



# AMPLIFYING CHILDREN & YOUNG PEOPLE'S VOICES DIGITALLY



# Simplified Contents



## 01

### The Problem

Refresher on the background and design workshop context, articulating the north star, vision and goals for the experience, defining the problem statements and grounding design principles.

## 02

### The MVP Solution

Introduction to service experience, the scope, user personas and journeys, digital experience storyboards, use cases catalogue, features backlog list and the prototype experience bringing the idea innovation to life.

## 03

### The Case for Impact

Desirability (people) aspects like the market size, value proposition and feedback from children.  
Viability (business) aspects of expected outcomes, and financial models to build the service experience.  
Feasibility (technology) aspects like risk mitigation, gap analysis and technical build/buy decisions.

## 04

### Sustainability

Guidance on governance models, considerations for key enablers like people, process data and technology, thinking around sustainable partnership models and next steps on the roadmap

Click on the [links](#) to navigate across the different aspects of this 'Dream Book'

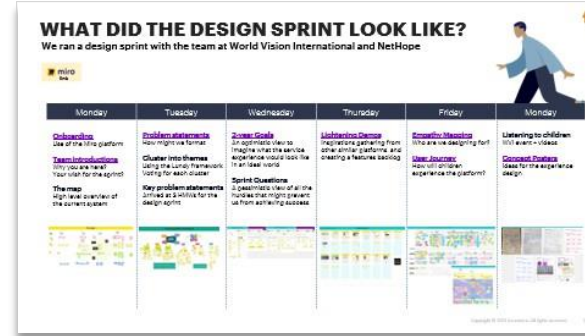
# NAVIGATION

Click on the [links](#) to navigate across the document.

The arrow will bring you back to his page. ↑

We would love to hear you feedback on these slides via email to us co-create this experience.

## Design Sprint



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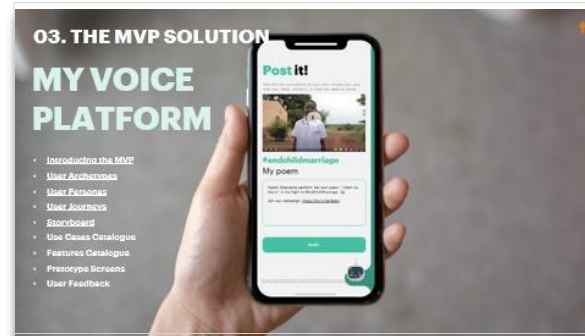
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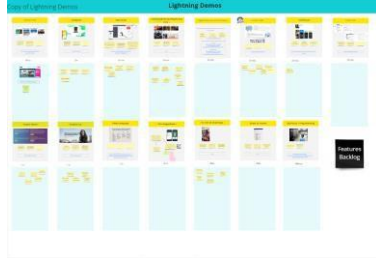
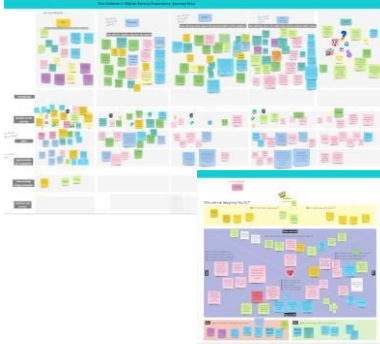
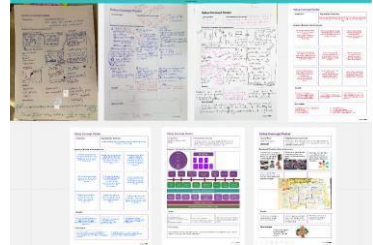
**18**

Dream book and next steps

# WHAT DID THE DESIGN SPRINT LOOK LIKE?

We ran a design sprint with the team at World Vision International and NetHope



Monday	Tuesday	Wednesday	Thursday	Friday	Monday
<p><u><b>Onboarding</b></u> Use of the Miro platform</p> <p><u><b>Team introductions</b></u> Why you are here? Your wish for the sprint?</p> <p><b>The map</b> High level overview of the current system</p> 	<p><u><b>Problem statements</b></u> How might we format</p> <p><b>Cluster into themes</b> Using the Lundy framework Voting for each cluster</p> <p><b>Key problem statements</b> Arrived at 3 HMWs for the design sprint</p> 	<p><u><b>2-year Goals</b></u> An optimistic view to imagine what the service experience would look like in an ideal world</p> <p><b>Sprint Questions</b> A pessimistic view of all the hurdles that might prevent us from achieving success</p> 	<p><u><b>Lightening Demos</b></u> Inspirations gathering from other similar platforms and creating a features backlog</p> 	<p><u><b>Empathy Mapping</b></u> Who are we designing for?</p> <p><u><b>User Journey</b></u> How will children experience the platform?</p> 	<p><b>Listening to children</b> WVI event + videos</p> <p><u><b>Concept Posters</b></u> Ideas for the experience design</p> 

# THE BIG PROBLEM STATEMENT TO SOLVE

After an insightful brainstorming session with the team, we arrived at three key 'How might we..' statements

## How Might We..

Create **Digital Activism by children and young people** with digital technology that provides a **child friendly digital space** (e.g., language, easy for users), so that children can discuss and decide the issues they most want to change, by **creating engaging, authentic content** that can **mobilize/influence leaders?**



## How Might We..

Provide information from our WV experience on the issues children want to change, highlighting to them where the good advocacy opportunities are to **engage support from the right investors?**



## How Might We..

Enable children to make a plan of attack to **influence decision-makers** and **track their results?**

# THE GOALS FOR THE DIGITAL SERVICE EXPERIENCE

We together focused our discussions to reach a mutually decided two-year goal



In 2 years,

children are collaborating with each other, having open conversations and building their abilities including advocacy and digital safety skills, empowering themselves to find their voices in a safe and friendly space, with the goal of mobilizing in 5 countries, successfully influencing decision-makers to act on 3 separate issues and in so doing, creating a global movement of change led by children and young people that leaders at all levels must listen to.







# HOW WOULD THEY EXPERIENCE THE PLATFORM?

We tracked the user journey of the children who would interact with this platform



## What are children doing today?

- Some children have access to mobile devices and the internet, not all.
- They use cell phones to access digital environments, which may belong to their care givers.
- Some already engage on social platforms to spread awareness about social issues while other use it only for engagement with peers.
- They learn a lot and a lot faster from these social platforms than schools.
- They are aware of some dangers and risks while being online but do not have enough tools to safeguard them.
- Children that are part of the World Vision community and already engaging in their communities, discussing critical issues that impact their lives.



## How would they discover, learn from and use this digital service experience?



### Discover

- Via World Vision programs and national offices and staff members.
- Via social media marketing and influencers online or even the news.
- Via word of mouth from parents, teachers, faith leaders or peers.
- Via invitations from existing program champions and child ambassadors.
- Via self-motivated searches online for platform to create social change.



### Learn

- Self-guided tours of the platform walking them through the features.
- Tutorial videos on how best to use the functionalities.
- Gamification and interactive and child-friendly user experience.
- World Vision training programs and coaching via webinars.
- Chatbot functionalities to support them with quick responses.



### Use

- Collaborating safely with peers and learning from each other.
- Developing skills around digital safety and dexterity.
- Creating authentic content for child advocacy.
- Learning from thematic content curated about various topics.
- Attend webinars or podcasts and participate in the digital community.



# WHERE CAN WE DRAW INSPIRATION FROM?

We gathered inspirations from various other platforms that provide similar experiences

## INSPIRATIONS FOR THE SERVICE EXPERIENCE

**Activist Hub**  
A go-to place for child-friendly resources, advice, examples, etc. for young activists.  
Children can share their ideas, lessons learned, campaign calls for action, etc. with other activists.

**U-Report**  
Mass country-wide data for young leaders to build their case for change.  
Opinion polls for children on various topics from current affairs.  
Challenges for the mental well-being of children.

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## INSPIRATIONS FOR THE SERVICE EXPERIENCE

**Clubhouse**  
Unlikely  
Collisions  
Hosted by speakers on stage and then audience listening and engaging with Q&A.  
Platform for group discussions based on various themes.

**Idea Drop**  
As people include their idea (in our case, voices) around a specific subject, others can contribute with their perspectives, enriching the conversations with files, links and other materials. People can also engage through different possibilities like @ mentions, links, trending hashtags, etc.  
Intelligent algorithms cut through the clutter to organically bubble up the most promising ideas faster.

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## INSPIRATIONS FOR THE SERVICE EXPERIENCE

**Children & Young People also Vote**  
A Child Participation Initiative: Children & Young People Also Vote  
2018 - In person  
2017 - In person & Online  
2019 - Online  
2021 - Online  
2022 - Online  
Child participation initiative with emphasis on voting as it can amplify opinions and help us leverage on what is already going on.  
The sustainability of the platform is being maintained with continuous engagement activities.

**Youth Links**  
Start to connect, then improve your skills, digitally.  
Helps you register as an 'internal' (mainly children) or an 'external' (government officials, activists, news reporters, mentors).

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## INSPIRATIONS FOR THE SERVICE EXPERIENCE

**Chats vs Teams**  
A mix of open teams for people interested in a subject to join, or a specific project.  
Private chats and shared files to collaborate, build rapport and work together.  
Meeting functionality and ability to call people to collaborate.

**Exodus Cry**  
Life shouldn't be this way for any person.  
The platform creates a community and really cleverly and simply describes and breaks down people's role in that part of the world in stopping trafficking which is a very hard thing to do.

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## INSPIRATIONS FOR THE SERVICE EXPERIENCE (1/5)

**Twilio Flex**  
Design the ideal agent experience.  
Accelerate your digital transformation.  
Achieve cloud agility.  
Unlock precise personalization.  
Helps you engage on various social media via a single platform.

**It Gets better Project**  
You're in Good Company.  
The platform allows people to get inspired by other's stories and also share your own story.  
Creating a safe space for the LGBTQ+ community.

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## INSPIRATIONS FOR THE SERVICE EXPERIENCE

**The Megaphone**  
A platform (accessible via website or app) where people can find training to improve their skills on digital literacy and skills to produce content.  
This should be linked to social media channels in order to share the content and create more engagement with the audience.  
The main features would be:  
1. Learning curve.  
2. Security and reporting.  
3. Results of what is posted on the different channels along with the interactions created. SM KPIs.

**YI TikTok Challenge**  
Fun engagement through video making to help children coordinate and feel connected.

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# CONCEPT POSTERS

The team drew value concept posters illustrating the most desirable features for the service experience

### CONCEPT POSTERS MADE BY THE TEAM

Concept Name	Value Statement
Children for children	Empowered children collaborating and mobilizing for change.

**Storyboard/ Illustration of how the idea works**

**What will be the features of this online space?**

1. Digital safeguarding
2. Global content to local, national and global levels
3. Forum for debate
4. Global
5. Peer support
6. Self-empowerment and digital curriculum
7. Connected with UN's goals and other elements

**Benefits**

1. Children get skills and join a powerful community of global peers.
2. Children identify and influence on societal matters to them.
3. Safe space to enhance participation makes online

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### CONCEPT POSTERS MADE BY THE TEAM

Concept Name	Value Statement
Amplifying children's voices digitally	Safe space for children to learn collaborative and participate.

**Storyboard/ Illustration of how the idea works**

**Features**

- Platform to have 2 pages - before sign in and after sign in.
- Before sign in will be a page for change having content, content will be about safety, money, business, education, what's happening in the world, how can we use these, and how can we help.
- After sign in will be a page for change having content, content will be about safety, money, business, education, what's happening in the world, how can we use these, and how can we help.
- Page and content will be a page for change having content, content will be about safety, money, business, education, what's happening in the world, how can we use these, and how can we help.
- Page and content will be a page for change having content, content will be about safety, money, business, education, what's happening in the world, how can we use these, and how can we help.

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### CONCEPT POSTERS MADE BY THE TEAM

Concept Name	Value Statement
Amplifying children's voices digitally	I am because we are. How can we amplify our children's voices for a change? Children are facing many common issues around the world and need a platform to amplify their voices.

**Storyboard/ Illustration of how the idea works**

**Benefits**

1. Virtualized means perform and a platform for children to collaborate on topics around children's rights and the issues that they are facing.
2. Have directly from children. This can help children feel their voices heard and help them to learn and understand.
3. Use a safe and functional digital platform and app are available for children and young people to have access to knowledge, exchange information, and collaborate with others.
4. Children and young people feel confident and safe to manage digital skills and enhance digital action.

**Micro Concepts**

Drilling down the idea into the functionalities and tasks to explain and prioritize

1. Space for children to feel comfortable to share.
2. Space to have children to amplify their voices.
3. Space to have the connections with relevant organizations.

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### CONCEPT POSTERS MADE BY THE TEAM

Concept Name	Value Statement
A global safe digital space for children and young people to empower and advocate for social change	

**Storyboard/ Illustration of how the idea works**

**Benefits**

1. The platform will be a safe digital space for children and young people to have access to knowledge, exchange information, and collaborate with others.
2. The platform will be a safe digital space for children and young people to have access to knowledge, exchange information, and collaborate with others.
3. The platform will be a safe digital space for children and young people to have access to knowledge, exchange information, and collaborate with others.
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**Micro Concepts**

Drilling down the idea into the functionalities and tasks to explain and prioritize

1. To have a platform and a safe digital space for children and young people to have access to knowledge, exchange information, and collaborate with others.
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4. To have a platform and a safe digital space for children and young people to have access to knowledge, exchange information, and collaborate with others.

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### CONCEPT POSTERS MADE BY THE TEAM

Concept Name	Value Statement
Empowering and creating safe spaces and opportunities for children and young people to become confident and learn digital skills and knowledge for a change	

**Storyboard/ Illustration of how the idea works**

**Benefits**

1. The platform will be a safe digital space for children and young people to have access to knowledge, exchange information, and collaborate with others.
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### CONCEPT POSTERS MADE BY THE TEAM

Concept Name	Value Statement
Supporting engaged young people as they create engaging content to influence	

**Storyboard/ Illustration of how the idea works**

**Benefits**

1. The platform will be a safe digital space for children and young people to have access to knowledge, exchange information, and collaborate with others.
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### CONCEPT POSTERS MADE BY THE TEAM

Concept Name	Value Statement
North, South, one big about	Many voices all sharing their own message independently are easy to ignore as noise. Many voices sharing the same message together create a hearing.

**Storyboard/ Illustration of how the idea works**

**Benefits**

1. Children have a voice and a message, but it's hard for them to be heard in a crowded digital space.
2. When they all get behind the same message they have a voice that is heard.
3. When they all get behind the same message they have a voice that is heard.
4. When they all get behind the same message they have a voice that is heard.

**Micro Concepts**

Drilling down the idea into the functionalities and tasks to explain and prioritize

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4. To have a platform and a safe digital space for children and young people to have access to knowledge, exchange information, and collaborate with others.

[Click to view](#)

### CONCEPT POSTERS MADE BY THE TEAM

Concept Name	Value Statement
Promote and empower to lead	An space where children and adolescents can gather together to learn and strengthen different skills while collaborating and interacting with each other.

