

CO-CREATION DTP WORKSHOP REPORT

#SAUTIZAO



Swahili
Central



Executive Summary

The report has been compiled in order to capture the proceedings of the 3 design thinking process workshops to conceptualize and co-create a Solution for a solution aimed at Promoting and Protecting Youth and Women's Voices Online in Tanzania dubbed **#SautiZao** under The Launchpad Tanzania.

The solution/project focuses on youth and women's civic engagement through technology and online participation.

The initial intention of the workshops was to convene a set of selected youth representatives from different groups/backgrounds to co-design a solution that would encourage, promote, and protect youth and women's voices online.

The design thinking process workshops were meant to be a tool and practical approach for the participants to explore the idea of civic engagement for youth in the context of their digital rights, responsibilities, and participation.

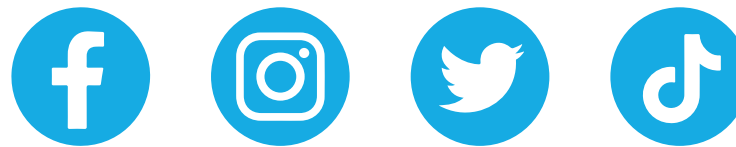
The co-created solution can be used as a prototype to create solutions across the ecosystem to promote and protect the online participation of youth and women in Tanzania.

A baseline study from a research paper [Youth engagement and participation in governance and development through social media platforms in Tanzania](#) was prepared by the Launchpad Tanzania

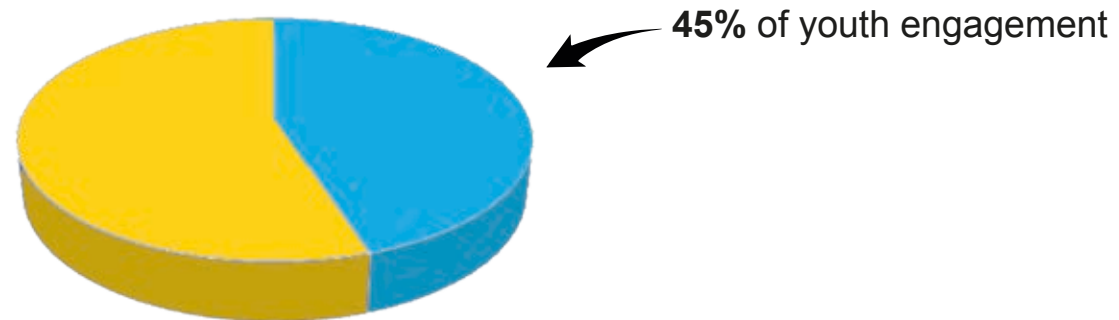
team to give evidence of the disengagement of youth and women with Civic issues and their online participation in such discussions.

This baseline research from a total of 655 respondents stated that;

Those aged **18-24** years were more likely to use social media more often and for longer time compared to those aged **25-34** years. Mostly through Whatsapp (**93%**).



Only **45%** of youth engagement was observed in public, political, and community activity discussions



The study concluded that despite the reported high use of social media by youth, there is less substantial engagement in civic matters regarding development, politics, and governance in society. Recommendations included; for government, Youth, and Civic Society stakeholders to tap on emerging technologies and digital platforms as avenues and platforms to encourage civic engagement amongst youth and women and build on social capital in addressing issues of public concern as part of citizenry responsibilities.

The design thinking process is an approach that is known to support co-creation of solutions with the intended target group. As part of the **#SautiZao** project, The Launchpad Tanzania also certified in design thinking practice has officially used this as a method in ensuring relevance, feasibility and desirability of the solution is something initiated by the target group themselves.

