family behind, which can particularly induce anxiety. Arrival in a country can be extremely difficult regarding the administrative and legal processes.

Most people in the survey had access to technology and were comfortable using applications.

However, only a few applications provided a holistic approach to welfare, migration and legal processes.
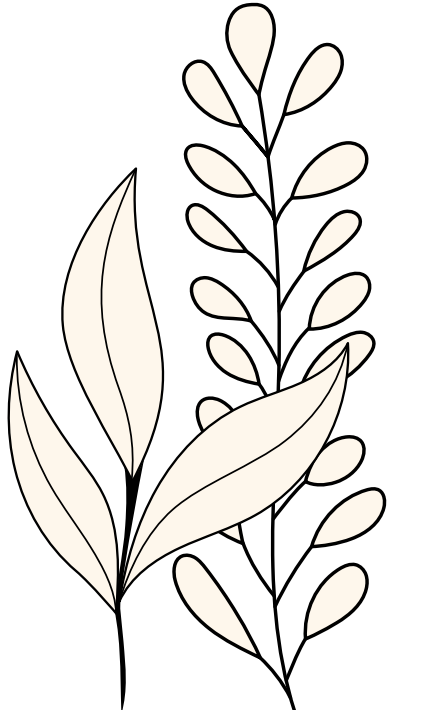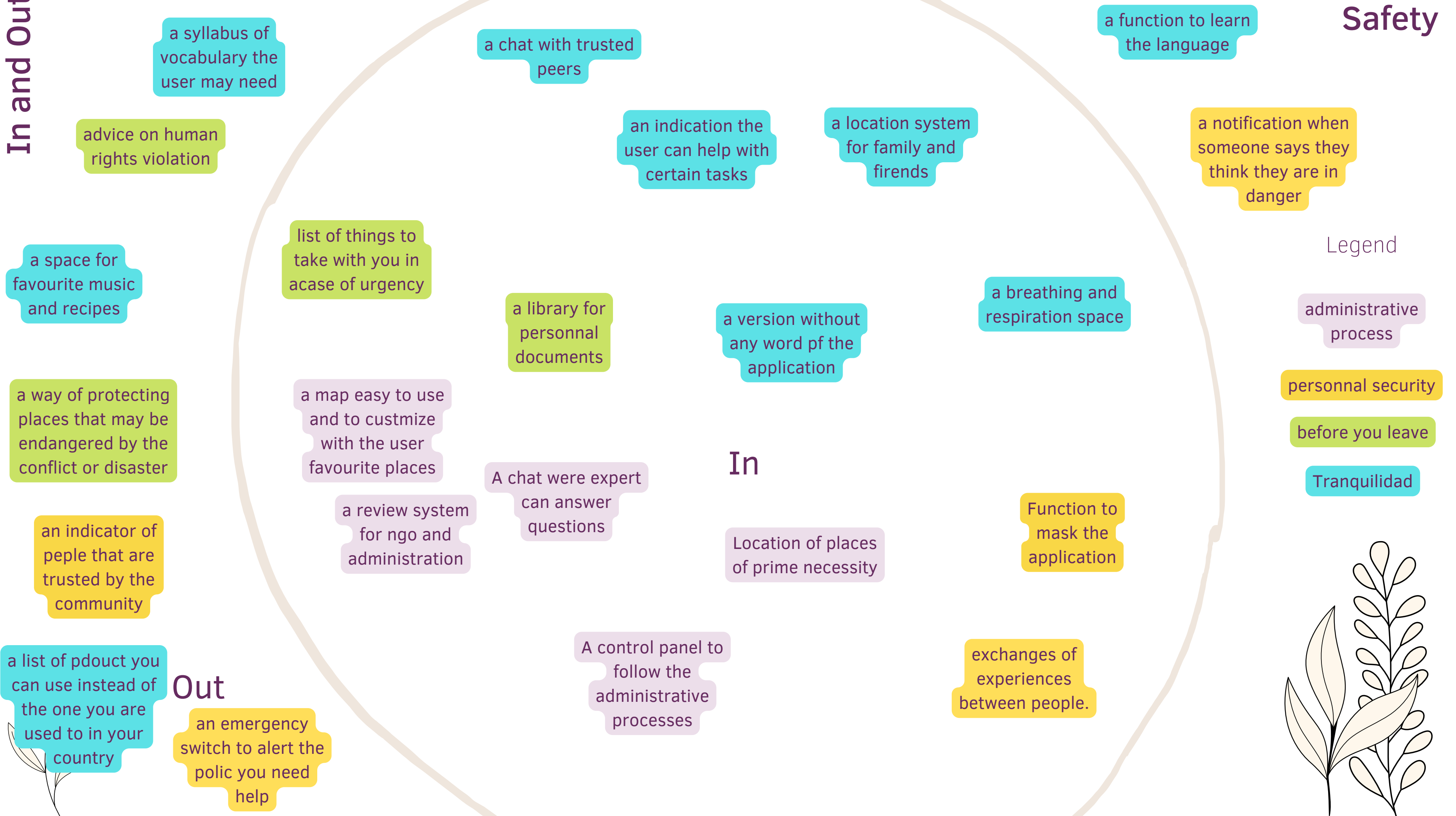
The issue of creating a product dedicated to refugees has its own challenges.