**Storyboard/ Illustration of how the idea works**

**Benefits**

1. The project will be a safe digital space for children and young people to have access to knowledge, exchange information, and collaborate with others.
2. The project will be a safe digital space for children and young people to have access to knowledge, exchange information, and collaborate with others.
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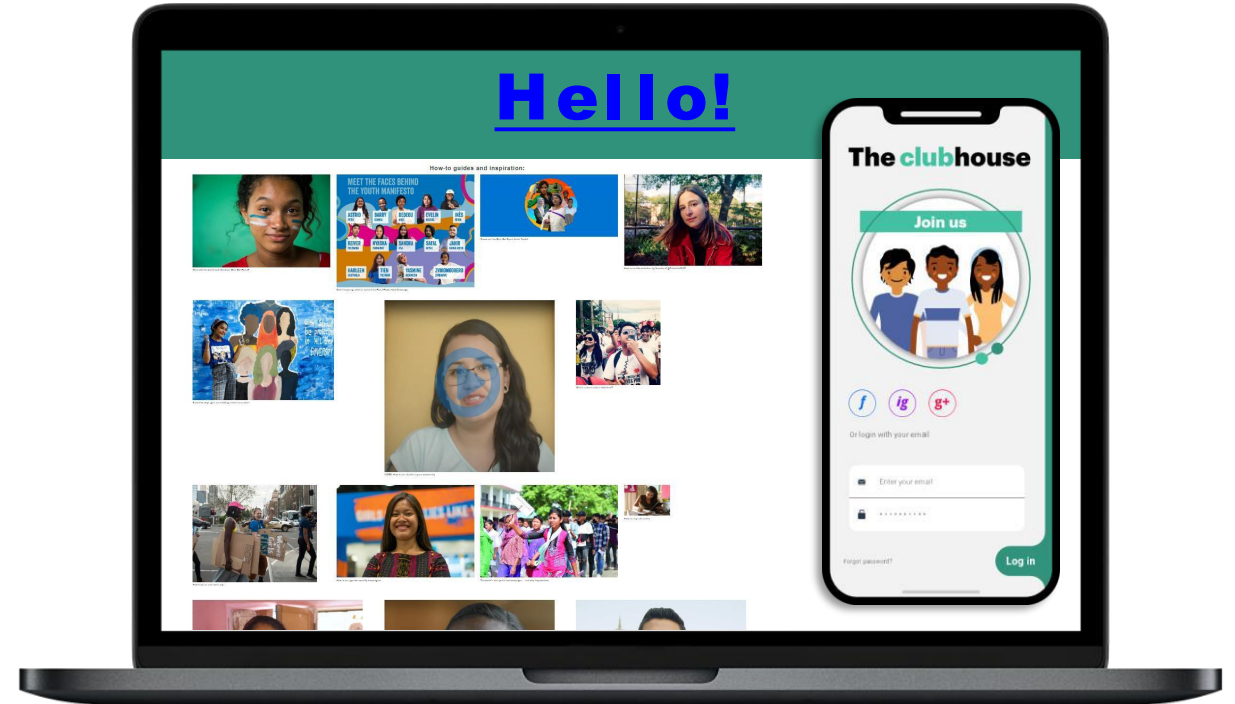
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# FUNCTIONALITY WISH-LIST

We arrived at a long list of features to build a safe and ethical experience for children

*Non exhaustive*

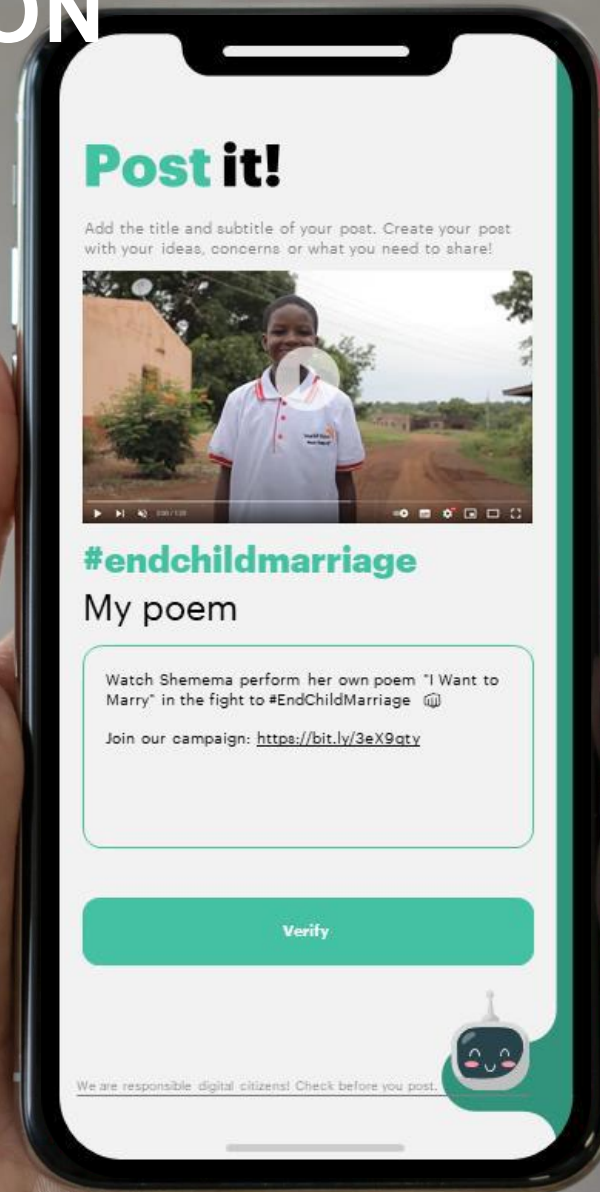
- Safe for children and closed space
- Ethical and Inclusive in design
- Amplify authentic voices of children
- Collaboration between children
- Children for advocacy and participation
- Mobile first
- Built for mid-level digital comfort
- Child friendly user experience
- Translation capabilities
- Learning modules and earning badges
- Gamification elements like creating avatars
- AI capabilities to detect offensive language
- AI like Grammarly to help draft content
- Ability to publish content on other social media platforms
- Tracking and growing social media metrics
- Safeguarding behaviors for online engagement
- Comfort and emotional support



## 03. THE MVP SOLUTION

# MY VOICE PLATFORM

- [Introducing the MVP](#)
- [User Archetypes](#)
- [User Personas](#)
- [User Journeys](#)
- [Storyboard](#)
- Use Cases Catalogue
- Features Catalogue
- Pretotype Screens
- User Feedback





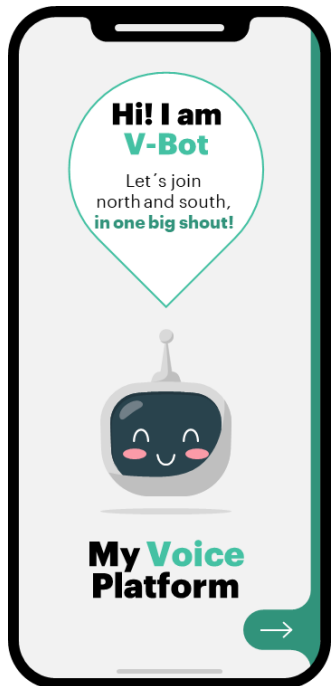
# INTRODUCING MY VOICE PLATFORM (MVP)

Product Vision > Safe Digital Experience for Children to Amplify Authentic Voices

## The Challenge

1/ Create **Digital Activism** by young leaders with digital technology that provides a **child friendly digital space** (e.g., language, easy for users), so that children can discuss and decide the issues they most want to change, by creating engaging, authentic content that can mobilize/influence leaders?

2/ Provide information from our WV experience on the issues children want to change, highlighting to them where the good advocacy opportunities are to engage support from the right investors?



## The Solution

A safe and inclusive digital experience for children

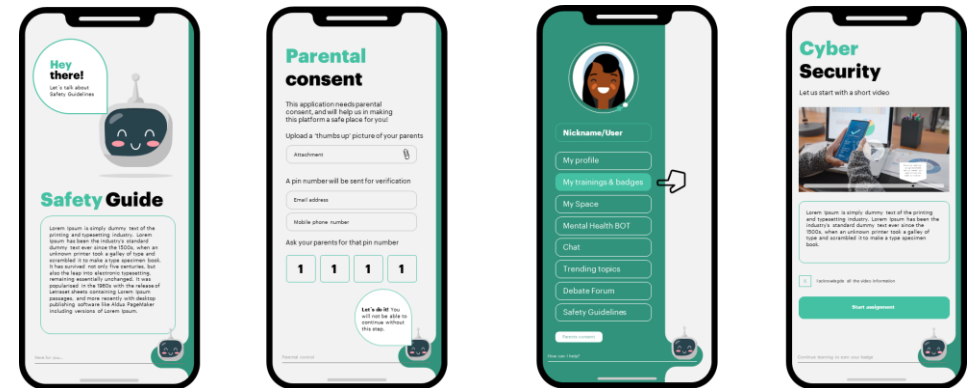
### What does it do?

- Ability for meaningful collaboration among peers
- Safe space for open conversations
- Building children's abilities across different themes
- Empowering them to find and use their voices digitally

### What are the benefits?

- Safe digital experience for children
- Learning and guidance
- Mental and social wellbeing support
- Amplification of authentic voices

## The Pretotype



# USER ARCHETYPES

We have 2 key user archetypes, but we are deep diving into the primary archetype to help flesh out user journeys

## 1 Primary User CHILDREN & YOUNG PEOPLE

- Personalization – this digital experience is designed to recognize the child, remember their preferences, recommend content and experiences that will meet their needs and remain relevant through-out their development as young leaders and social advocates by learning from them and allowing for continued child informed co-creation of this safe space
- Online safety – this digital experience offers young leaders a safe environment in which to create content that will help them raise their voices while empowering them with continued coaching and training on how to be safe in other digital environments
- Collaboration across geographies supported by inclusive collaboration features such as translation, interactive whiteboards, collaboration templates and tool, as well as moderated multi-format conversation spaces
- Training – mobile journalism (MOJO), advocacy, online safety and well-being as well as virtual and in person communication skills
- Amplification - creating space and facilitating the articulation and amplification of authentic unfiltered children's voices



[Value Add](#) +

## 2 Secondary User WORLD VISION



- Access authentic young leader created content to further drive the child advocacy agenda?
- Learning about children's needs and prioritising the same thematic advocacy area of concern to children
- Helping to facilitate a safe online environment for children
- Connecting children across geographic boundaries – advocacy without borders
- Nurturing a community of conscientious digital citizens and social advocates

### Other Potential Users –

Volunteers, Parents, Therapists, Partners,  
[Children outside the World Vision network](#)



# PERSONAS

Illustrative | For Internal World Vision use and circulation only



Meet Sadia, a 12-year-old girl from Dhaka, Bangladesh.

Sadia is a young girl who wants to play football. With the increasing urbanization in the city, Sadia hardly sees trees, or parks for children to play in. The spaces that currently exist only allow for boys to play and she would like to change that.

Sadia wants to use technology to talk about child wellbeing and make the world a better place for children.



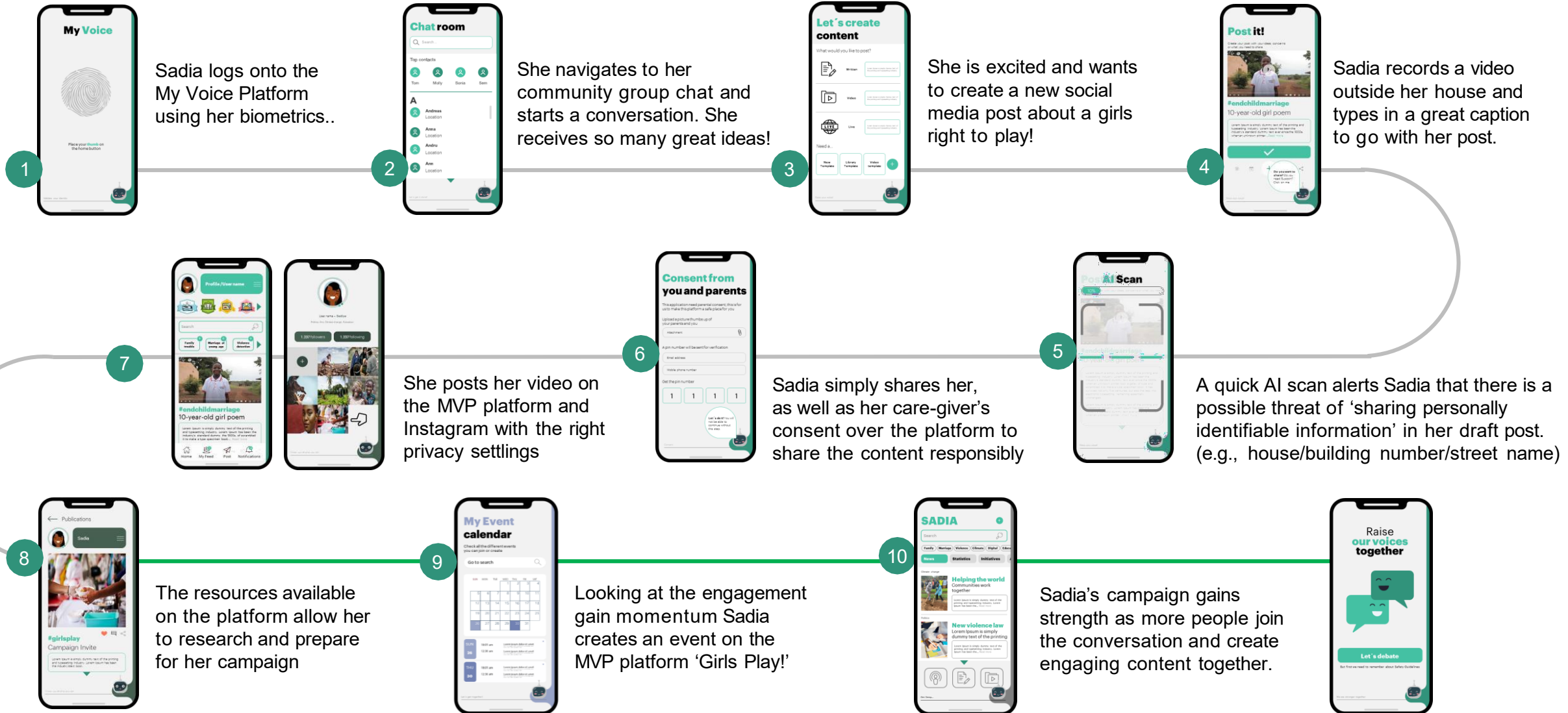


# USERJOURNEY

Illustrative | For Internal World Vision use and circulation only



“Hi I’m Sadia, and I want to start a campaign, gather support from my community and demand that local governing bodies to build playgrounds for girls to play in her city.

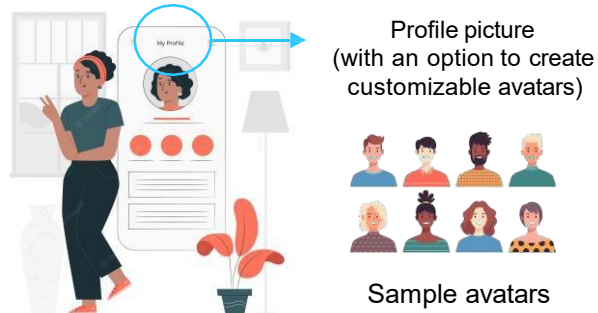


# STORYBOARD (1/2) Features of the platform



## Profile Page

- Who am I, things I want to share about myself, my purpose, my interests etc.



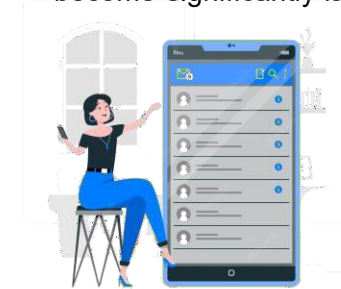
## Safety guidelines

- Series of interactive pop ups for new users explaining the purpose of platform and the safety norms (avoiding hate speech and obscene content)



## Chat and Themes

- Platform to chat with others, form teams for discussing relevant topics. (can have a moderator or a subject expert if the teams become significantly large)



## Trending topics

- Most voted, seen or commented topics of the week available for children to engage on



## Debate Forum

- Moderated forum with different topic of relevance put up for debates
- The topic ideas can be either posted by children themselves or by the WVI team
- There would also be an icon to upvote the topics that children find most relevant



## Idea elaboration

- Platform to develop ideas/ issues/ concerns/ solutions via posts, videos, write-ups etc.
- Option to state the country/states/local area in case the idea is geography specific
- Option to put in keywords and hashtags for better reach.



# STORYBOARD (2/2) Features of the platform



## Resources

- Resources/internal publications on various topics of impact (climate change, child labor, minority rights) for children to refer to.



## My experiences

- A safe space for children to share their personal stories in audio, video or written form.
- These anecdotes could range from their difficulties to things that inspired them.



## My Trainings

- Set of trainings, webinars and tutorials on voicing opinion effectively on social media, having healthy discussions etc.



## My space

- A virtual space to relax, listen to music with others, play games, make friends etc.