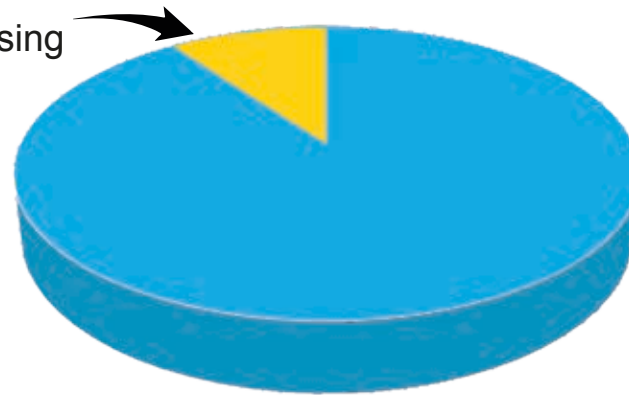
During an online survey conducted by LP Digital (a digital arm of The Launchpad Tanzania) from January 2023 to May 2023,

Focusing on individuals aged **18-35** who identified as youth and women, it was found that **75%** of the **425** respondents were men. This revealed a significant gender-based digital divide in active online engagement



Out of the respondents, **90%** indicated they accessed the internet using smartphones, while the remaining **10%** reported using computers like laptops to complete the survey.

10% accessed the internet using computers like laptops.



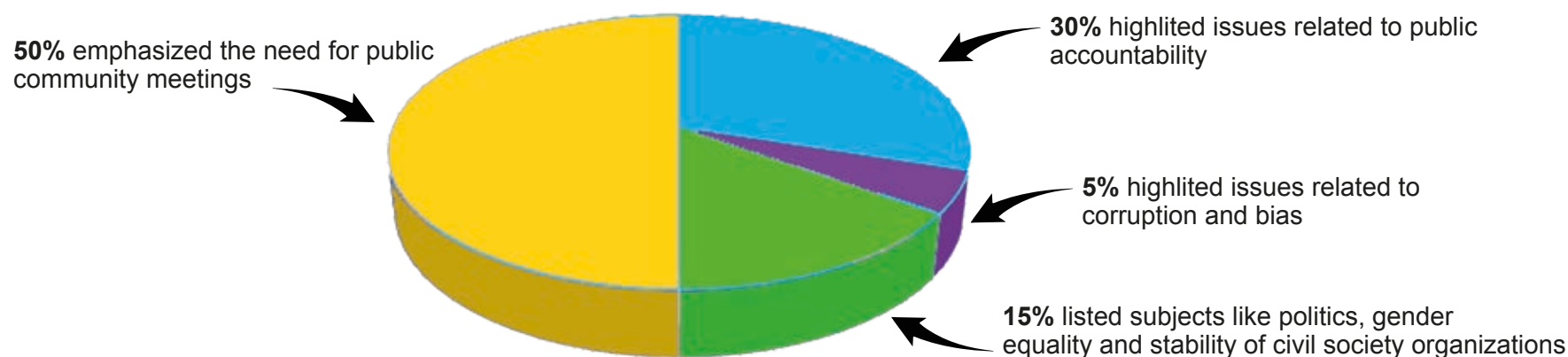
90% accessed the internet using smartphones

Within the realm of online presence, they surveyed individuals expressed their use of similar social media platforms including **Meta (Facebook), Instagram, X(Twitter), Whatsapp and Snapchat.**



average, each participant reported spending approximately 3 hours per day on social media, compared to traditional sources like television and radio. The main underlying reason cited for this trend was the high cost of data packages and their limited duration.