They cannot be considered a market due to the high financial stress they may be experiencing. Furthermore, they may be considered as a population likely to be stigmatized and targeted by malevolent groups. As such, security and privacy should be a high priority for application development while minimizing costs is also a top priority.
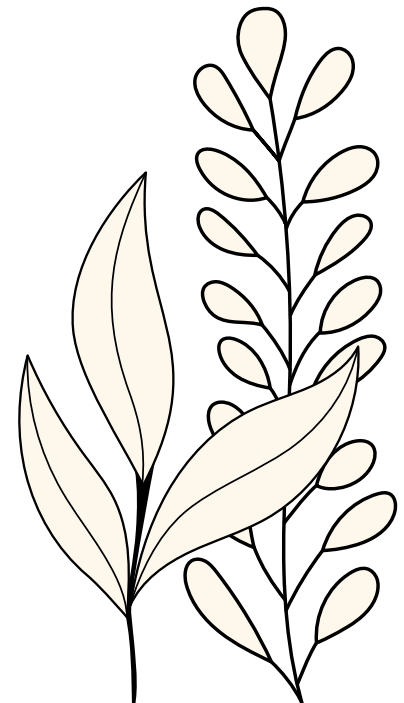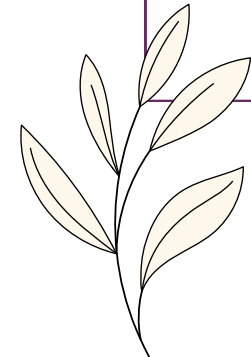
In and Out

Safety

a syllabus of vocabulary the user may need

advice on human rights violation

a chat with trusted peers

an indication the user can help with certain tasks

a location system for family and firends

a function to learn the language

a notification when someone says they think they are in danger

Legend

a space for favourite music and recipes

list of things to take with you in acase of urgency

a library for personal documents

a version without any word pf the application

a breathing and respiration space

administrative process

a way of protecting places that may be endangered by the conflict or disaster

a map easy to use and to custmize with the user favourite places

In

personnal security

before you leave

Tranquilidad

a review system for ngo and administration

A chat were expert can answer questions

Location of places of prime necessity

Function to mask the application

an indicator of peple that are trusted by the community

exchanges of experiences between people.

a list of pdouct you can use instead of the one you are used to in your country

Out

an emergency switch to alert the polic you need help

A control panel to follow the administrative processes

Safety

Moscow

Must

- Location of places of prime necessity
- Location of nearby NGOs
- Localización de servicios cercanos
- Intercambio de consejos
- Notification system when a place gets dangerous
- Function to mask the application
- Un chat con cerrados de confianza
- a location system fr peers and family
- a library of personnal documents
- control panel followinf the progress of applications and processes
- an explanation of administrative steps