## Mental health bot

- An important feature of my space would be 'the mental health bot'.
- The bot would provide children with the agency to talk about their mental state, and the things that are concerning them online.
- This is inspired from our own mental health platform - Wysa







## Events

- Events/workshops conducted by WVI for engaging children, attracting donors, increasing reach etc



# USECASES & DESIGN PRINCIPLES





Everything the service experience can do is informed by the below design principles

Safe, Ethical & Inclusive	Amplify Authentic Voices	Learn, Collaborate & Create	Build Digital Dexterity	Inclusive & Adaptable	
Core & Critical	Use Cases Categories			User Experience	
1.1 Safety	2.1	2.2	2.3	2.4	3.1 Visual Design
1.2 Access	Content creation & Publishing	Participation & Collaboration	Resources and learning	My Trainings & Certificates	3.2 Child friendly
1.3 Wellbeing					3.3 Customizable
1.4 Data Privacy					3.4 Personalized
Use Cases Prioritization to be done by the team based on the assumptions and estimated related to cost, time and quality					
<ul style="list-style-type: none"><li>Secure sign up</li><li>Security checks</li><li>Authentication &amp; verification</li><li>Basic accessibility diagnosis</li><li>Mandatory safety guidelines</li><li>T&amp;C for data privacy</li><li>User and caregiver’s consent</li><li>Guided orientation of platform</li><li>Constant chatbot support</li><li>Wellbeing support</li></ul>	<ul style="list-style-type: none"><li>Multimedia content</li><li>User-friendly templates</li><li>Posting content</li><li>Single publish post to multiple platforms</li><li>Verification of posts</li><li>AI enabled screening</li></ul>	<ul style="list-style-type: none"><li>Curated homepage</li><li>Engaging with thematic content</li><li>Access to internal &amp; external events</li><li>Start your own events</li><li>Chat with peers</li><li>Join a Debate</li><li>Start a Petition/ Movement</li></ul>	<ul style="list-style-type: none"><li>Access resources</li><li>Verified data library</li><li>Knowledge games</li></ul>	<ul style="list-style-type: none"><li>My Trainings dashboard</li><li>Learning Journey</li><li>Interactive training content</li><li>Badges</li></ul>	<ul style="list-style-type: none"><li>Responsive digital experience</li><li>Adaptable across devices</li><li>Adaptable across browsers</li><li>Accessibility tested</li><li>Inclusive interface</li><li>Intuitive screen interactivity</li><li>Child informed and child friendly</li><li>Connected integrated experience</li><li>Hyper personalised experience</li><li>Self-moderating community</li></ul>
Select few of these use cases are illustrated on the <a href="#">Pretotype Screens ) Full Features Catalogue (In Excel)</a>					



# USECASES PRIORITIZATION

What use cases are most valuable to the group to guide prototype phase.

Safe, Ethical & Inclusive	Amplify Authentic Voices	Learn, Collaborate & Create	Build Digital Dexterity	Inclusive & Adaptable	
Core & Critical	Use Cases Categories			User Experience	
1.1 Safety	2.1	2.2	2.3	2.4	3.1 Visual Design
1.2 Access	Content creation & Publishing	Participation & Collaboration	Resources and learning	My Trainings & Certificates	3.2 Child friendly
1.3 Wellbeing					3.3 Customizable
1.4 Data Privacy					3.4 Personalized
Use Cases Prioritization to be done by the team based on the assumptions and estimated related to cost, time and quality					
<ul style="list-style-type: none"><li>Secure sign up</li><li>Security checks</li><li>Authentication &amp; verification</li><li>Basic accessibility diagnosis</li><li>Mandatory safety guidelines</li><li>T&amp;C for data privacy</li><li>User and caregiver's consent</li><li>Guided orientation of platform</li><li>Constant chatbot support</li><li>Wellbeing support</li></ul>	<ul style="list-style-type: none"><li>♥ Multimedia content ♥</li><li>User-friendly templates</li><li>Posting content ♥</li><li>♥ Single publish post to multiple platforms ♥ ♥ ♥</li><li>Verification of posts</li><li>♥ AI enabled screening ♥</li><li>♥commenting and editing together</li></ul>	<ul style="list-style-type: none"><li>Curated homepage</li><li>Engaging with thematic content</li><li>♥ Access to internal &amp; external events ♥</li><li>Start your own ♥ events ♥</li><li>Chat with peers ♥ ♥</li><li>Join a Debate ♥ ♥</li><li>Start a Petition/ Movement ♥ ♥ ♥</li></ul>	<ul style="list-style-type: none"><li>Access resources ♥ ♥ ♥</li><li>Verified data library ♥</li><li>Knowledge games</li></ul>	<ul style="list-style-type: none"><li>My Trainings dashboard ♥ ♥</li><li>Learning Journey ♥ ♥ ♥</li><li>Interactive training content ♥ ♥ ♥</li><li>Badges ♥ ♥ ♥</li></ul>	<ul style="list-style-type: none"><li>Responsive digital experience</li><li>Adaptable across devices ♥</li><li>Adaptable across browsers</li><li>Accessibility tested</li><li>Inclusive interface ♥</li><li>Intuitive screen interactivity</li><li>Child informed and child friendly ♥ ♥ ♥</li><li>Connected integrated experience</li><li>Hyper personalised experience</li><li>Self-moderating community</li></ul>
Select few of these use cases are illustrated on the Pretotype Screens ) Full Features Catalogue (In Excel)					



# USE CASE CATALOGUE



Feature, Functionality Catalog • Saved ▾

Search (Alt+Q)

Vaishnavi Lingayat

Formulas Data Review View Help

Font Alignment Sensitivity Number Styles Cells Editing Analysis

F	G	H	I	J	K	L	M
	Category	Use Case	Feature	Functionality	Copy	Prototype (Y/N)	
	Design	Welcome the user	Loading screen	World Vision Branding	Powered by World Vision	Y	
	Design	Welcome the user	Loading screen	Salutation	Hi! I'm V-Bot	Y	
	Design	Welcome the user	Loading screen	Name of the MVP	My Voice Platform	Y	
	Design	Welcome the user	Loading screen	Slogan of the MVP	Let's join North and South in one big shout!	Y	
	Design	Welcome the user	Loading screen	Imagery of the MVP	<Clubby/V-Bot>	Y	
	Design	Welcome the user	Loading screen	Enter	<Arrow Icon>	Y	
	Safety	Secure Sign up	Secure Registration	Enter username / email / photo	Enter your username	Y	
	Safety	Secure Sign up	Secure Registration	Enter the secure invitation code	Enter the secure pin	Y	
	Safety	Secure Sign up	Verification with WV database	Tracking of adoption	N/A	N	
	Safety	Security & Authentication	Select country	Inform data privacy guideline	Select Country	Y	
	Safety	Security & Authentication	Select preferred language	Inform translation capabilities	Select your preferred language	Y	
	Access	Basic accessibility diagnosis	Check for accessibility needs	Form to collect accessibility information	Choose one or more options: I would need assistance	N	
	Personalise	Hyper personalised experience	Check for level of digital maturity	Quick survey to collect onboarding information	Are you ready to become a responsible digital citizen?	N	
	Personalise	Connected integrated experience	For easy re-login process	Autofill login page	N/A	Y	
	Safety	Mandatory safety guidelines	Read and acknowledge minimum	Acknowledge	TBC	Y	
	Safety	Mandatory safety guidelines	User's consent	Share photo / photo / acknowledge	TBC	Y	
	Safety	Mandatory safety guidelines	Caregiver's consent	Share photo / photo / acknowledge	TBC	Y	
	Safety	Mandatory safety guidelines	Agree to terms & conditions	Agree and sign up as a 'Responsible User'	I understand	N	
	Wellbeing	Guided orientation of the platform	Be welcomed by a friendly MVP	Screen pop up	Hi! Let's talk about a few important safety guidelines	Y	
	Wellbeing	Guided orientation of the platform	Guide the user to the interactive	Guided experience to differ	TBC	Y	
	Wellbeing	Guided orientation of the platform	Static Chatbot support with SOS	Chatbot SOS support always available	Need help? SOS number #####	Y	
	Wellbeing	Guided orientation of the platform	Options menu of the platform	All features within the platform listed		Y	
	Wellbeing	Constant chatbot support	Mental health dashboard	Title	We care about you	Y	
	Wellbeing	Constant chatbot support	Mental health dashboard	Subtitle	So we asked Clubby/V-Bot to help you get the help you need	Y	
	Wellbeing	Constant chatbot support	Mental health dashboard	Clubby's interactive message	'How are you feeling today? Here is how you can feel better'	Y	
	Wellbeing	Constant chatbot support	Mental health dashboard	Imagery of the MVP	<Clubby/V-Bot>	Y	
	Wellbeing	Constant chatbot support	Mental health dashboard	Chat with V-bot/Clubby with a	Chat bot	Y	

This is a glimpse of the excel featuring the categories, use cases, features and their functionality. This long list can be found in the 'Reference Pack'

# What is a pretotype?

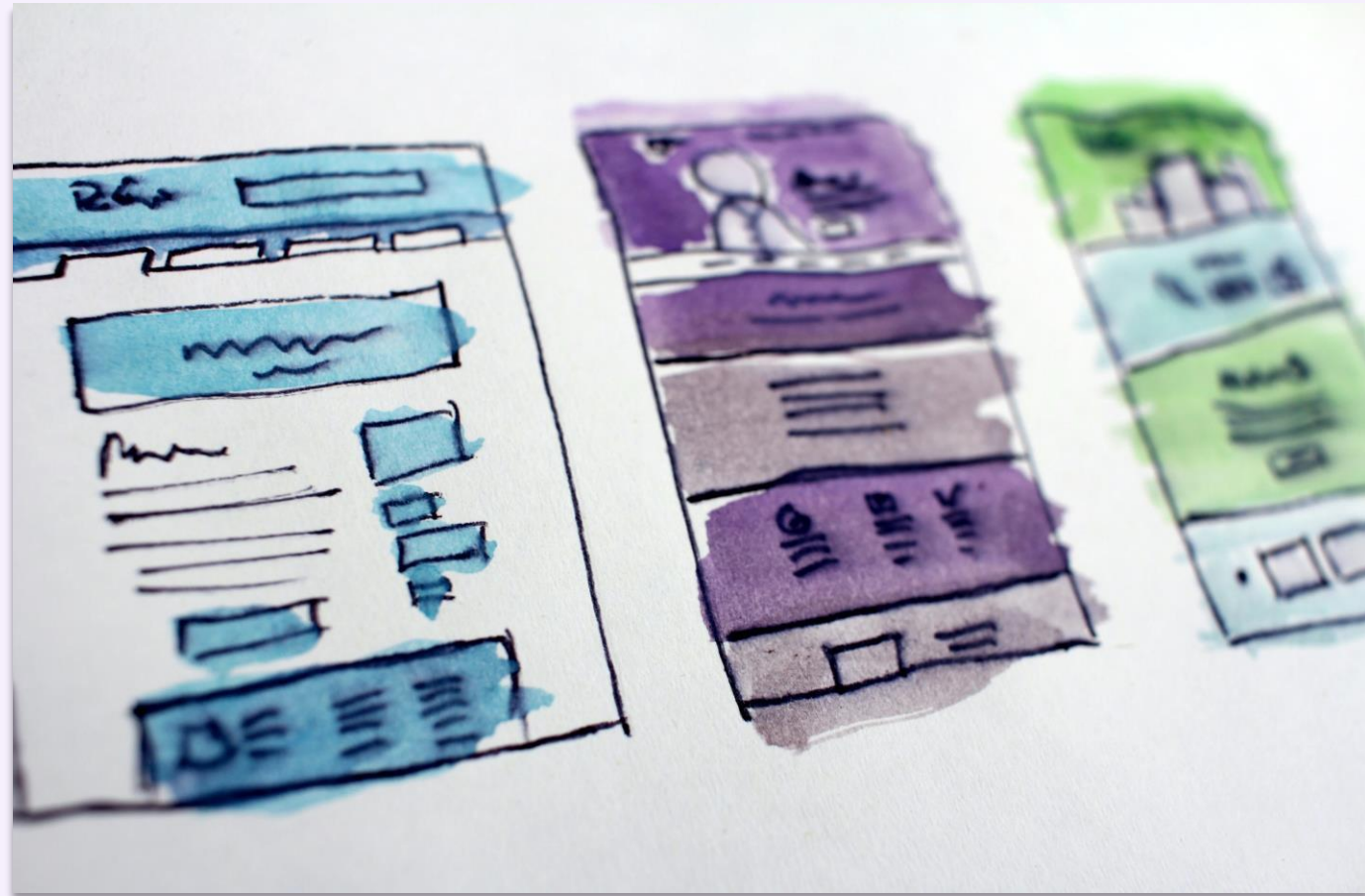
A pretotype is a **rough prototype** that can be quickly used to check the 'idea'

A rapid experiment that aims to test ideas quickly, simply, and at low cost, gathering data in order to validate ideas before building a prototype.

- A pretotype helps you **validate the idea** and the actual usage of a potential new product objectively with the **least possible investment of time and money**
- It gives a **glimpse of the actual idea** and helps make a **go/no go decision** on the new idea at a fraction cost of the actual product



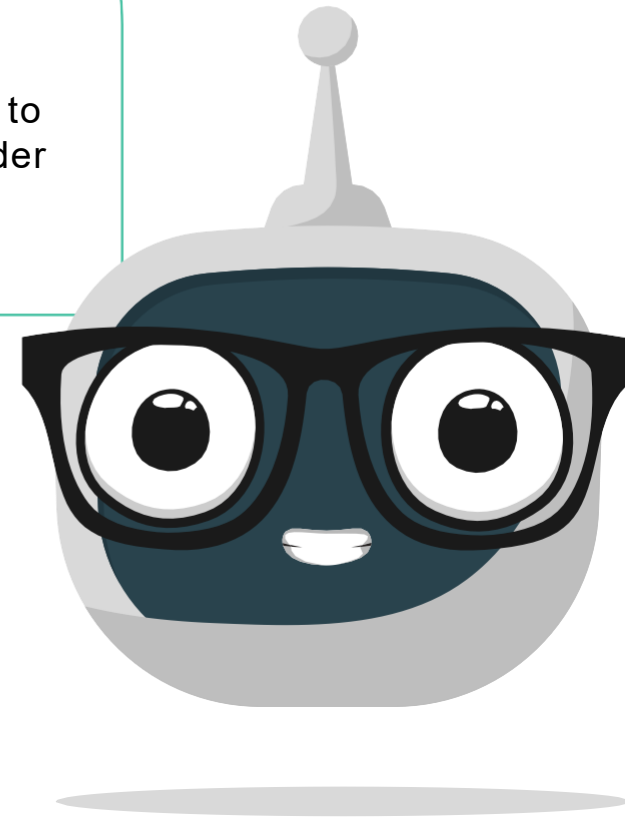
It's like making a paper camera before building a plastic model of the actual camera'



# My voice platform

My  
name is  
**V-Bot**

I will be here for you to  
make your voice louder



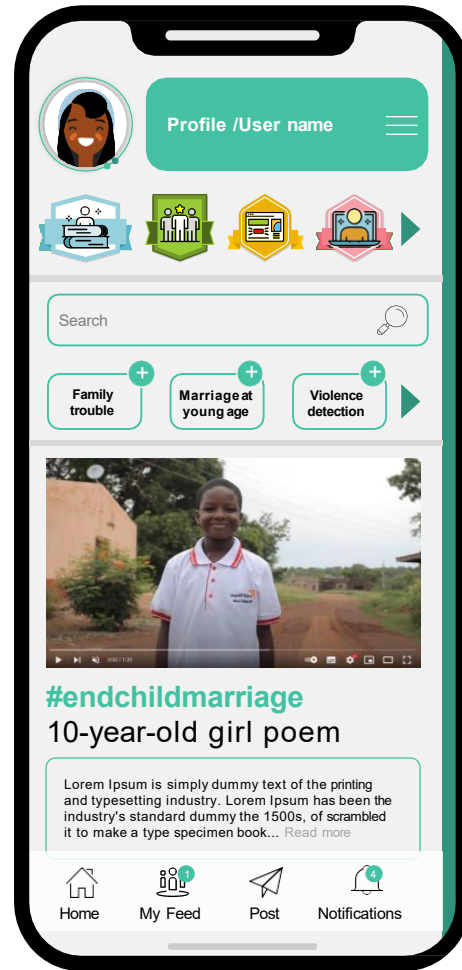
A safe space where kids can speak and be heard