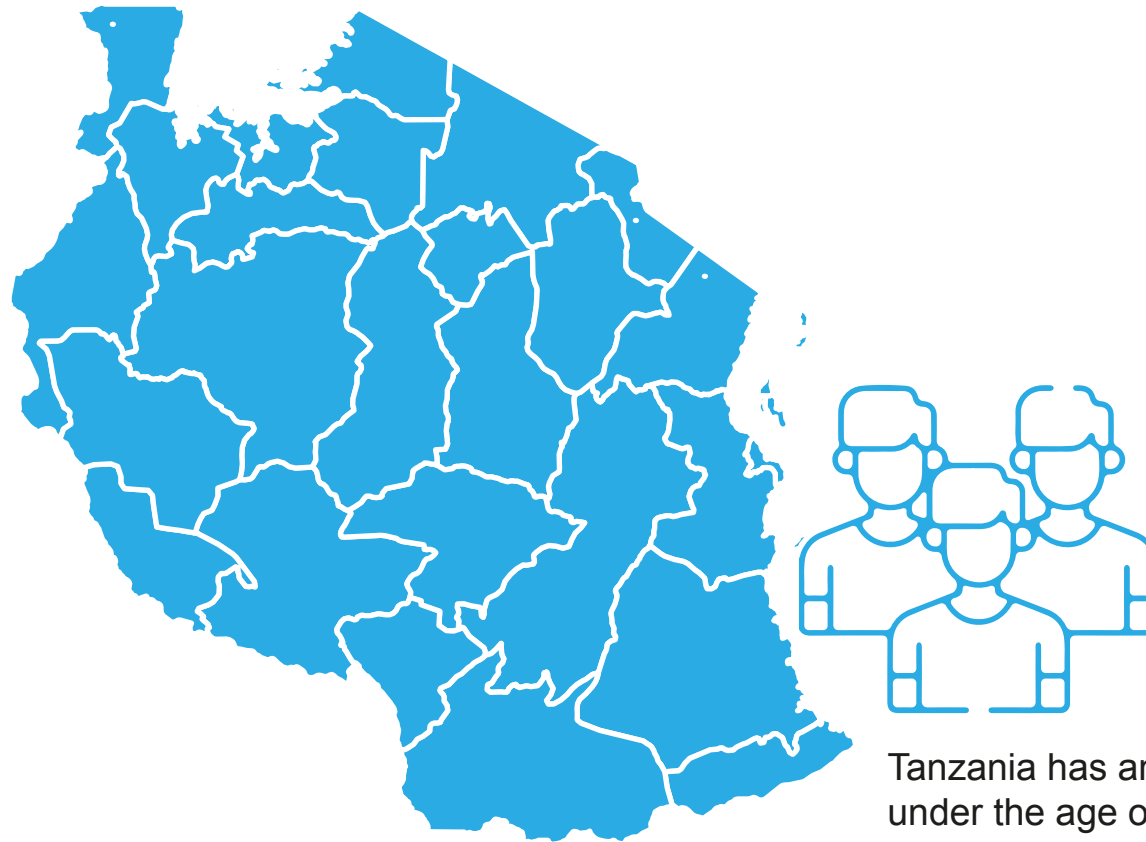
Regarding engagement with civic topics online, the surveyed group of 425 youth and women shared their preferences: 30% highlighted issues related to public accountability, 5% mentioned concerns about corruption and bias, 15% listed subjects like politics, gender equality, and the stability of civil society organizations, while 50% emphasized the need for public community meetings. Within the spectrum of their suggestions, the surveyed individuals indicated specific topics they wished to address, such as employment opportunities, reduced data costs, and the establishment of a youth council, among others.



This report captures the essential aspects of the process in these three workshops, and details recommendations for the solution to promote and protect youth and women's voices online in Tanzania, as recommended by the 100 youth directly engaged from a very diverse group of youth; University Students, Entrepreneurs, Development workers, and Youth in Politics.

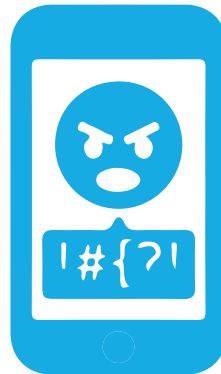
Background

Tanzania has an 80% population under the age of 35, (17 years old being the median age) who are and can be considered today's and tomorrow's digital users and digital natives. Digitalization in Tanzania has opened up unprecedented opportunities for Civic Engagement for women and youth and amplification of their voices through online platforms. Yet, digital challenges such as;



Tanzania has an **80%** population under the age of **35**,

→ **ONLINE VIOLENCE** - In a small survey conducted during the Women At Web project under The Launchpad/LP Digital activity implementation in 2020, 27% of 150 women surveyed claimed to have been victims of cyberbullying and were harassed online when they decided to engage in civic dialogue online, whereas 67% of women were unsure what cyberbullying was and the actions that they could take once they encountered it.



27% of 150 women surveyed claimed to have been victims of cyberbullying, and **67% of women** were unsure what cyberbullying was and the actions that they could take once they encountered it.