Should

- A space dedicated to health and well-being
- User advice rating system
- A space of breathing and meditation
- Job search
- A wordless version
- Un espacio donde la gente accede a canciones y recetas que solían gustarles.
- A chat were expert can answer questions

Could

- list of things to take with you in case of an emergency
- Record of past life (imortant places or event
- indication of products you may use instead of what you are used to
- a summary of the vocabulary you ay need right away
- an emergency button for calling the police
- an indication on the profil of peope abe to help with specific tasks

Won't

- a review for NGO and administration
- advice on human rights violation

Map | Chat | Alerts | dashboard | dedicated space | Classification system | Functionnality

Value proposition

Value creation

Gains

An app that will help you when going to a new country

Product

Tasks

Pain points

A personal dashboard maj with the most recent infos.

Possibility to monitor all the health info of the user

A community of people around me who can help

An update on your entire chat group that youare safe.

I know where I am in the integration process

I am still taking care of my health

no one speaks my language and I feel lost

Lost contact with your loved one during the trip

I am arriving in a city and looking for the first steps to follow.

I want to let my friends know I am safe

I want to know where I am in the administrative process

Anagelsico de Dolor

Safety

Business Model

Ally	Key activity		Value proposal		Clients
NGOs	Development, design, layout and maintenance of the App	Up-to-date monitoring of laws and procedures	Personalized dashboard to follow the procedures in progress		States
					NGOs
International organizations	**Key ressources**		Community built around support and security	**Relations** service provider clustomer support	Charity funds
States	Development	Public relations	Wellness and health Supervision		International organizations
	Content creation	Lawyers			
Private sector	Security, Gender, Culture and Diversity Consultants		Repository with personal documents and information	**Canal** App Store Play Store	Researchers

Costes	Beneficios
Servidores Desarrollo Mantenimiento HR	Ayudas estatales Pago de informes analíticos Recaudaciones de fondos de Tech for Good
Ayuda de emergencia Avisos legales Víspera	Financiación de organizaciones internacionales

Insights

N.B., the end user would be refugees, migrants, expatriates but the utmost aim of the application will be to help its user first and foremost and this imply the need for the costs to be borne by partners and not by the end user.