New V-BOT

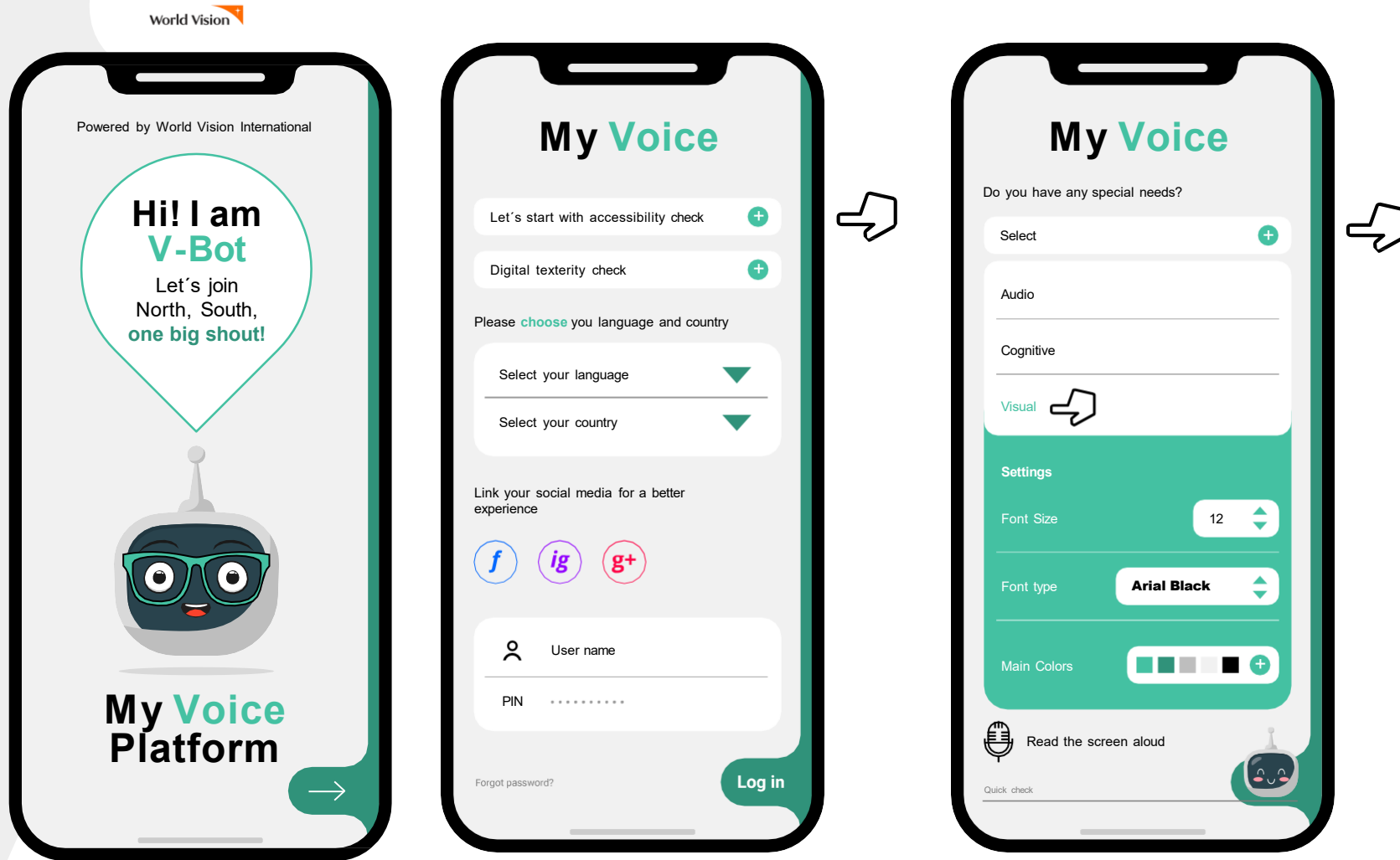




My dashboard/ main page



## Screens app are illustrative



Sign in + verification

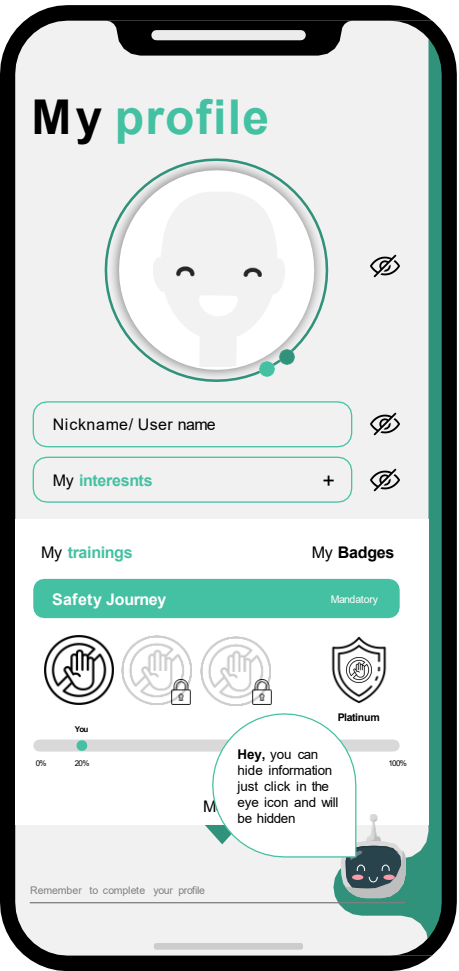
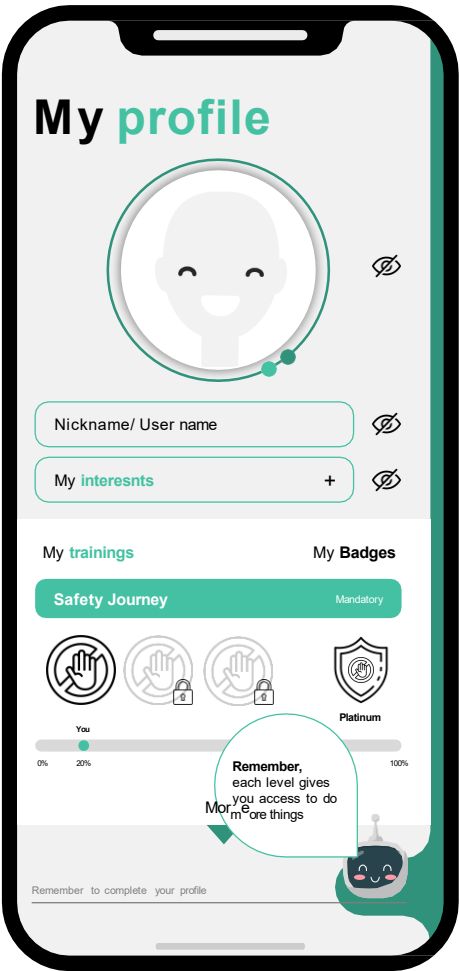
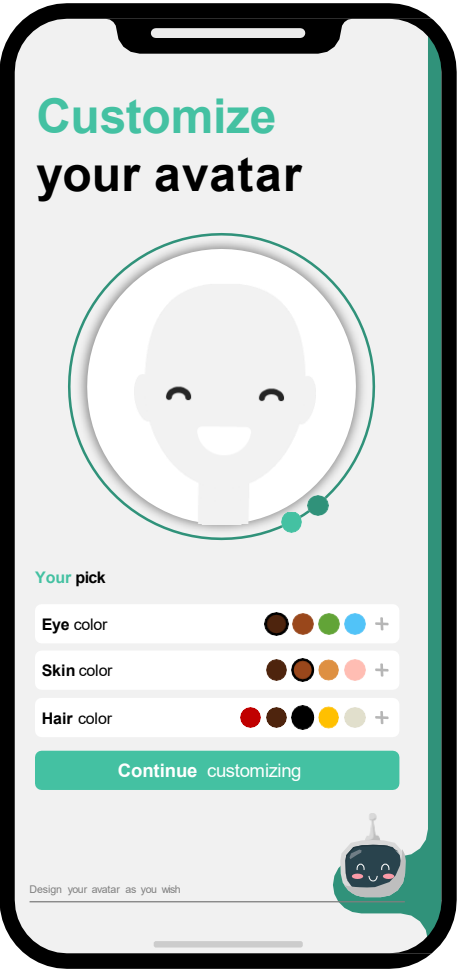
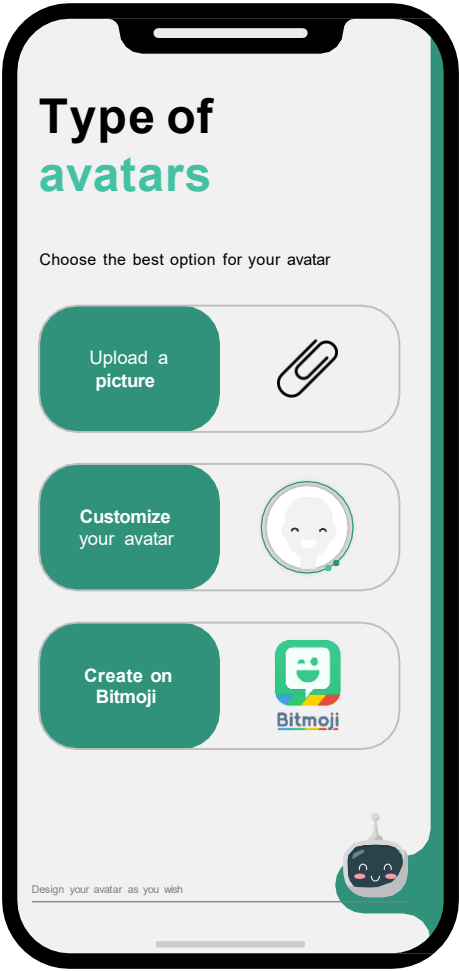
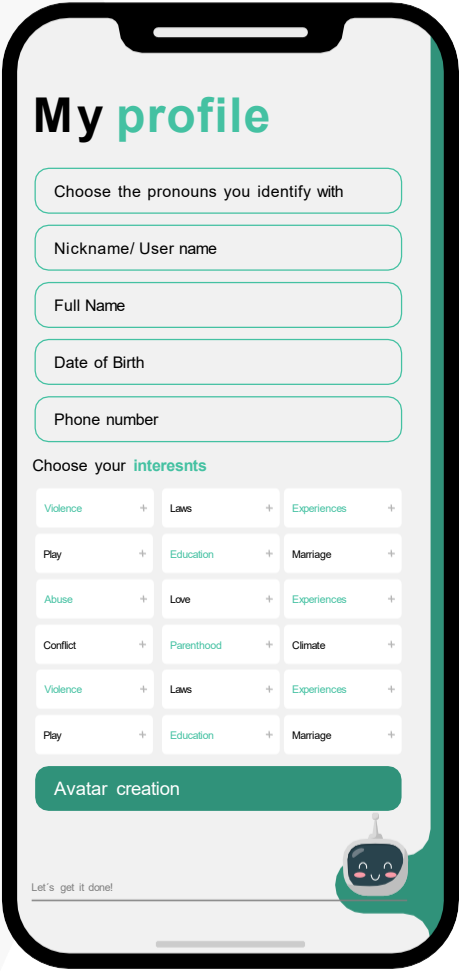


## Screens app are illustrative



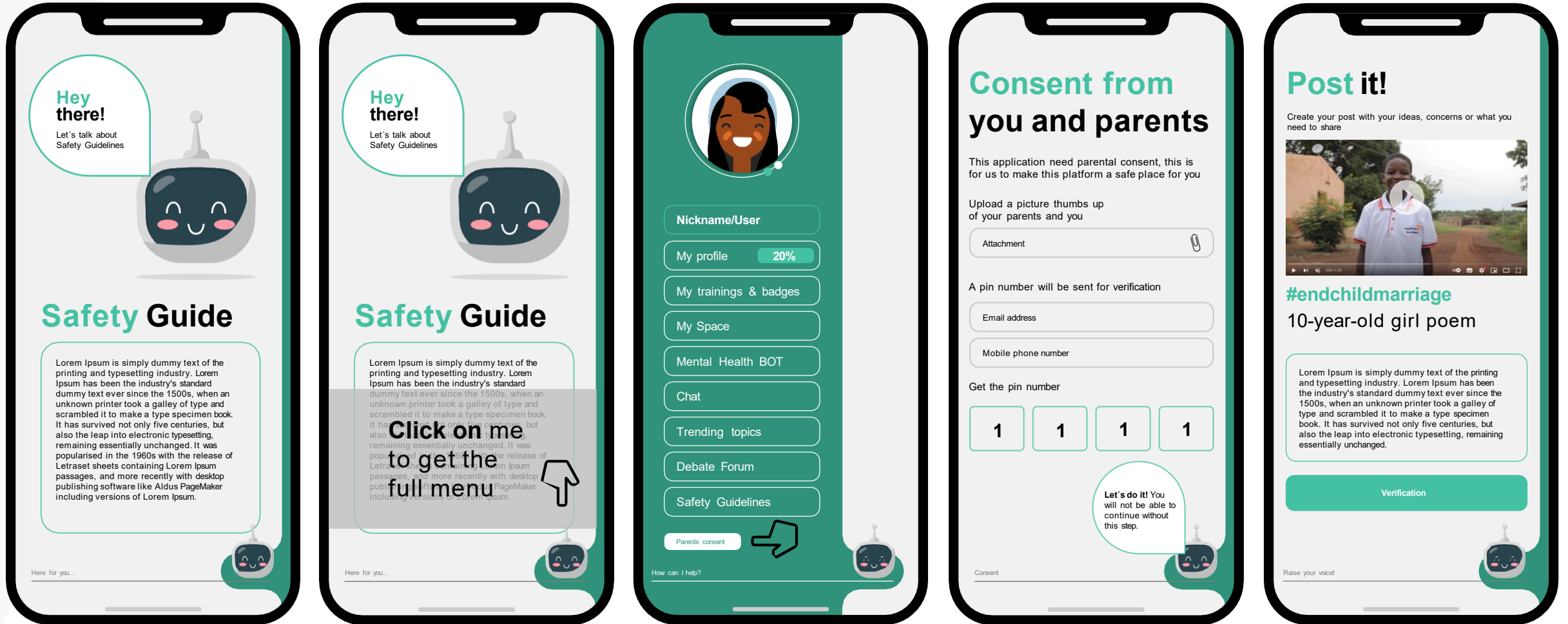
Sign in + verification

Screens app are illustrative



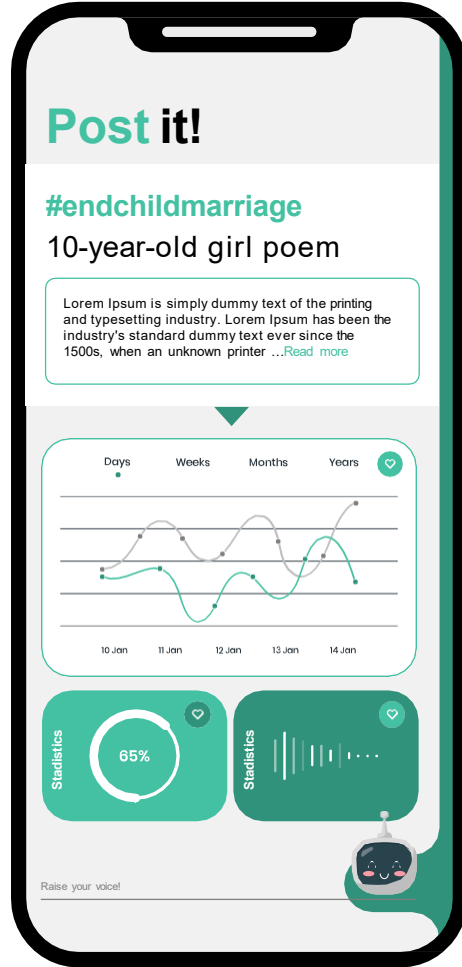
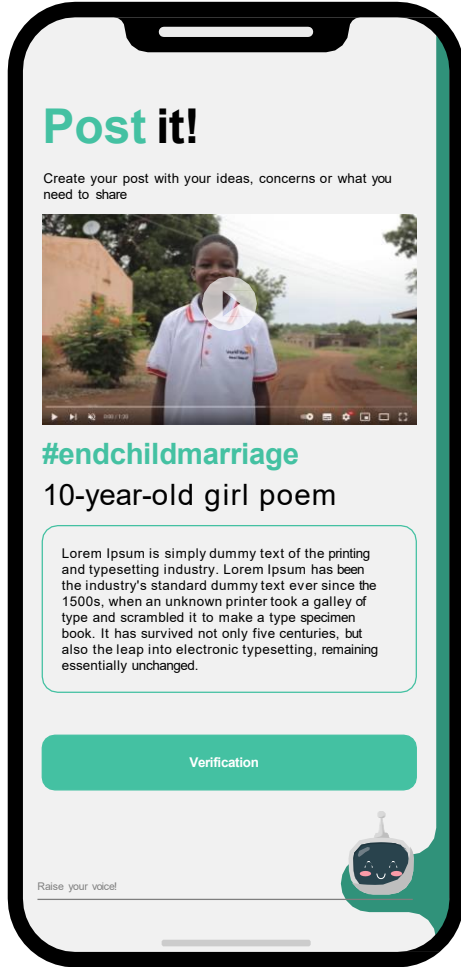
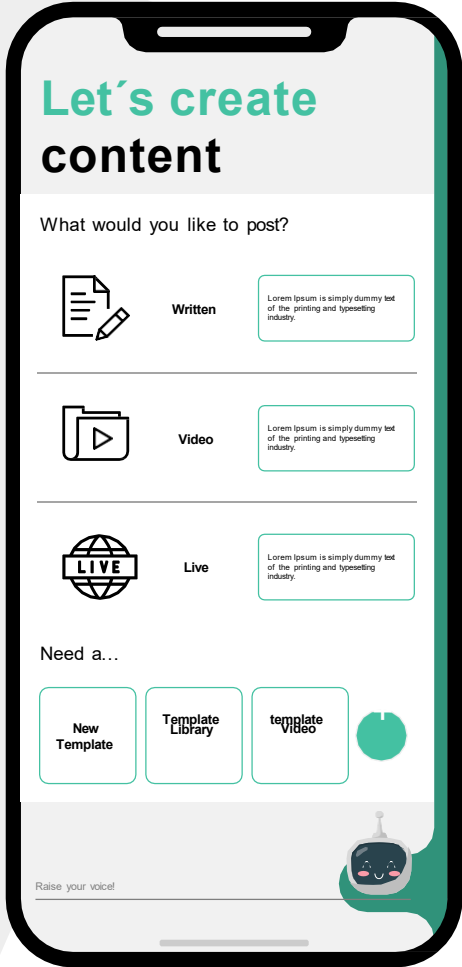
My profile