→ In a research done in 2021 by The Launchpad's Co-Founder, Carol Ndosu, on 'Youth engagement and participation in governance and development through social media platforms in Tanzania', out of 655 respondents surveyed, 91% admitted to being active across a number of social media platforms; however, only 45% had ever engaged in a dialogue on civic or development matters through social media.



91% of women are active on social media,
but only **45%** are engaged in civic dialogue.

- Youth in this particular research highlighted the lack of dedicated platforms and spaces for youth to engage in civic matters and the lack of a delivery and language style they can engage with.
- Youth insisted on availability of content and narrative that allowed them to engage in a 'youthful' manner in matters of civic engagement and responsibility through online platforms.
- Youth highlighted how online violence and bullying are one of the limitations on their being vocal or having civic engagement through online platforms.

Through the feedback from The Launchpad Tanzania/LP Digital capacity building training programs and advocacy campaigns implemented in 2020/2021 on online violence, our engagement with the Tanzania Police Force Cyber Crime Unit, and the Tanzania Communication Regulatory Authority, we have learned that there is;

- Lack of data on youth and women's specific needs for mobilization for youth engagement and documentation of their voices on various civic matters online.
- Lack of awareness of Online Based Violence amongst law enforcers and the general public, as well as mechanisms and structures to address and prosecute online abuse, is a limitation to a person's freedom to interact and engage in civic dialogue.

- Lack of digital citizenship knowledge, self-agency and personal development mindset amongst youth and women aged between 18-35 where they feel it is not their responsibility and not in their interest to have civic engagement.
- Lack of dedicated platforms and safe spaces for youth to amplify their voices and engage in civic dialogue on different matters in society; most of the existing platforms alienate or suppress youth as a group, and their voices get lost or are not heard at all.
- Lack of availability of local content on civic engagement and how youth and women's voices are both documented and amplified.
- Mindsets on self-censorship and sociocultural norms that affect effective and active participation of youth and women online.

From all this data, it was evident that the popular sentiment is that most of the previous and current solutions feel imposed on youth and not designed by them or for them in a way that the solutions take into consideration their different needs and perspectives.



THE BIG IDEA



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The Big Idea – Co-Design A Solution to Promote Civic Engagement amongst Youth and Women through Online Platforms.

The big idea is to create platforms and spaces for youth and women to co-create and design solutions for civic engagement that **they** believe will work for them and their communities.

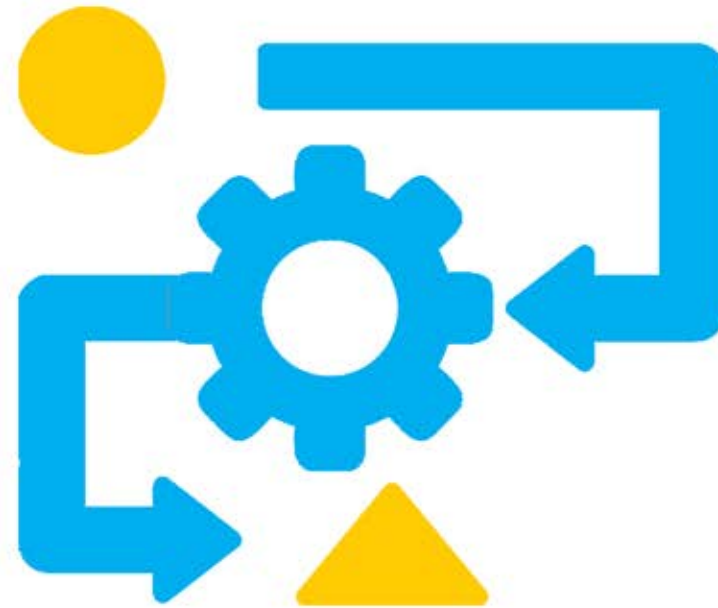
Using real personas to identify pain points and document user journeys with various context based challenges, participants unpacked insights and were able to integrate their traditional knowledge, and skills into decisions affecting their communities and livelihoods.

