



# **TSAA Project: Afrique Whistle**

## **Group 1: Safety-by-Design App for Youth**

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# **1. What is Safety-by-Design (SbD)?**

Safety-by-design (SbD) is a way of thinking about technology in which user safety is built into the product from the very beginning, not added later as a fix. It means making platforms safe by default, just like seatbelts are built into cars, not sold separately.

The central concept is:

Instead of expecting users to protect themselves, the platform takes responsibility for reducing harm before it happens.

## **SbD Core Principles**

- 1. Prioritize User Safety from the Start**
- 2. Design for the Most Vulnerable**
- 3. Give Users Control**
- 4. Make Safety Easy to Use**
- 5. Be Transparent and Accountable**
- 6. Empower Users with Information**

## **App name: Afrique Whistle**

An app for safe whistleblowing guided by the SbD principles, designed for African Youth, and to be used across all African countries.

### **1. App overview**

The app is intended to serve as a medium through which the African Youth can use to report any violation, illegal act, harmful behavior, bribery and corruption, or human

abuse securely and safely without being scared of being exposed. The app will have easy navigation, be available in different languages for different African countries, and be guided by the SbB principles to make the users feel secure and protected from retaliation.

## **2. Target Population**

Youth across all the African countries ( Students, Employees, and every other concerned citizen)

## **3. Problem Mitigation**

There were many instances where people were scared of reporting a violation of law, corruption, or abuse of power, all being scared of exposure that could lead to wrong retaliation or punishment by the victim. Many such issues also could not be reported because there was no user-friendly app for that, or apps to report that safely.

Language has also been a barrier, especially if the app supports only textual content instead of both video and audio, or if the only official language of a country.

## **4. Safety-by-Design Principles Used**

### **SbD Principle**

#### **1. Harm anticipation**

##### **How has it been applied**

For fear of harm to the whistleblowers, all reports will be anonymous and handled by an independent body, not the government.

#### **2. Data Safety**

##### **How has it been applied?**

All data communications will be encrypted, and a user's data will not be stored.

#### **3. Usable for diverse users**

##### **How has it been applied?**

The app supports multiple languages and means of reporting to promote accessibility; even if a person is illiterate, they can still use a voice or video record it.

#### **4. Users Control**

### **How has it been applied?**

The users reserve the right to withdraw their entries anytime and choose how the information they provide can be shared or used.

### **5. Accountability**

#### **How has it been applied?**

All reports are to be handled by a private body or organisations that are independent of the government bodies or agencies.

### **6. Communication Channels**

#### **How has it been applied?**

Feedback options will be added to the app to enable users to log any issues or observations they might have encountered for further review.

## **5. App's key features**

### **1. Multi-language support**

Users can select from the multiple languages they want to use in their region/country, like Hausa, Igbo, Yoruba, Nupe, or Igala in Nigeria.

### **2. Anonymous reporting**

Users can report completely anonymously without providing any name or address; all that matters is accurate information.

### **3. End-to-end encryption**

All communications or files are encrypted, avoiding any possible interference.

### **4. File upload**

Users can select files from their devices and upload them; it does not have to be real-time content.

### **5. Report status/tracker**

Users can get a generated unique code to check the status of their report easily, and that will tell them how the information is being processed or if additional facts are required to validate it.

## **6. Navigation Tips**

Shows how the user can easily navigate from one layer to another

## **7. Lightweight and other versions design**

Creating a website version, a PC version, a mobile version, and a light version of the app.

# **6 . UX Journey Map: User Persona: Adé, 22-year-old university student in Nigeria**

## **Background**

- Education: Third-year engineering student
- Tech Proficiency: Comfortable with smartphones, uses social media daily
- Context: Has witnessed corruption in university administration but fears repercussions for speaking out
- Motivation: Wants to report misuse of funds without risking academic standing or personal safety
- Concerns: Privacy, security, and potential for action based on reports

# Journey Phases

## Phase 1: Discovery & Decision to Download

Touchpoint	Actions	Thoughts	Feelings	Pain Points	Opportunities
Word of mouth	Hears about the app from a classmate	"Is this app secure?"	Cautious, Curious	Trust concerns	Build credibility through peer testimonials
App store	Reads description and reviews	"The reviews mention anonymity features."	Hopeful	Worries about data usage in low-connectivity areas	Emphasize lightweight design in the app description
Social media	See the awareness campaign	"Others are using this for similar issues".	Encouraged	Unclear about how reports are handled	Provide transparent explanations of the report process
<b>Decision Point</b>	Downloads app	"I'll try it, but I'll be careful."	Tentative	App size concerns on limited phone storage	Create a lightweight version

## Phase 2: First-Time Use

Touchpoint	Actions	Thoughts	Feelings	Pain Points	Opportunities
Language selection	Selects Yoruba	"Good, I can use my native language."	Comfortable	None	Add regional dialect options
Onboarding tutorial	View the safety features explanation	"This seems well-thought-out."	Reassured	Too much text at once	Use progressive disclosure with animations
Terms of service	Reads the privacy policy	"What happens to my data?"	Concerned	Legal language is complex	Simplify with visual aids
Safety tips	Reviews recommended safety practices	"This is helpful advice."	Protected	Some tips are not relevant to the local context	Customize safety tips by region
<b>Decision Point</b>	Creates an anonymous profile	"I don't need to share personal details."	Relieved	Uncertain about truly anonymous	Explain encryption and data protection visually