The costs should be borne by actors like the states, NGOs or IOs that would benefit from subsidizing a small part of the aid.
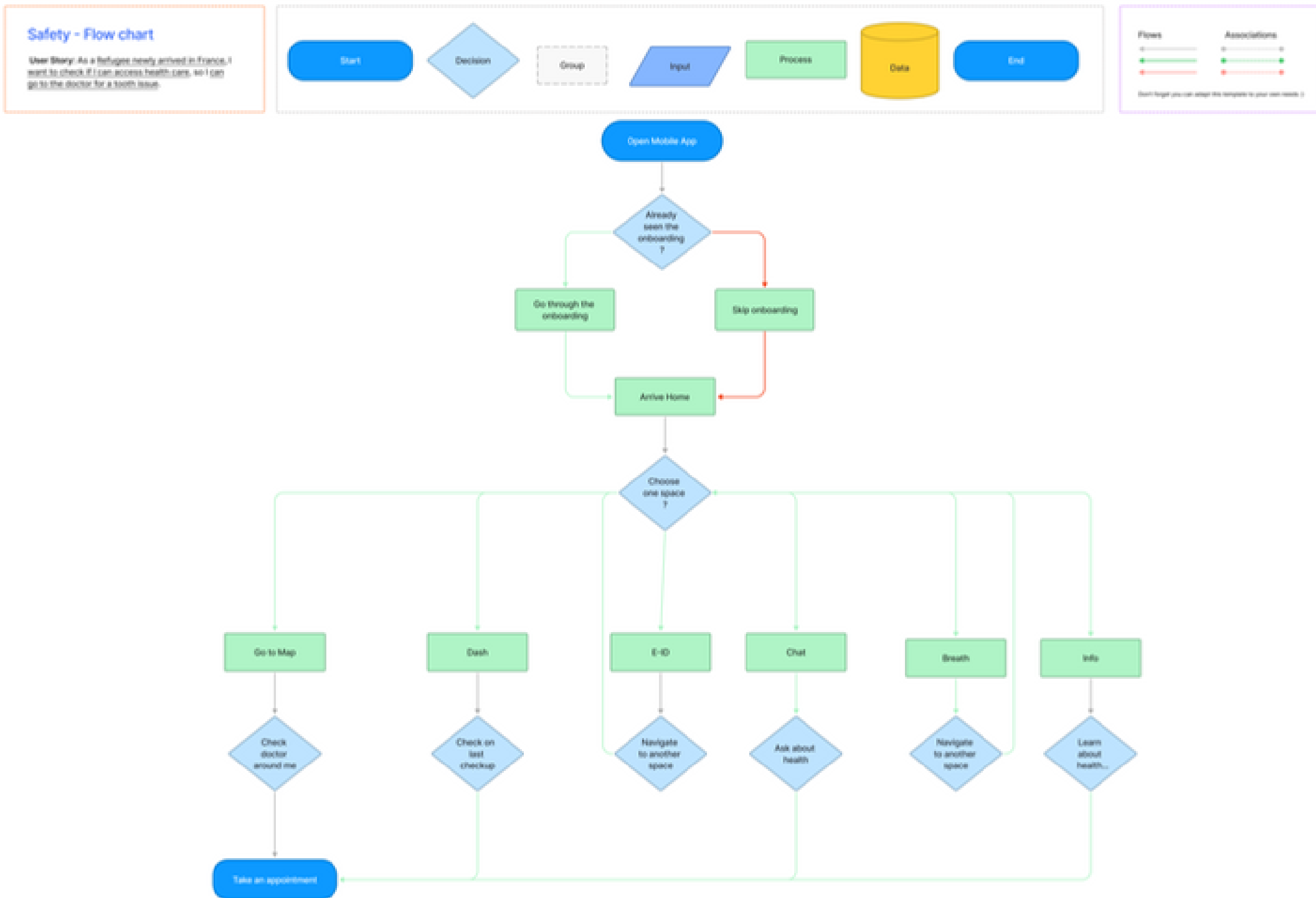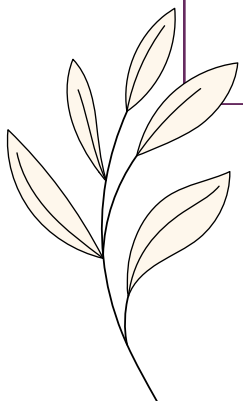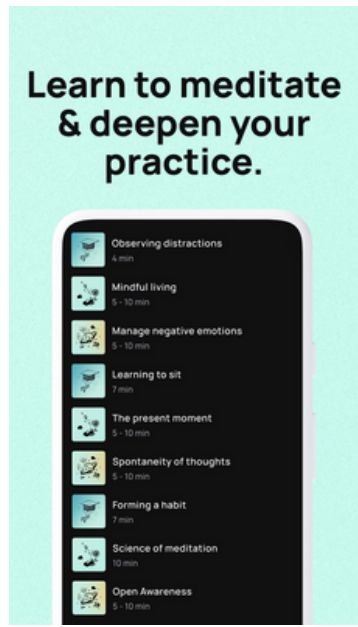
Prototyping