The participants in the Workshop included the core Launchpad team, two design thinking certified coaches, and 35 participants in Dodoma, 35 participants in Mwanza, and 20 participants in Dar es Salaam.

The participants were convened to participate in 2 days co-design workshops held in each of the above-mentioned regions.

The common characteristics across the participants were that they were:

- All youth and women from the age of 18-35
- Active on social media and with potential to be active on social media.
- Leaders in their field/act as changemakers and multipliers.



THE METHODOLOGY/APPROACH

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The Methodology/Approach

The collaborative approach through the design thinking process ensures varied scenarios that secure the applicability of the solution in various contexts.

We used a participatory co-design approach in order to attain reflexivity and reciprocity in the process. The process was user based: and went through the major stages of the design thinking process, that is: **understand, observe, ideate, and prototype**. Testing is the last stage that we have reserved for the final workshop, where we will present the prototype and test it with a focus group.

The Co-Design Workshops

The co-design workshop allowed for the use of the design thinking process by introducing the participants to the concept first and making them familiar with every stage of the design thinking process.

The workshop was facilitated with the help of ice breakers, and virtual tools, such as murals and Google Docs, setting up of break out rooms, and graphic harvesting and clustering of insights.





THE USER



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THE USERS

Hassan Kingu, a 24-year-old male who grows green bell peppers in Dodoma, explained that while he uses digital platforms for his business and encourages his peers to do the same, he does not engage in civic conversations online because he is concerned about how it will be interpreted and land him in hot water with authorities.

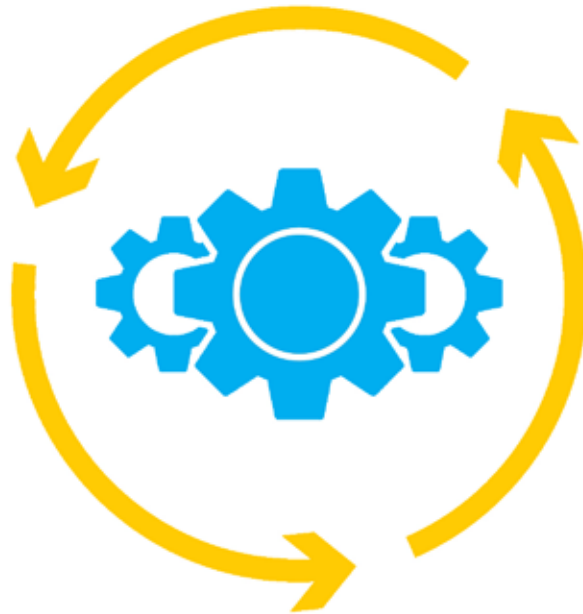


Fatuma Said, 31, is a young woman who owns a clothing business in Singida. She shared how difficult it is to participate in civic dialogues due to fear of what may happen to her business in the event that she is misunderstood or perceived as offensive by the authorities.



A political youth division with young men and women, aged between 18 and 30 said they participate in online civic dialogues because they are sure that what they will communicate aligns with the political vision of the country, as they have been given the chance to learn more about the agenda of the government.





THE PROCESS

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THE PROCESS

Objective: Redesign ways to encourage civic engagement and promote and protect youth and women's voices online

Using the typical design thinking process methodology, the groups were facilitated to embark on a fact finding mission to first establish their user journeys as digital citizens and then proceed to have a collective understanding of civic engagement and using technology and digital platforms as an enabler for their participation.



The groups (3 groups of 7 - 12 participants each) first identified their user journeys as digital citizens, highlighting the process they go through as they onboard onto digital platforms, as illustrated below;





Digital devices user Journey



USER PROFILE

Age: 18 -35
Gender: Female
Region: Dsm, Morogoro, Dodoma, Singida, Shinyanga & Mwanza
Digital Literacy: Little - Basic Knowledge

STEP 1

Need Identification - User identifies the need for a digital device that is capable of connecting to the internet and providing access to online services and information

STEP 2

Research- Considering the features and prices of different devices. The user also research mobile network operators for affordable data plans suitable for their needs.