## Screens app are illustrative



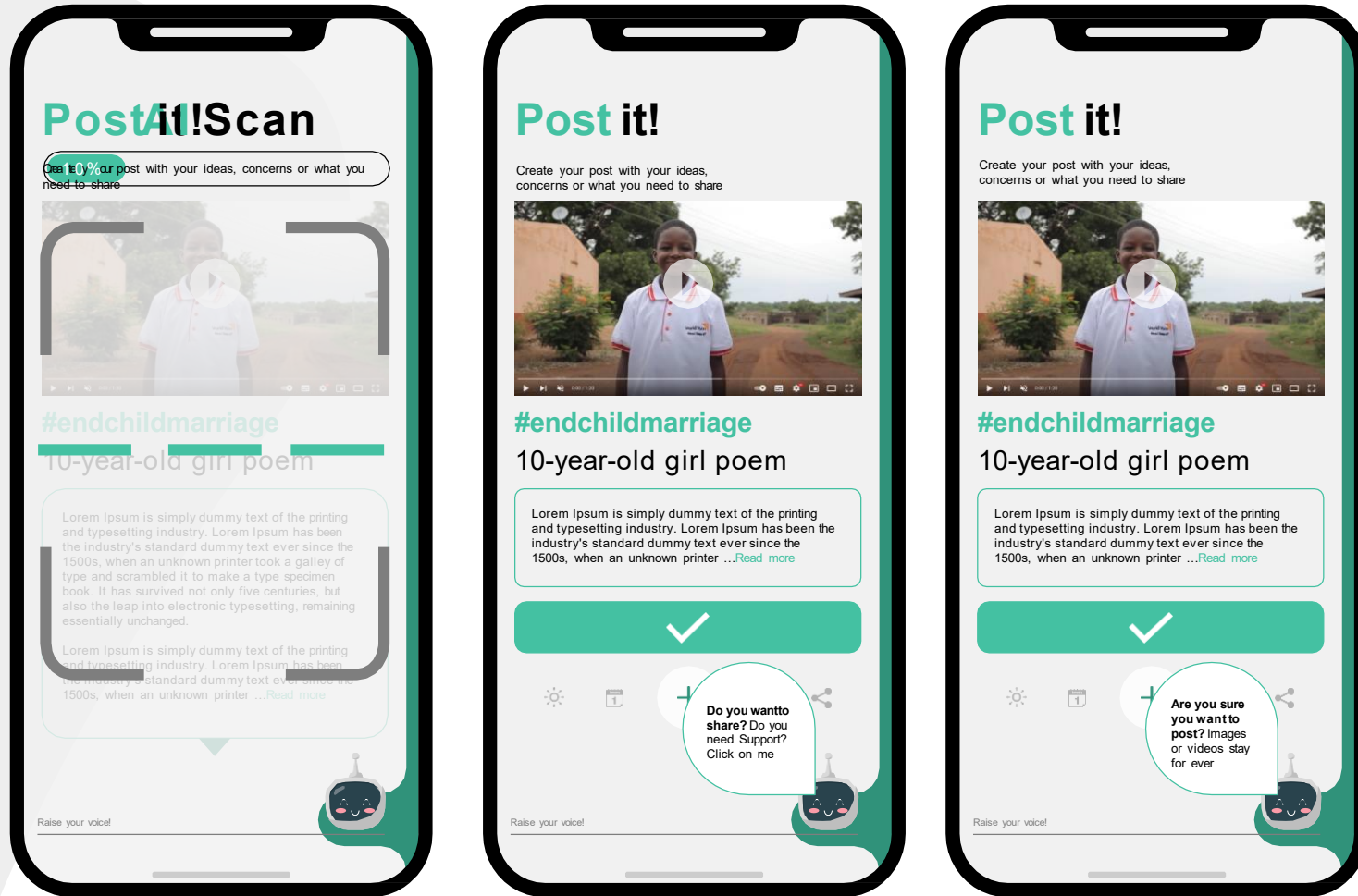
# Safety + consent kid and parents

# Screens app are illustrative



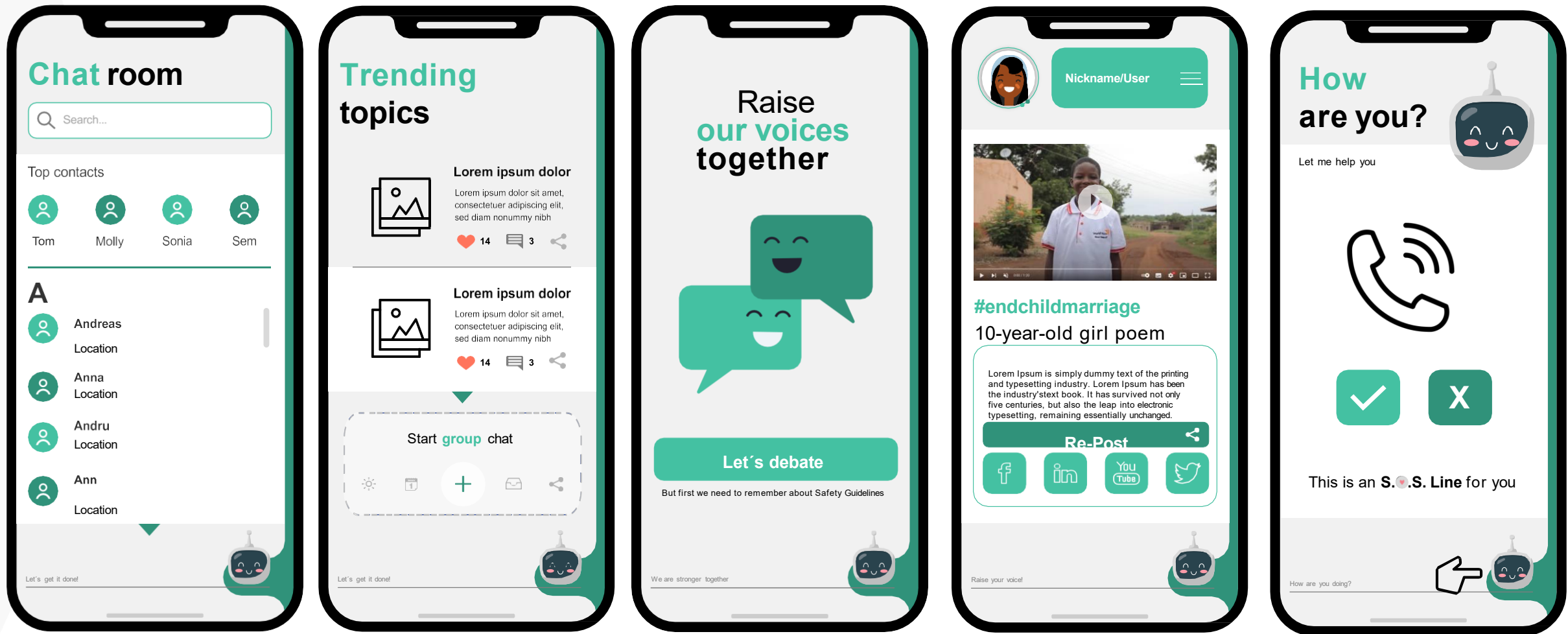
Idea creation

## Screens app are illustrative



Idea creation

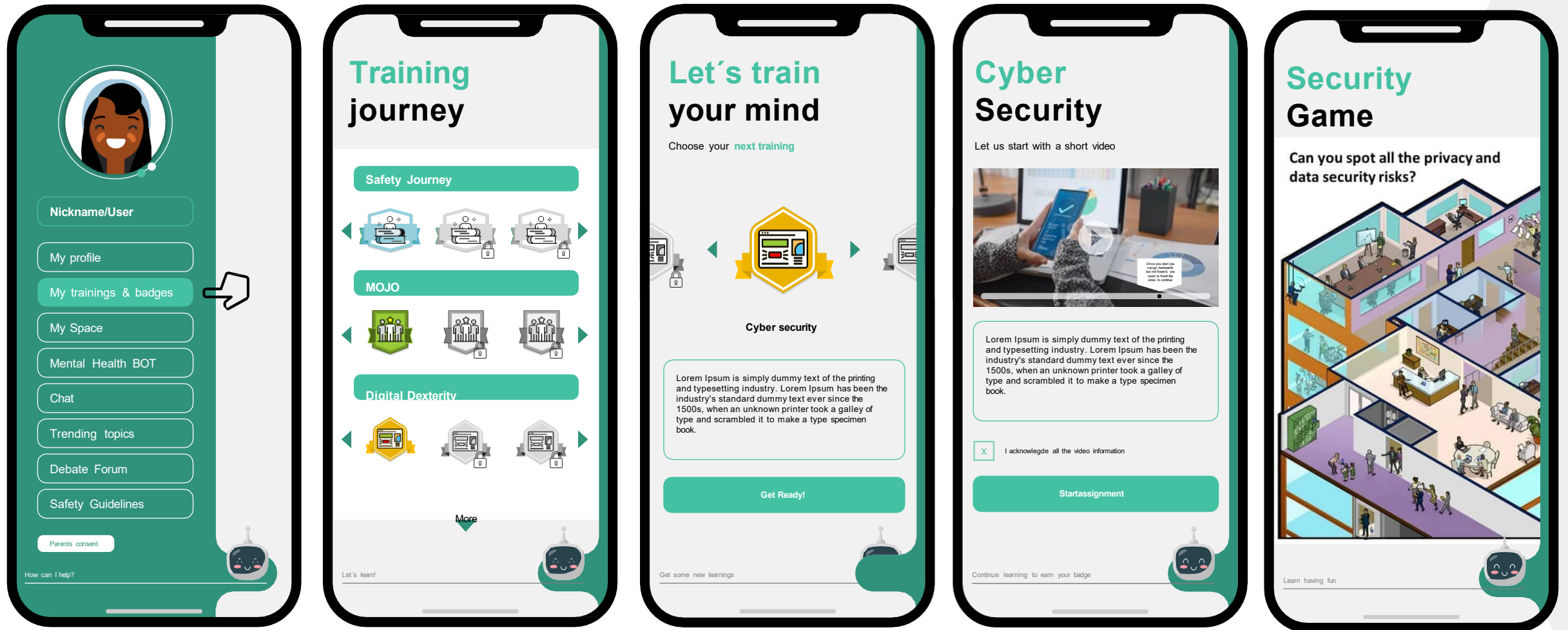
## Screens app are illustrative



Other features

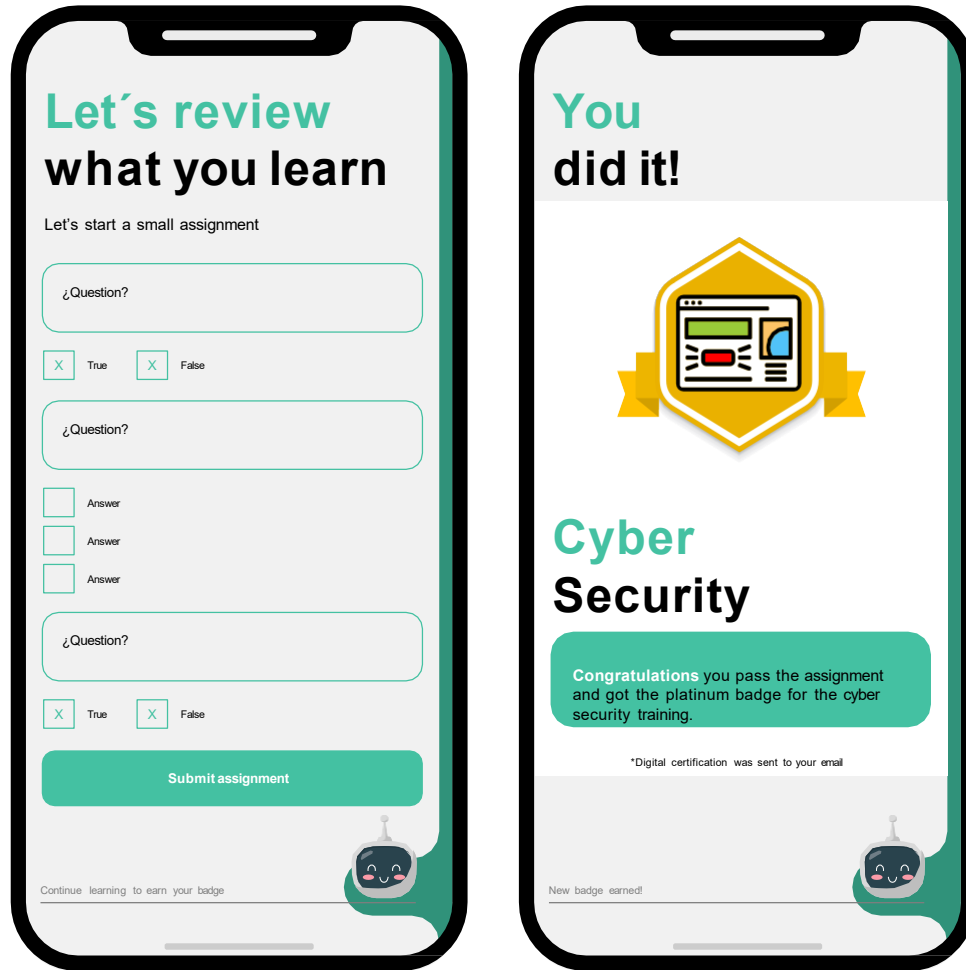


## Screens app are illustrative



My training

## Screens app are illustrative



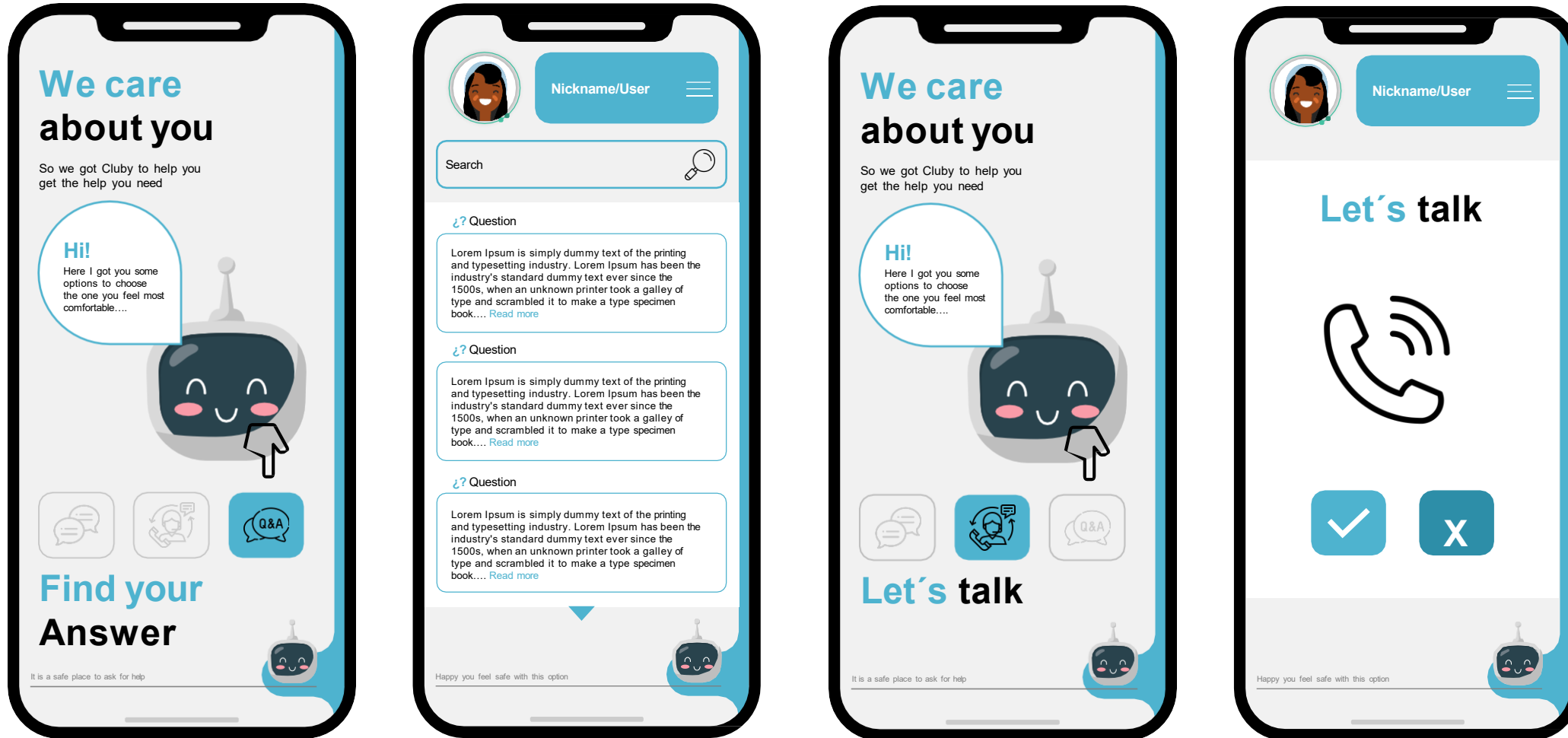
My training

## Screens app are illustrative



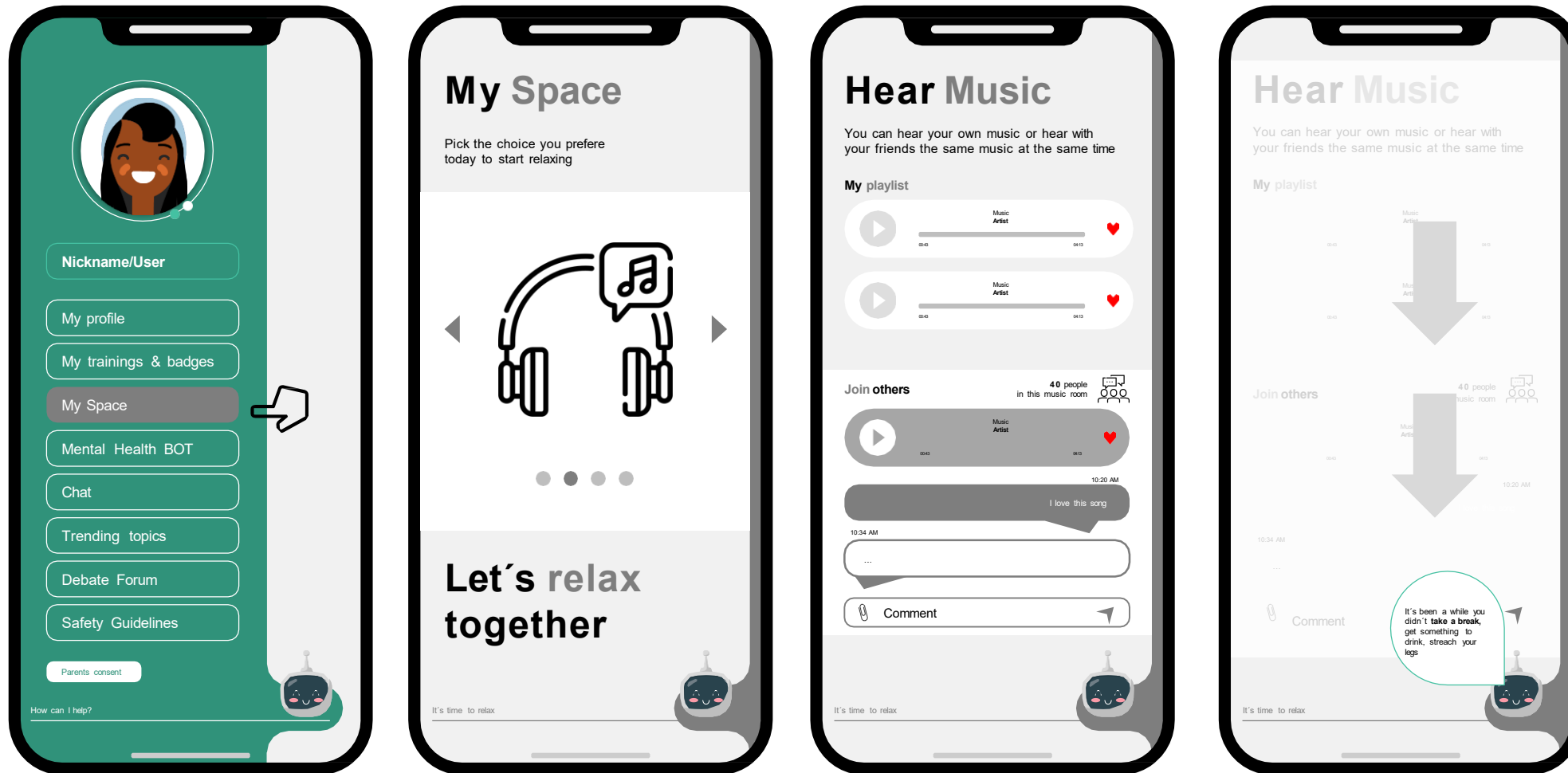
# Mental health BOT

## Screens app are illustrative



# Mental health BOT

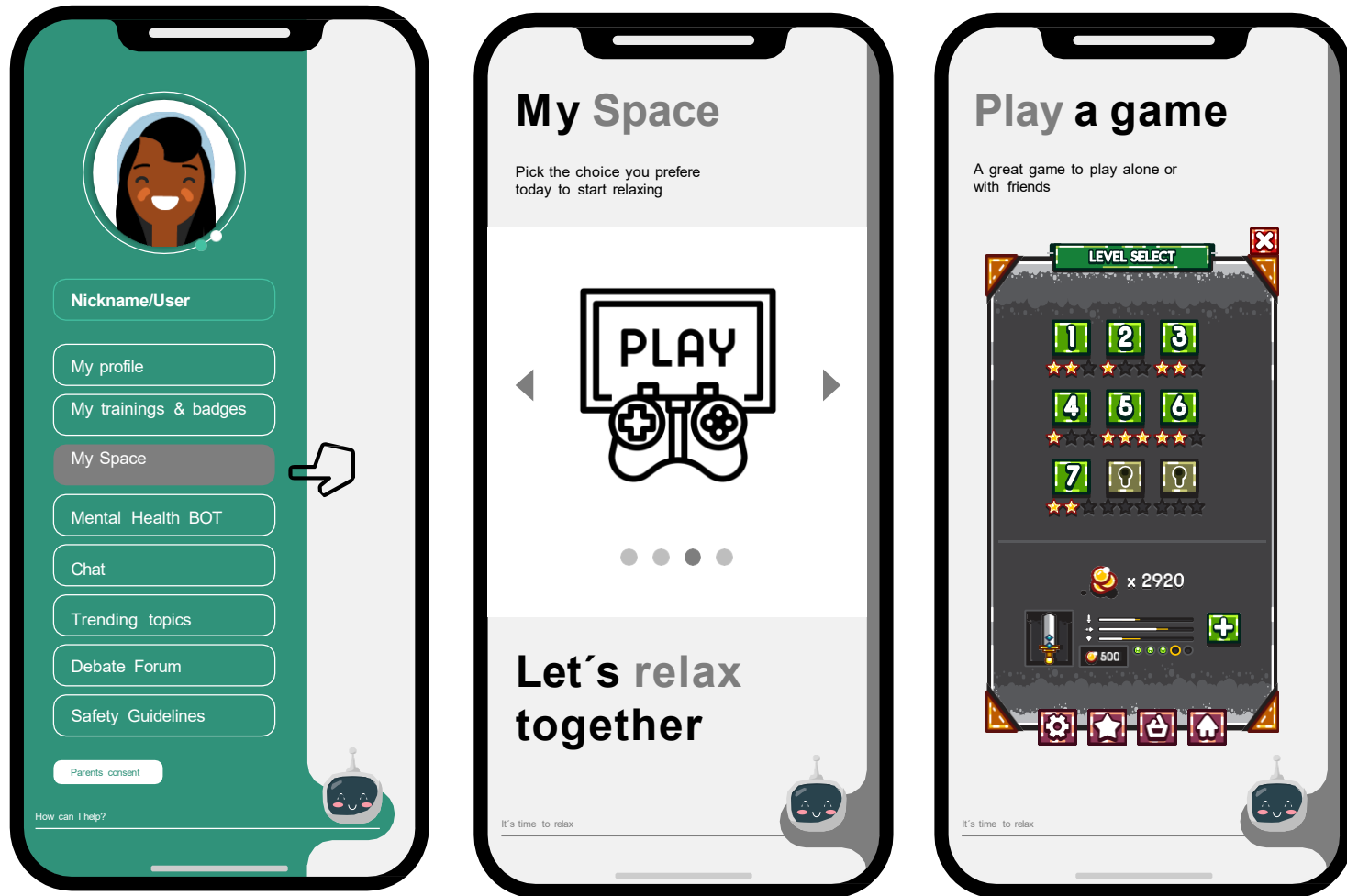
## Screens app are illustrative



My space music



## Screens app are illustrative



My space game

## Screens app are illustrative



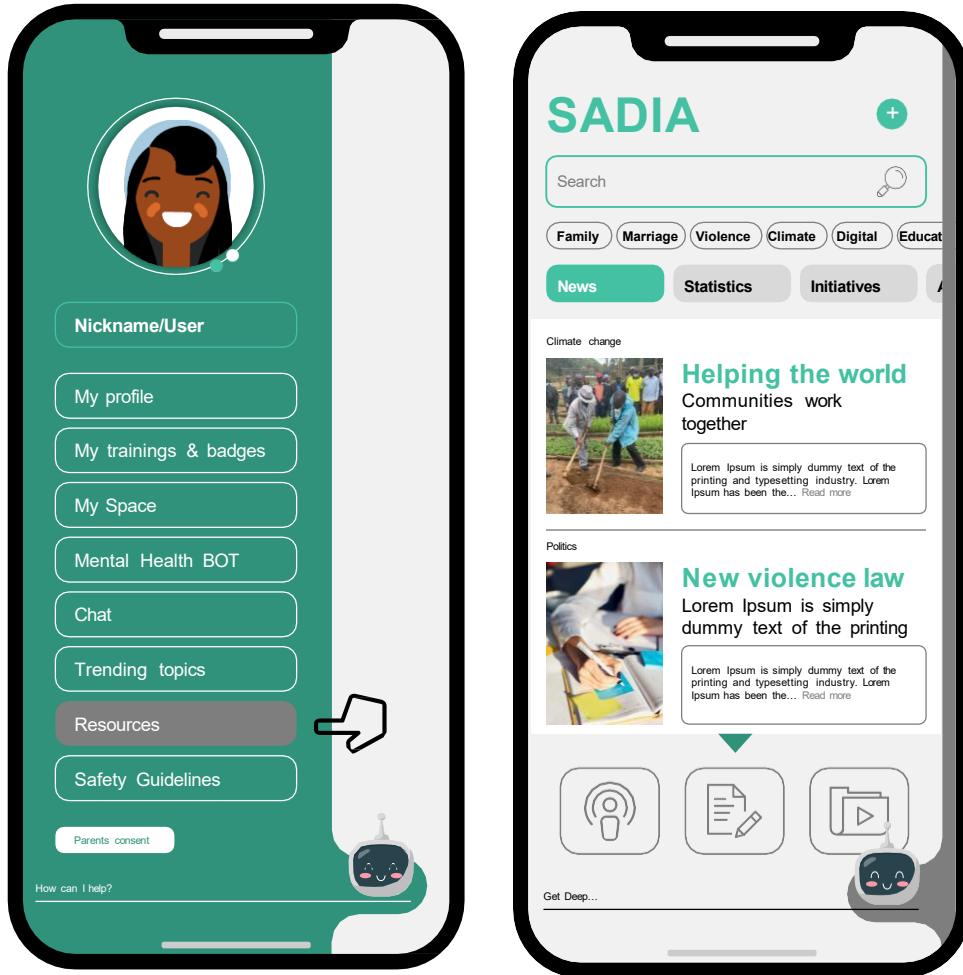
My events

# Screens app are illustrative



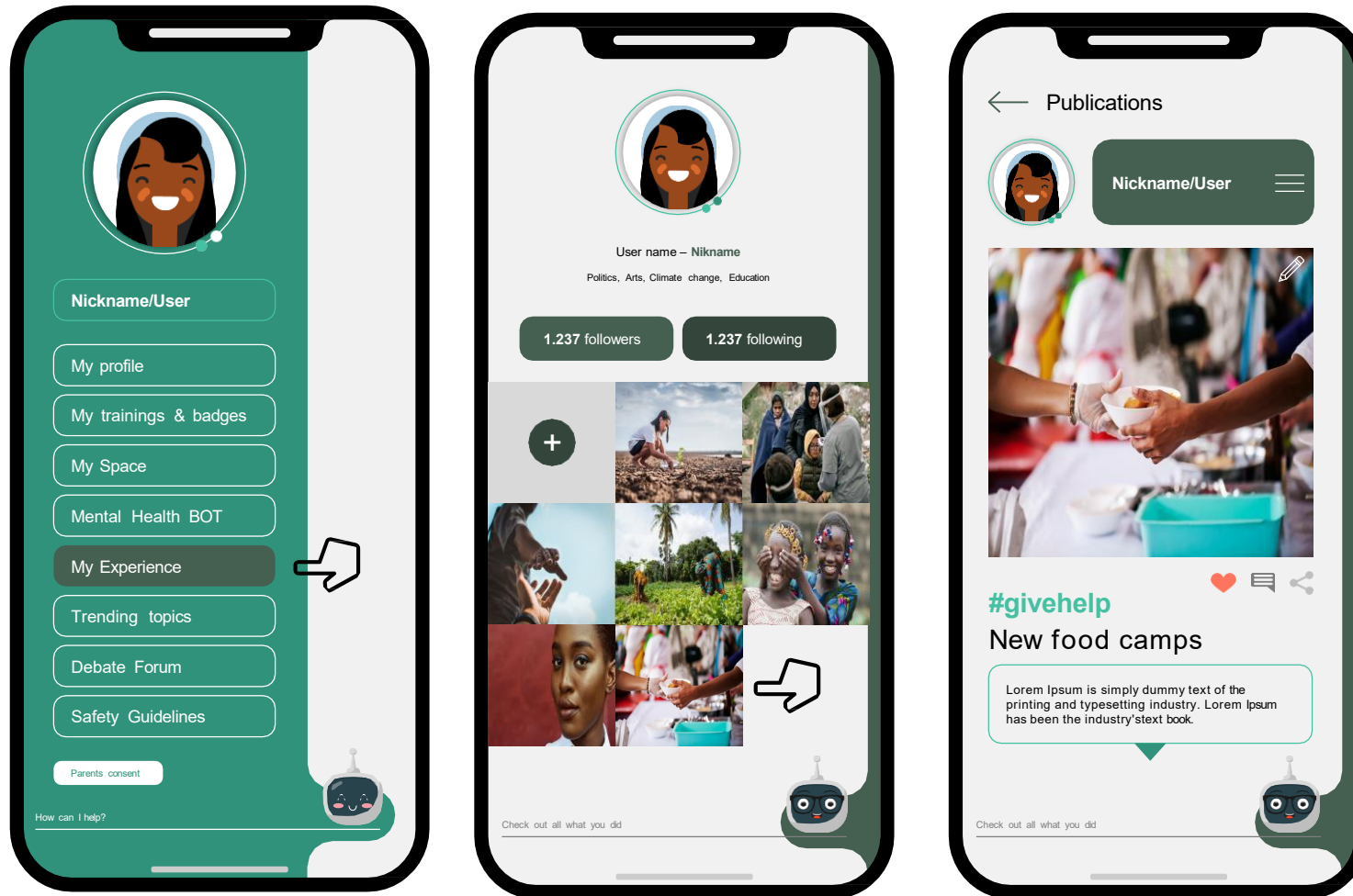
My events

## Screens app are illustrative



# Resources

## Screens app are illustrative



My experiences

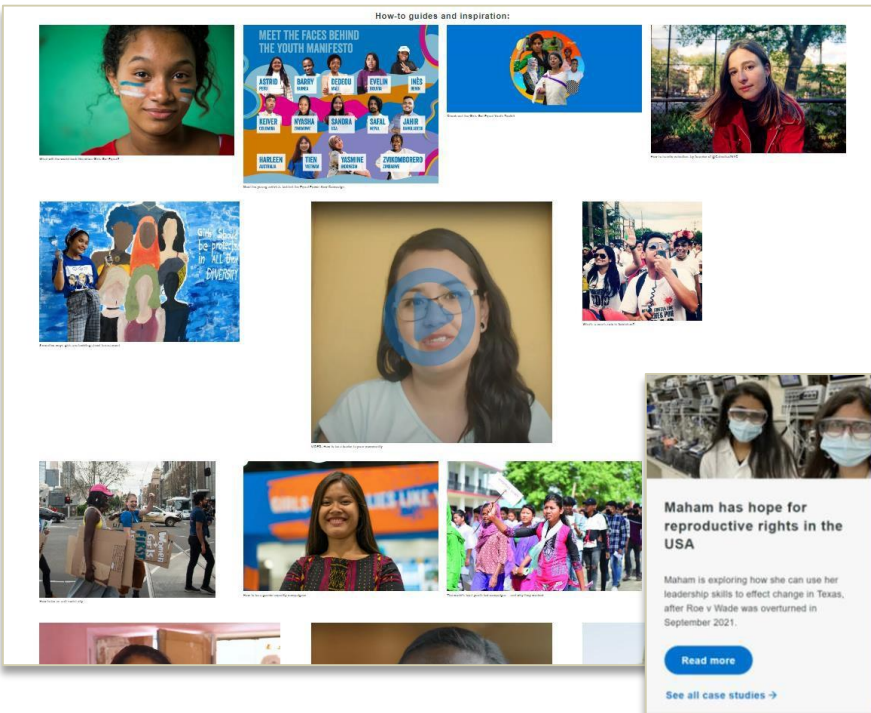




# INSPIRATIONS FOR THE SERVICE EXPERIENCE



## Activist Hub

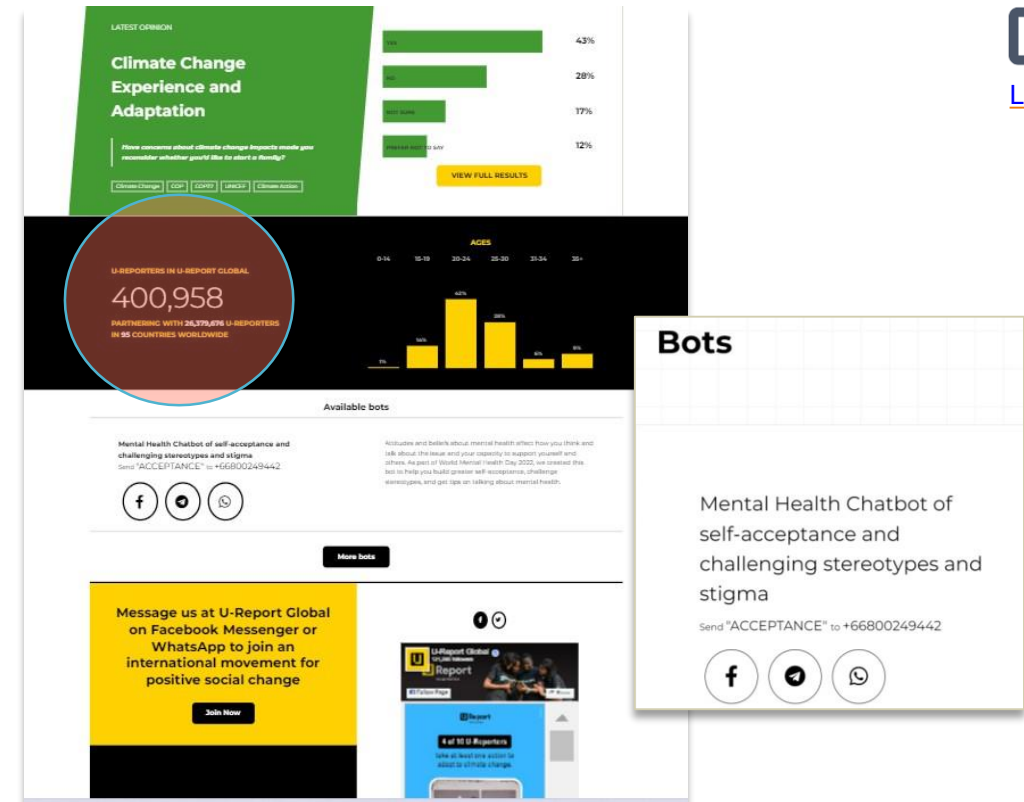


Title  
Synopsis  
Read more

A go-to place for child-friendly resources, advice, examples, etc. for young activists.

Children can share their ideas, lessons learned, campaign calls for action, etc. with other activists

## U- Report



Mass country-wise data for young leaders to build their case for change.