Home 0

My info 0.1

My map 0.2

My E-ID 0.3

My chat 0.4

My headspace 0.5

My stats 0.6

Article1 0.1.1

Article 2 0.1.2

Article 3 0.1.3

Map Tool 0.2.1

Type details 0.1.4

Favourites 0.3.1

Gallery 0.3.2

Translation 0.3.2

Chat Space 0.4.1

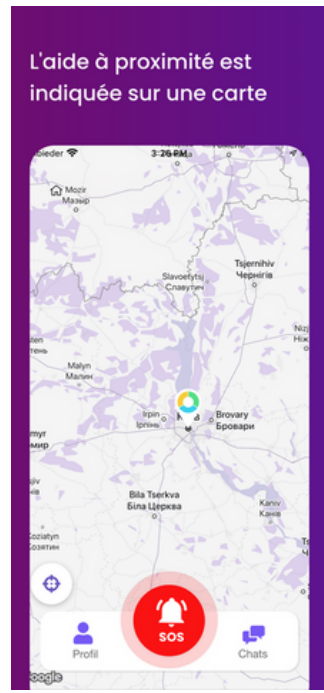Day Suggestion 0.5.1
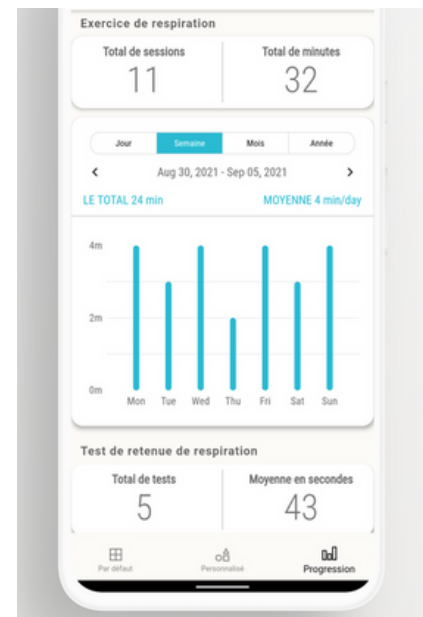
Meditation 0.5.2