STEP 3

Purchase Digital Device

STEP 4

Learning and Exploration: user familiarizes themselves with the device and its connectivity features and how to navigate online.

STEP 5

Regular usage with online violence: in their regular use women may face different types of online violence.

STEP 6

Women tend to delete their social media accounts and most likely not to participate online again.

STEP 7

Managing Data Plan: If the user discovers that their data plan is not matching their demands or is too expensive, they ought to look into different options..



Digital devices user Journey



USER PROFILE

Age: 18 -35
Gender: Male
Region: Dsm, Morogoro, Dodoma, Singida, Shinyanga & Mwanza
Digital Literacy: Advanced Knowledge

STEP 2

Research- Considering the features and prices of different devices. The user also research mobile network operators for affordable data plans suitable for their needs.

STEP 3

Purchase Digital Device

STEP 4

Learning and Exploration: user familiarizes themselves with the device and its connectivity features and how to navigate online.

STEP 5

Data Optimization: The user explores techniques for data optimization. They may use Wi-Fi networks to avoid using mobile data, download material for offline use, or limit data usage with data compression apps or browser extensions.

STEP 1

Need Identification - User identifies the need for a digital device that is capable of connecting to the internet and providing access to online services and information

STEP 6

Managing Data Plan: If the user discovers that their data plan is not matching their demands or is too expensive, they ought to look into different options..



From the user journeys, the following were identified as barriers/limitations to their active and meaningful connectivity;

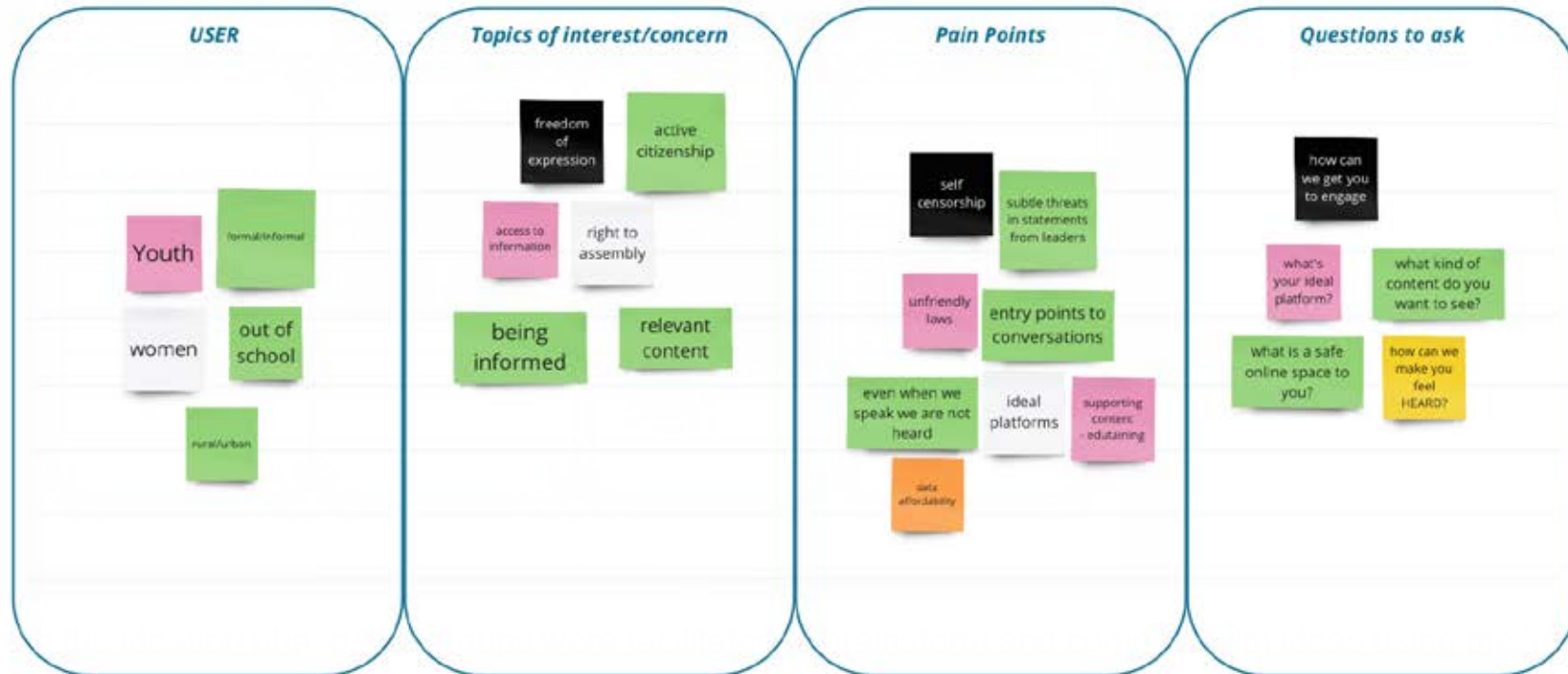
- Affordability of devices and data plans to get online and stay online
- Lack of digital literacy and skills for navigation.
- Lack of awareness of respective platforms for meaningful engagement
- Lack of awareness on digital rights and responsibilities