Opinion polls for children on various topics from current affairs

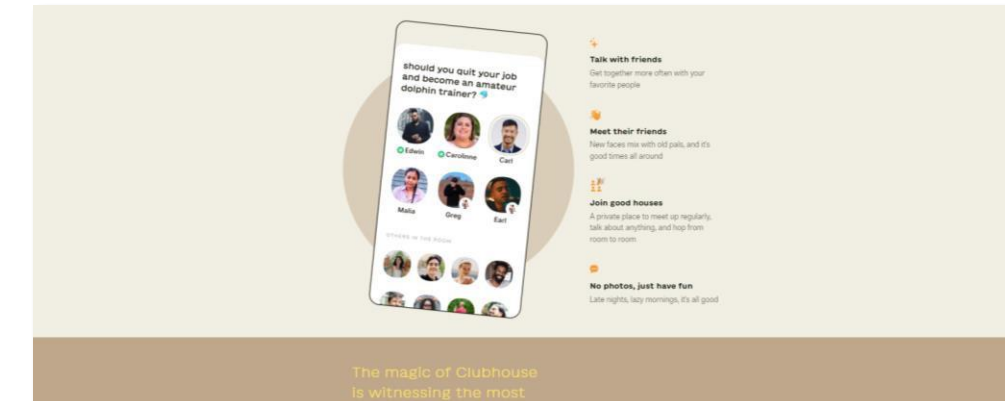
Chatbots for the mental wellbeing of children

# INSPIRATIONS FOR THE SERVICE EXPERIENCE

## Clubhouse



[Link](#)

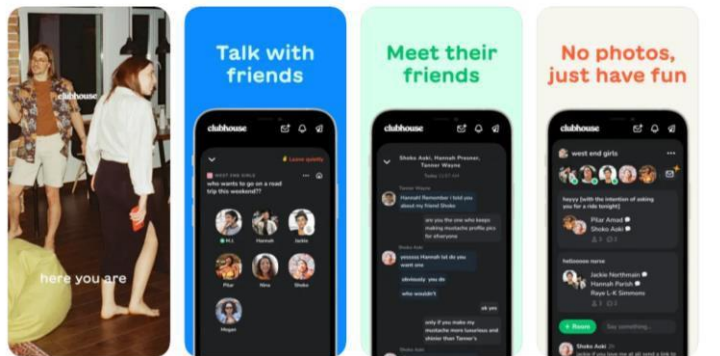


The magic of Clubhouse  
is witnessing the most

### Unlikely

### Collisions

iPhone Screenshots



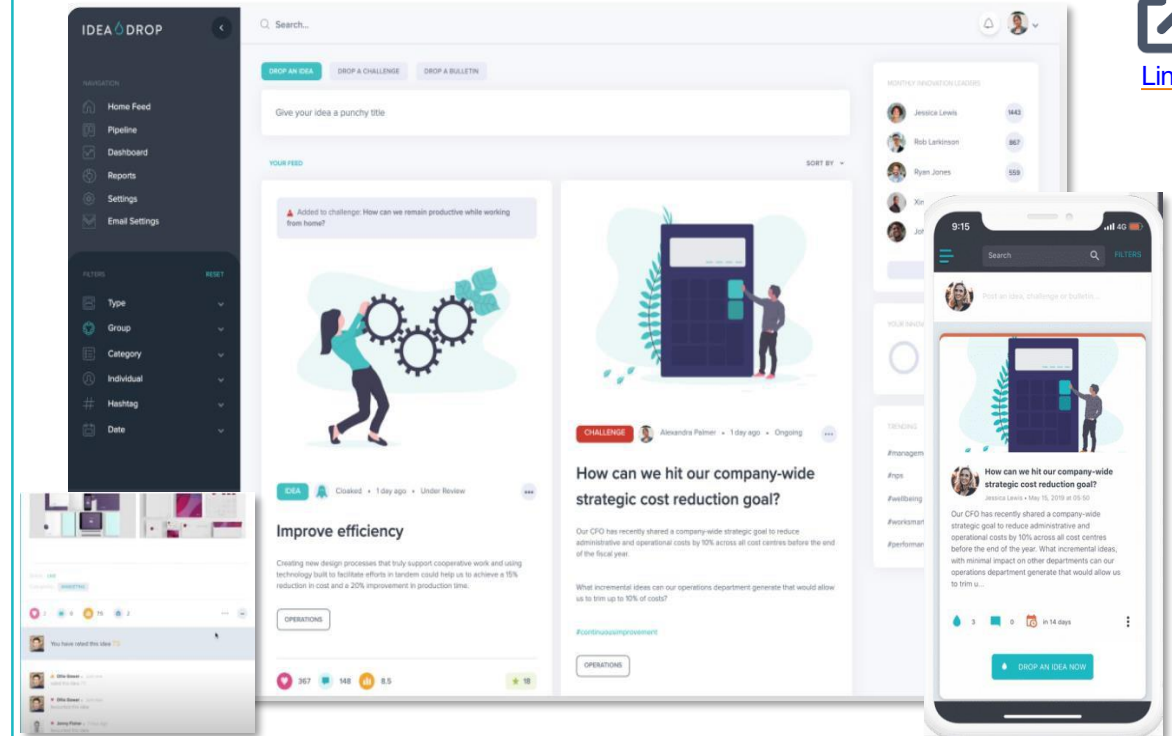
Hosted by speakers on stage and then audience listening and engaging with Q&A

Platform for group discussions based on various themes

## Idea Drop



[Link](#)



As people include their idea (in our case, voices) around a specific subject, others can contribute with their perspectives, enriching the conversations with files, links and other materials. People can also engage through different possibilities like @ mentions, links, trending hashtags, ratings, etc.

Intelligent algorithms cut through the clutter to organically bubble up the most promising ideas faster

# INSPIRATIONS FOR THE SERVICE EXPERIENCE



## Children & Young People also Vote

Initiative

### A Child Participation Initiative: Children & Young People Also Vote

2016 - In person



2017 - In person & Online



2020 - Online



2021 - Online



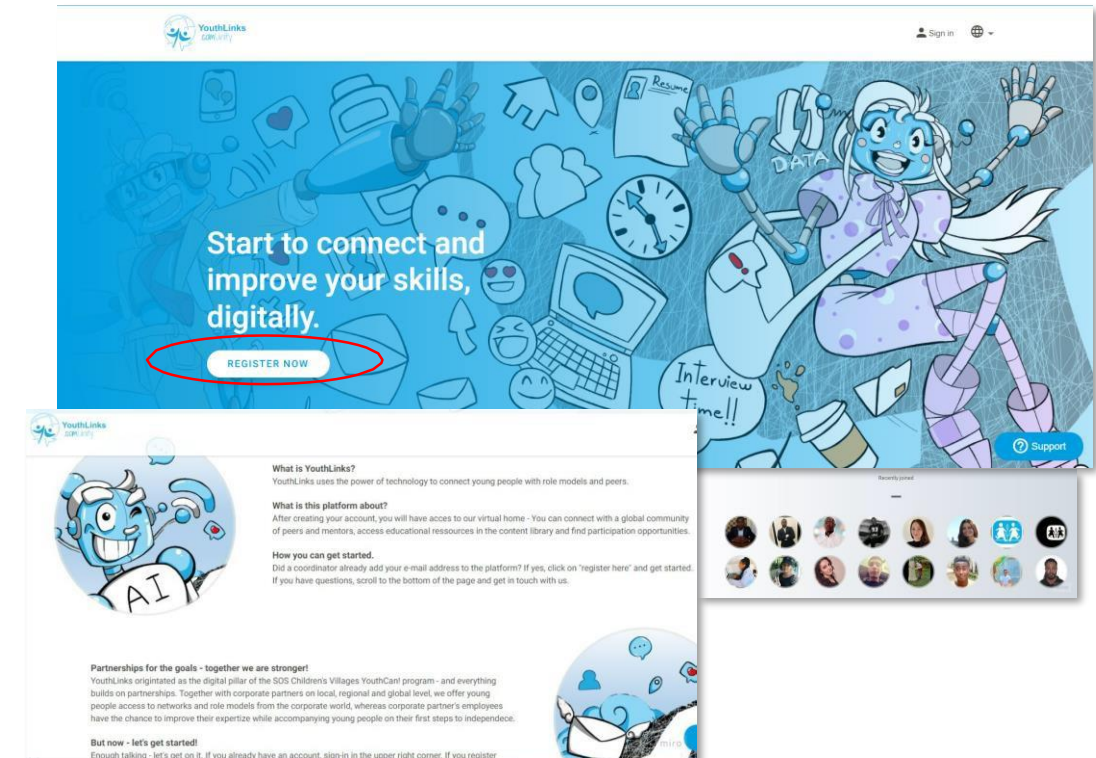
2022 - Online



Child participation initiative with **emphasis on voting** as it can amplify opinions and help **us leverage on what is already going on**.