Dashboard 0.6.1
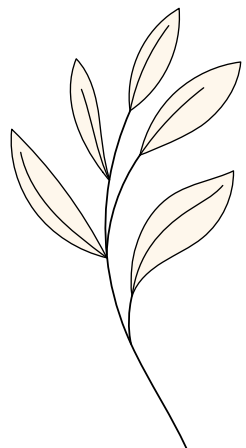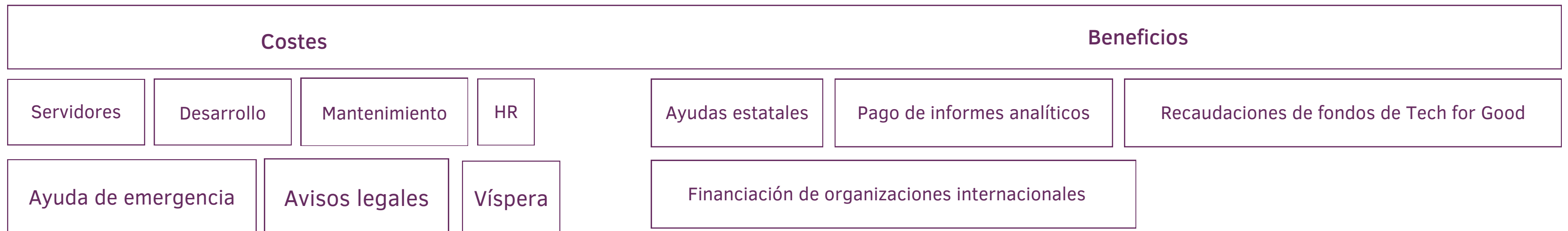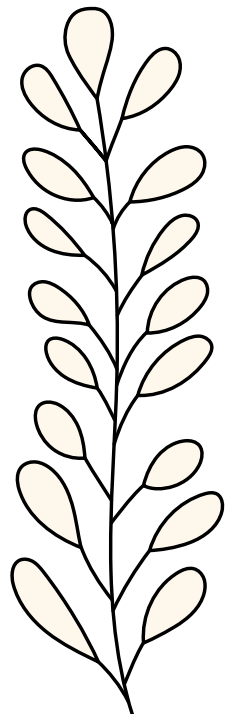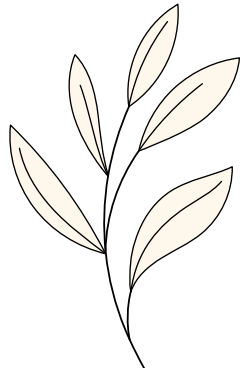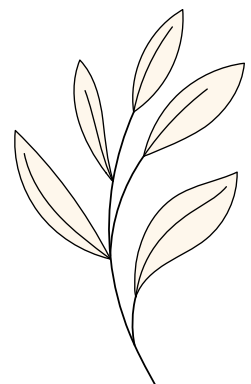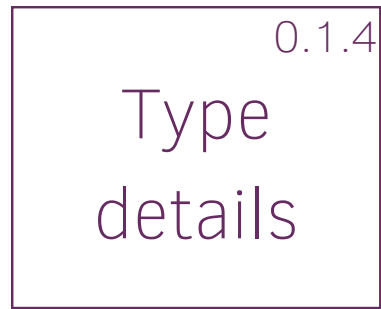
Safety - Flow chart
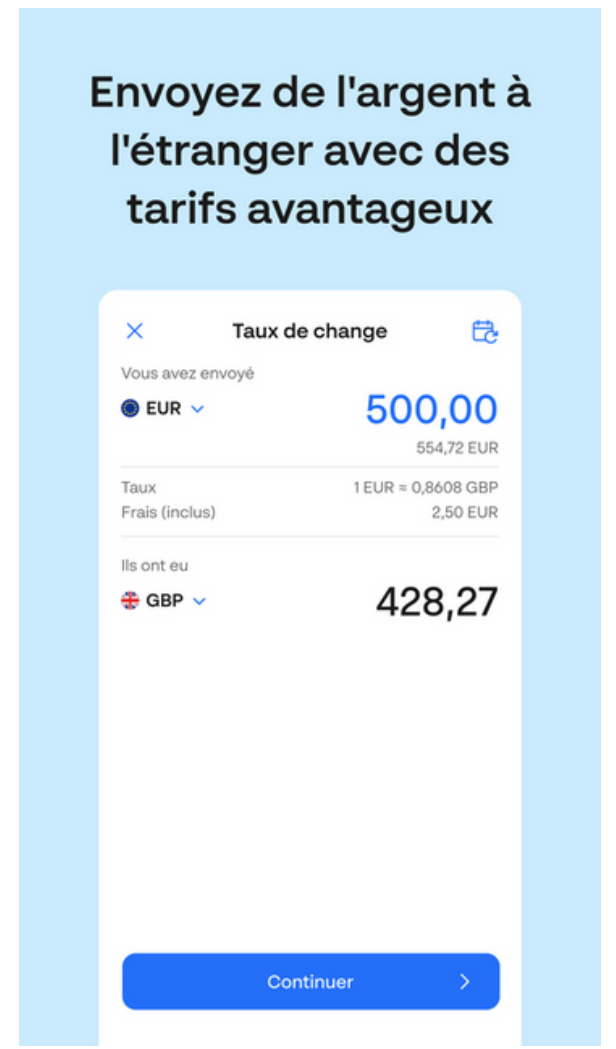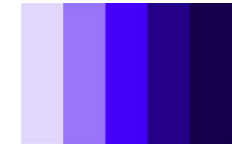
The link :

Figjam

Medito

Refugee Friend
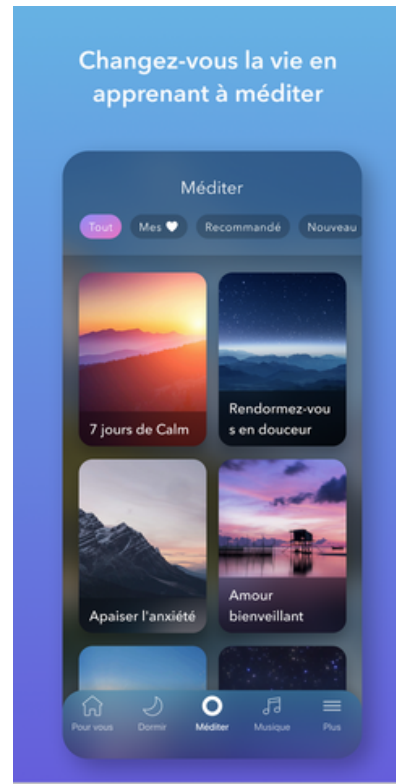
Calm

Serenity

Breathe

Réfugiés.info

Monese

Simple

And the link !