### Phase 3: First Report Submission

Touchpoint	Actions	Thoughts	Feelings	Pain Points	Opportunities
Issue selection	Chooses "Corruption" category	"This matches my situation."	Focused	Subcategories are not specific enough	Add more granular category options
Evidence upload	Attaches photos of documents	"Will these be protected?"	Nervous	Slow upload in poor connectivity	Add a progressive upload feature
Description	Types of detailed accounts	"Am I providing too much identifying info?"	Conflicted	No guidance on what to include/exclude	Provide real-time safety tips while typing
Submission	Clicks "Submit Anonymously"	"I hope this works."	Anxious	Uncertainty about next steps	Add immediate confirmation with clear next steps
Tracking code	Receives a unique code	"How do I keep this safe?"	Responsible	Might lose the code	Option to recover code through secure means
<b>Decision Point</b>	Saves tracking code	"I'll check back later."	Expectant	No immediate feedback	Send anonymous notifications



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#### Phase 4: Follow-Up and Continued Use

Touchpoint	Actions	Thoughts	Feelings	Pain Points	Opportunities
Status check	Enter tracking code	"Has anyone reviewed my report?"	Impatient	Status updates are vague	Provide more detailed progress information
Status update	Sees "In Review"	"Someone is looking at this."	Validated	No timeline for resolution	Add estimated timeframes based on issue type
Additional info request	Receives request for clarification	"Is it safe to provide more details?"	Hesitant	Concerns about revealing identity	Clear explanation of why the info is needed
Resolution	View other outcomes of the investigation	"My report made a difference."	Empowered	No closure on personal impact	Provide general outcomes while maintaining privacy
New issue	Identifies another problem to report	"I trust this system now."	Confident	None	Streamlined process for returning users

<b>Decision Point</b>	Recommends the app to friends	"Others should use this too."	Proud	Explaining without compromising own use	Shareable general info that preserves anonymity
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## Emotional Journey Graph



## Critical Moments & Design Implications

### Trust Building (Discovery Phase)

- **Challenge:** Initial skepticism about security and anonymity
- **Design Solution:** Transparent security explanations in plain language with visual aids
- **Feature Recommendation:** "How We Protect You" interactive tour during onboarding

## **Anxiety Management (Submission Phase)**

- **Challenge:** Fear of identification during report submission
- **Design Solution:** Real-time guidance and reassurance during report creation
- **Feature Recommendation:** "Identity Check" tool that flags potentially identifying details

## **Uncertainty Period (Follow-up Phase)**

- **Challenge:** Lack of clarity during the waiting period
- **Design Solution:** Meaningful status updates with context
- **Feature Recommendation:** An Anonymous two-way communication channel for clarifications

## **Empowerment (Resolution Phase)**

- **Challenge:** Balancing closure with continued anonymity
- **Design Solution:** General outcome reporting that validates user action
- **Feature Recommendation:** Impact statistics showing the collective results of whistleblowing

## **Accessibility Considerations**

- **Literacy Variations:** Voice recording options are available at every text entry point
- **Connectivity Issues:** Offline mode with automatic syncing when connection returns
- **Device Limitations:** Functionality preserved on lower-end devices with limited storage/processing
- **Cultural Context:** Customized interface elements and language to reflect regional norms

## Key Performance Indicators

- **Safety Perception:** User ratings of perceived safety before and after using the app
- **Completion Rate:** Percentage of users who complete the reporting process
- **Return Rate:** Frequency of users returning to check status or submit new reports
- **Advocacy Level:** Number of users who recommend the app to others
- **Resolution Impact:** Percentage of reports that lead to meaningful action

## 7 . Wireframe (Simple App Structure):

### Home Screen

- Choose Language
- Report an Issue
- Track My Report
- Safety Tips

### Report Page

- Select type of issue (Corruption, Bullying, Violence, etc.)
- Add Description

→ Attach Evidence (Photo/Audio)

→ Submit Anonymously

### **Track Report Page**

→ Enter Tracking Code

→ View Status (Pending, In Review, Closed)

### **Safety Tips Page**

→ A list of helpful advice on how to stay safe online and offline

## **8. Reasons for our decision**

### **1. Anonymous option**

This is to make sure that the user's identity is protected.

### **2. Languages**

To make it accessible for different people with different languages

### **3. Non login**

So that it won't be hard for non-educated people to interact with

### **4. Report status tracking code**

This is for users to confirm whether their data has been used or if additional info is required from them.

## 5. Online and Offline Access

This is to enable users to access the app both in the presence and absence of a network, and for the app to auto-sync the data once it senses a network.

## 9. Testing and Feedback

We will share the app with our friends and some students in Ghana, Kenya, and Nigeria, and collect their feedback through interviews or surveys so that the app can be improved based on their responses.

### Generated Wireframes;