The sustainability of the platform is being maintained with continuous engagement activities

## Youth Links



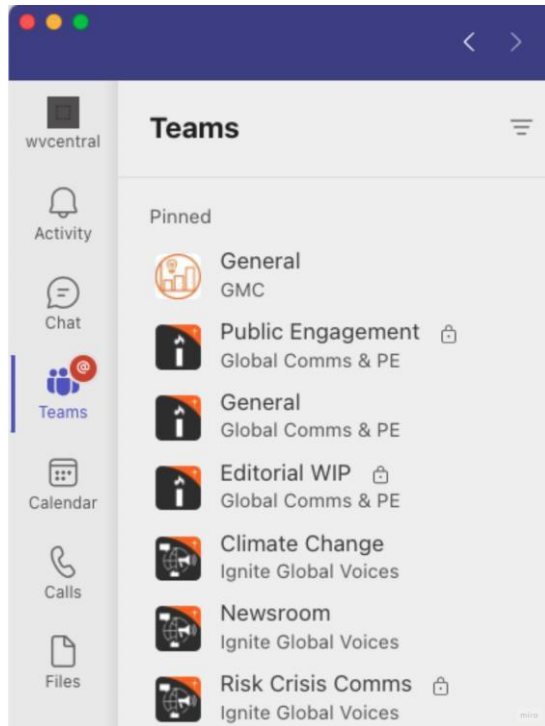
Helps you register as an **'internal'** (mainly children) or an **externals'** (government officials, activists, news reporters, mentors)



# INSPIRATIONS FOR THE SERVICE EXPERIENCE



## Chats vs Teams



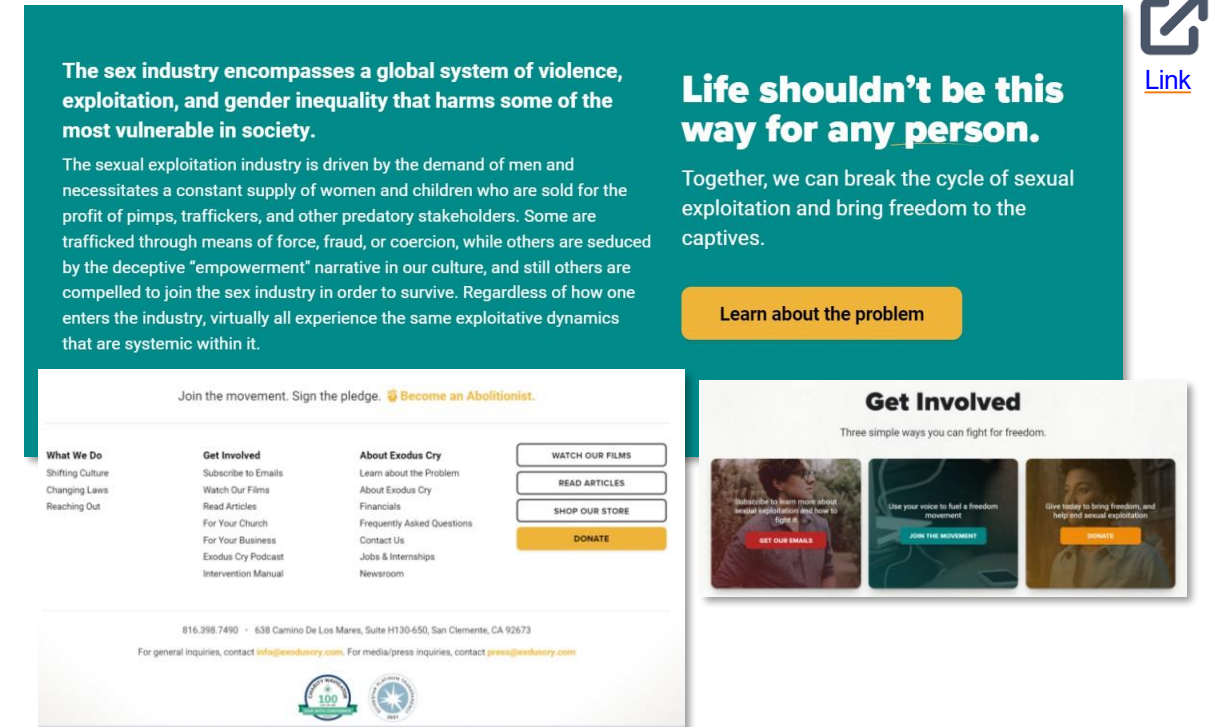
Idea

A mix of open teams for people interested in a subject to join, or a specific project

Private chats and shared files to collaborate, build rapport and work together

Meeting functionality and ability to call people to collaborate

## Exodus Cry



The platform creates a community and really cleverly and simply describes and breaks down people's role in that part of the world in stopping trafficking which is a very hard thing to do

# INSPIRATIONS FOR THE SERVICE EXPERIENCE (1/5)



## Twilio Flex



[Link](#)

### Design the ideal agent experience

- ✓ Support email, voice, SMS, WhatsApp, Facebook Messenger, WebChat on one platform
- ✓ Manage tasks across multiple channels with a single user interface
- ✓ Create engagement workflows and intelligent routing tailored to your business
- ✓ Integrate with Google Contact Center AI to surface relevant information and recommended responses

### Accelerate your digital transformation

Deliver digital-first engagement with the widest breadth of communication channels—all managed on a single platform. Twilio's contact center customers report saving 34% on contact center operational expenses.