Infos

Map

Dash

Headspace

Headspace

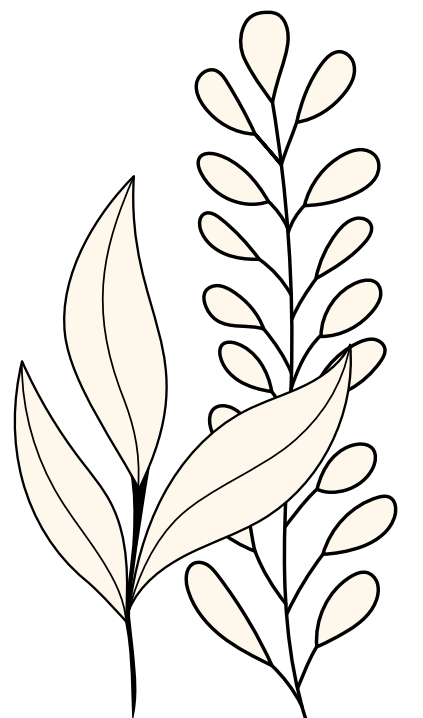Headspace
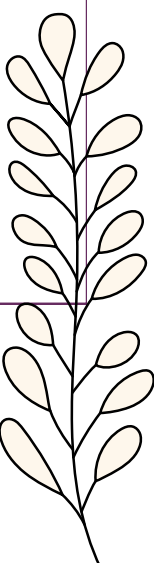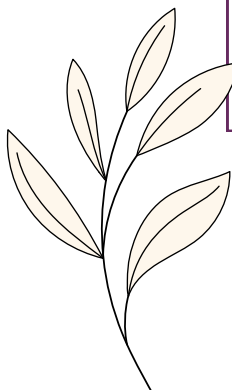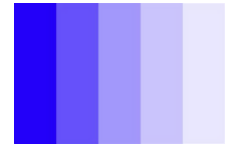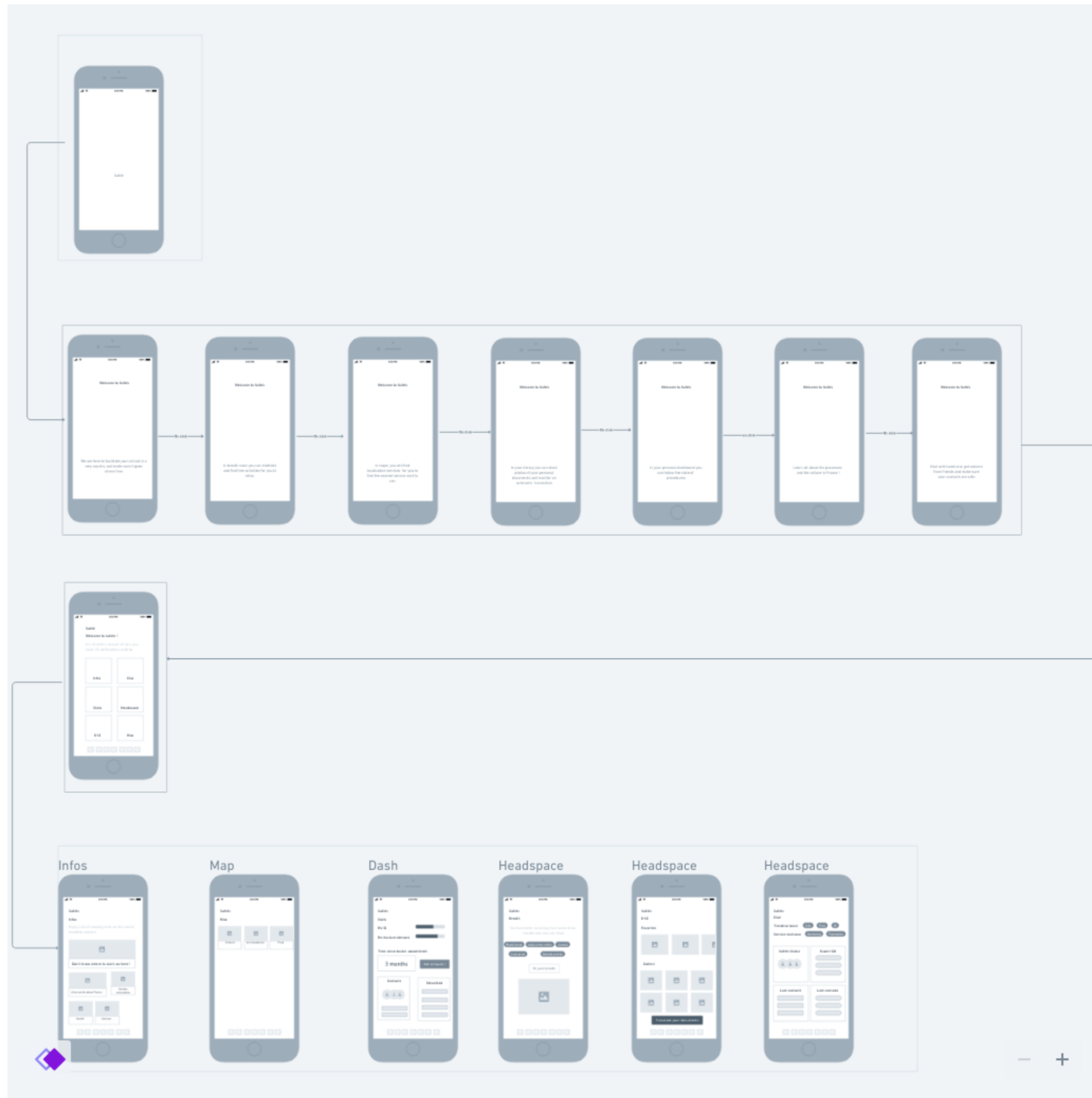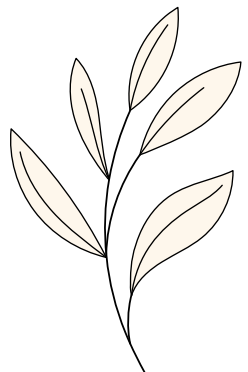
Conclusion on the design process

Make clarity and simplicity the focal point.

Ensuring that clarity and simplicity are at the heart of the project. Henceforth, design system decisions were made to ensure that these principles were respected.

Managing the language barrier.

To ensure the quality of the project, we chose to produce two functional versions in English and Spanish, which increased the time required to complete the project. This change in the overall project management had to be anticipated and taken into account in the design process.

Universality as a challenge.

The diversity of potential users required the application to offer many features, making sure that all needs were accommodated. We addressed this by proposing a multiplicity of spaces. This value of versatility also required additional work, but allowed for wider use.

The reality of war.

Asking people about their personal stories about their experience of highly distressing events for a scholarly project was not an easy task. The key takeaway from this process for me was to constantly be reminded to be kind, to listen, and to recall that some challenges must be addressed through policy and not only at the individual level.
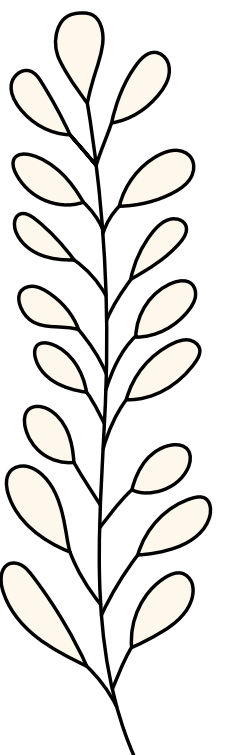
Thank you for your interest in Safety !