### Achieve cloud agility

Deploy a 100% cloud contact center in days—not months. Then continually inspect, adapt, and adjust any part of your contact center to stay ahead of changing conditions (and the competition).

### Unlock precise personalization

Put relevant, contextual information at your agents' fingertips for highly personalized interactions. Flex customers report lowering handle times by up to 38% after giving agents access to information from multiple backend applications.

Helps you engage on various social media via a single platform

## It Gets better Project



[Link](#)

IT GETS BETTER PROJECT.

About Us Videos Education Global Events Shop

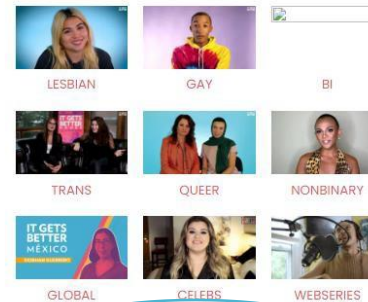
GET HELP

DONATE



### You're in Good Company

Check Out Our It Gets Better Playlists



[VIEW ALL STORIES](#)

[SHARE YOUR STORY](#)



Why I Stopped Trying to Please People | It Gets Better: Dee Trannybear



GET HELP

DONATE



**Cumbre en Español 2022**  
All of our Spanish-speaking affiliates gathered for two incredible days in Miami, FL for our first in-

#### It Gets Better Global

With a footprint spanning four continents and six major languages, the It Gets Better Project is the world's largest storytelling effort to empower LGBTQ+ young people where they live, learn, and socialize.

[LEARN MORE](#)

#### Events

From live digital events to in person celebrations, stay up to date on what's coming up next from It Gets Better Project.

[LEARN MORE](#)



**It Gets Better: Dee Trannybear**  
"Artist" Dee Trannybear-Marino found himself through hair and makeup. Check out Dee's It Gets Better story.

#### It Gets Better EDU

It Gets Better EDU exists to ensure that the uplifting stories crafted and collected by the It Gets Better Project reach LGBTQ+ youth wherever learning takes place. We offer educators and student leaders easy-to-access and easy-to-use resources, information, and more.

[LEARN MORE](#)

#### Take the Pledge

Join our community—millions strong—to show that you will stand up against fear and intolerance by taking the It Gets Better pledge.

[LEARN MORE](#)

The platform allows people to get inspired by other's stories and also share your own story

Creating a safe space for the **LGBTQ+ community**

# INSPIRATIONS FOR THE SERVICE EXPERIENCE



## The Megaphone

Idea



A platform (accessible via website or app) where people can find training to improve their skills on digital literacy and skills to produce content.

This should be link to social media channels in order to share the content and create more engagement with the audience..

The main features would be:

1. Learning curve
2. Security and reporting.
3. Results of what is posted on the different channels along with the interactions created: SM KPIs

## YL TikTok Challenge



[Link](#)



Fun engagement through video making to help children coordinate and feel connected



# CONCEPT POSTERS MADE BY THE TEAM

## Concept Name

Children for children

## Value Statement

Empowered children collaborating and mobilizing for change.



## Storyboard/ Illustration of how the idea works



## What will be the features of this online space?

1. Digital safeguarding
2. Advocacy partners at local, national and global levels
3. Forum for debate
4. Chatbots
5. Peer support
6. AI
7. Skill development and suitable curriculum
8. Connected with WVI's page and their channel to publish the content there too

## Benefits

1. Children gain skills and join a powerful community of activities peers
2. Children identify and influence on issues that matter to them
3. Safe space to enhance participation models online



## CONCEPT POSTERS MADE BY THE TEAM

### Concept Name

## Amplifying children's voices digitally

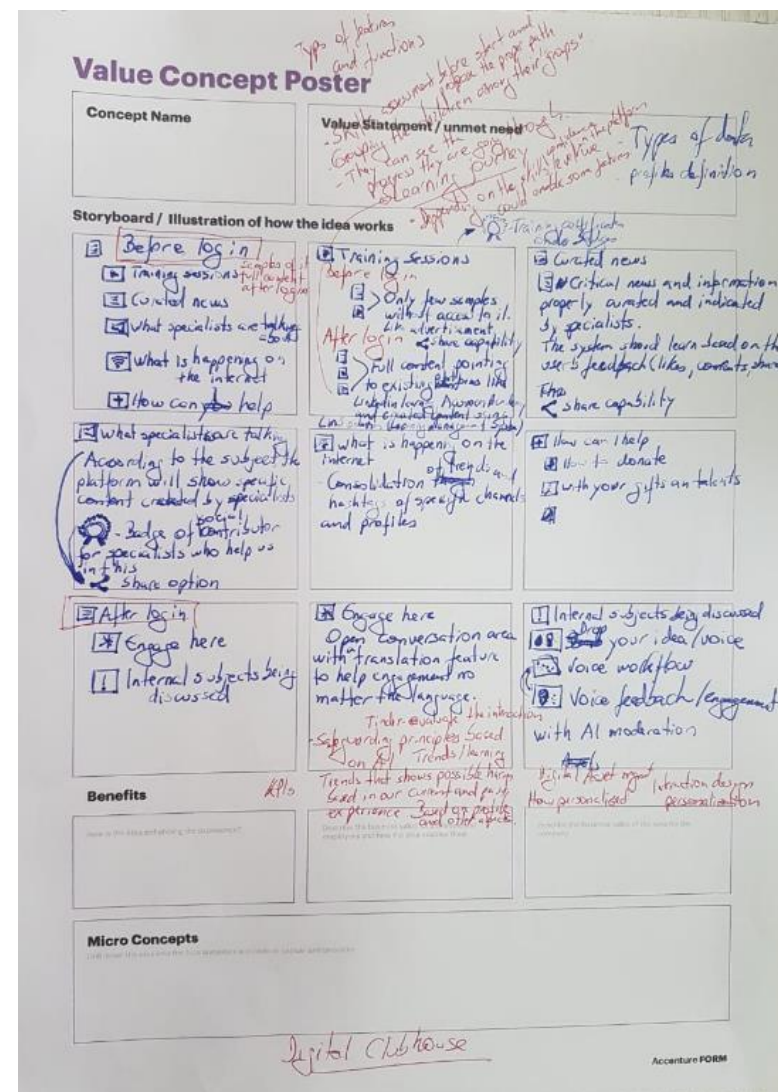
## Value Statement

Save space for children to learn collaborate and participate.

### Storyboard/ Illustration of how the idea works

### Features:

- Platform to have 2 stages – before login and after login.
- Before login will have options like - sample training sessions, curated news about specific matters, webinars by specialists, what's happening on the internet (we can use trends, and hashtags to amplify).
- After login will have – training sessions for using the technology and on different topics.
- Badges and certificated to keep children motivated and recognize their work.
- Curated news – AI capability included in this options to show number of shares, how people are engaging etc.
- We will have an open conversation are to talk about different subjects they wish to talk about.
- There will also be a feedback mechanism for content to be put out. We will have a workflow here to show what happens with the content.



# CONCEPT POSTERS MADE BY THE TEAM

## Concept Name

Amplifying children's voices digitally

## Value Statement

I am because we are. How can we amplify our children's voices for a change? children are facing many common issues around the world and need a platform to amplify their voices.

## Storyboard/ Illustration of how the idea works

- There would be 6 categories of profiles namely – child, parent/caregiver, staff, government, moderator trainer, SME/mentor. Every profile will get access to only certain amount of data.
- Infrastructure (looking at access to mobile and websites)
- The platform will consist of options like – Connect (chat, call), meets, Trainings, Think tank (to stimulate new ideas), Stories (in the form of videos, images or written posts), fun/games (environment to relax), Event (for children. We can also have a tab for donors in these events) and internal publications (pool for resources for children)
- Data (API or Analytics) – that shows what children are interested in. We can pull this information from sources like TV, social media, external websites/publications, forums, etc.

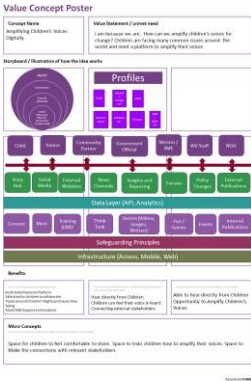
## Benefits

1. Multi slided network platform and a safe area for children to collaborate on topics around children's rights and the issues that they are facing.
2. Here directly from children. This can help children feel their voices heard and help them connect with external stakeholders.
3. Able to hear directly from children and getting an opportunity to amplify children's voices

## Micro Concepts

(Drilling down the idea into the functionalities and tools to explain and prioritize)

1. Space for children to feel comfortable to share.
2. Space to train children how to amplify their voices.
3. Space to make the connections with relevant stakeholders



# CONCEPT POSTERS MADE BY THE TEAM

Concept Name	Value Statement
	A global safe digital space for children and young people to empower and advocate for social change

## Storyboard/ Illustration of how the idea works

- Children and young people are interested in talking and collaborating with others to share their stories and experiences.
- Children and young people learn and train about child rights, digital literacy, communication and online safety skills to become digital citizens in society.
- A safe and functional digital platform and app are available for children and young people to have access to knowledge , exchange information, and collaborate with others.
- Children and young people feel confident and safe to manage digital tools and advocate digital activism.
- Children and young people start engaging digitally with others and participate in discussions. They post opinions and about social issues they want to share with public audience.
- Children young people form digital activism groups at local and global level to call to action and to push for social change.
- Children and young people are heard and interact with different actors from public system, government and private sector proposals and children's opinions are included in public policy development as part of their efforts to mobilize digitally.
- Amplifying children's voices digitally is recognized as an effective program to form new digital generation of children and young people

## Benefits

1. The project contributes to reduce digital divide and support children and young people to manage in digital environment to influence and advocate for social change .
2. the project opens opportunities to increase digital responsibility the project enables and supports children's participation and rights.
3. the project is positioned as an innovative organization which gives response to challenges and needs of children and young people.

## Micro Concepts

- (Drilling down the idea into the functionalities and tools to explain and prioritize)
1. To have practical and innovative tools and methodologies
  2. Workflows by areas that are part of the project
  3. To engage leadership of national officers from the beginning of the project.
  4. To design the platform including a friendly user view.
  5. To work with children and young people to know their user experience and improve platform functionalities



# CONCEPT POSTERS MADE BY THE TEAM

Concept Name

Value Statement

Empowering and creating safe spaces and opportunities for children and young people to become confident articulate and learn digital skills and knowledge for a change

## Storyboard/ Illustration of how the idea works

- World Vision develops a strategy for the recruitment of a wide range of children and young people from different programs and different levels of vulnerability.
- Children and young people engage in the digital platform in order to acquire knowledge and skills to contribute to change.
- Training modules enable children and young people become confident articulate and empowered to use digital tools.
- With the new knowledge and skills children and young people get involved in digital activism to influence decision makers and contribute to change.
- Children in young people develop and lead their conversations For action by publishing their own media products .
- children and young people learn from their own experience and joint actions and include their input into the project
- Thanks to the children and young people's digital mobilization programs services and policies are informed and shaped by children and young people's views. Based on the success of the digital platform decision makers routinely and actively seek views of children in young people.
- Digital platform gets global recognition, and the model is embraced by governments, and multilateral and Civil society

## Benefits

- The project enables children and young people to obtain digital knowledge activism skills and opportunities to engage with others for a change.
- Innovative space of learning and action .
- Technologies associated to realization of children's rights.
- World Vision is recognized as a global thought leader in the field of child participation
- World Vision becomes an innovator and driver for change

## Micro Concepts

(Drilling down the idea into the functionalities and tools to explain and prioritize)

1. Accessible and user-friendly digital platform

2. Inclusion strategy

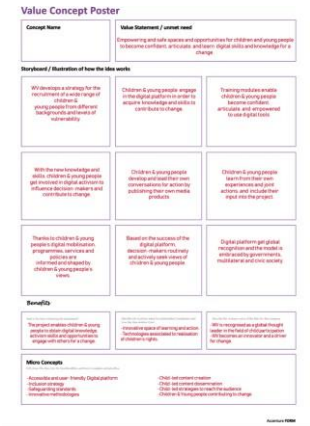
3. safeguarding standards

4. Innovative methodologies
5. Child led content creation

6. Child led content dissemination

7. Child led strategies to reach the audience

8. Children and young people contributing to change









# CONCEPT POSTERS MADE BY THE TEAM

## Concept Name

North, South,  
one big shout!

## Value Statement

Many voices all shouting their own message independently are easy to ignore as noise.  
Many voices shouting the same message together compel a hearing

## Storyboard/ Illustration of how the idea works

- Children have always and a message, but it's hard for them to cut through in a crowded digital space.
- when they all get behind the same message they have agreed on, they are harder to ignore.
- With their own safe digital space, with advice and resources on tap, they can agree on common issues they care about.
- They can decide what changes they want and plan who and how to influence to make them happen.

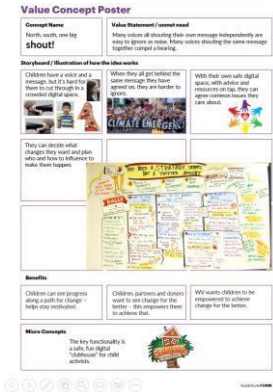
## Benefits

1. Children can see progress along a path for change and this helps them stay motivated.
2. Children, partners and donors want to see change for the better and this empowers them to achieve that.
3. World Vision wants children to be empowered to achieve change for the better.

## Micro Concepts

(Drilling down the idea into the functionalities and tools to explain and prioritize)

The key functionality is a safe, fun, digital “clubhouse” for child activities



# CONCEPT POSTERS MADE BY THE TEAM

## Concept Name

Promote and empower to lead

## Value Statement

An space where children and adolescents can gather together to learn and strength different skills while collaborating and interacting with each other.

## Storyboard/ Illustration of how the idea works



## Benefits

1. The project will contribute empower children and adolescents, strength their skills and support they path on leadership.
2. To influence decision-makers and put into the agenda the ideas and causes they follow.
3. To position WV as an organization who looks for new ways to support and empower children and adolescents by amplifying their voices while tackling those issues around them.

## 4. Micro Concepts

(Drilling down the idea into the functionalities and tools to explain and prioritize)

1. Connect more with national/field offices. Stablish specific roles and commitments with them.
2. Use different and interactive tools to catch the adolescent's attention and promote participation.
3. To create a dynamic ambience where children and adolescents will feel calm and open to talk about everything that matters for them.
4. To use and take advantage of the tools the project offers.