As part of the understanding phase of the design thinking process, Herewith is a cluster of their inputs across the three groups on how they connected to the topic;



For the observation phase, the groups were guided to map out the target end user's pain points, and what kind of insights were needed to arrive at an idea that could possibly address the topic;

Target User charette



With the ideation phase, the groups were facilitated to brainstorm and come up with ideas using the 'reach for the stars' tool, which allows designers to get out of the box when it comes to ideas for solutions.

This co-creation exercise used two motivations - one that was not bound by limitations of resources, specifically funds, and one that was not bound by a lack of influence or power, which is how Youth should be seen in their numbers and influence.

ONE - If they had a billion dollars, how would they redesign ways to promote civic engagement amongst youth?

1 billion dollars



I would provide financial support to women and youth by providing capital for establishment of business in order to give them confidence.

I would provide financial support to youth and women so that they can be able to air out their opinion freely.

Create an application which can help youth and women to rise their voices and finding a solution on how to present their voices

Conduct different research in order to collect the opinion of the youth all over the country

I would spend that money to invest in ICT to create a digital platform that will allow youth and women to air their opinion for a cheaper subscription fee.

I would invest in providing education to the women and youth financially, mentally and ohisical

Form an organization that will deal with youth and young women to help them to rise their voice

Invest in soft skills resources to ensure the digital platforms meet the interest of any user

Invest on services providers (MNOs) to meet the demand and wishes of the people

I would start an advocacy campaign on how media or being online can be used to rise their voices

Purchase devices such as phones and laptops and give them to people who have no access to digital platforms to increase their access to promote them

Create a digital space that will ensure privacy to the users such as no trace for the IP address (anonymous users)

TWO - If you were the President of a nation, how would you redesign a way to promote civic engagement amongst youth and women using online platforms?

If you were a President



They told us...



THE IDEAS

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THE IDEAS...

What kind of Platform

Create another platform apart from Twitter

Create digital resilience among the youth and women in Tanzania

Free Dial number

Cheapest platform where youth and women can air their opinion

Platform that does not require data

Create tailor made internet bundle packages offer that will be affordable

A platform that provide mental support system for all youth and women

For numerous reasons, such as a lack of free speech and a sense of belonging on available digital platforms, the idea of a dedicated platform for youth and women to feel safe while engaging in civic development conversations was established.



JamiiForums was mentioned as the current platform most preferred for civic engagement due to its level of anonymity of users and high privacy protection policy, and Telegram was mentioned due to its difficulty in tracking members of groups as well as individual users. Telegram communications were said to be more private than those on other messaging platforms.

The participants suggested that the platform be an application rather than a website because it would be easier to use, but the availability of the platform via USSD code would also be beneficial. Other suggestions included ghost logins to the platform, username censorship, and the presence of local government officials on the platform so that they could receive relevant information from the youths and women firsthand.

Solutions proposed from the co-creation process

As a result of the co-creation process, several solutions stood out in such a way that they would be more effective for youth and women to engage in civic engagement dialogs and/or activities when online and eventually offline.

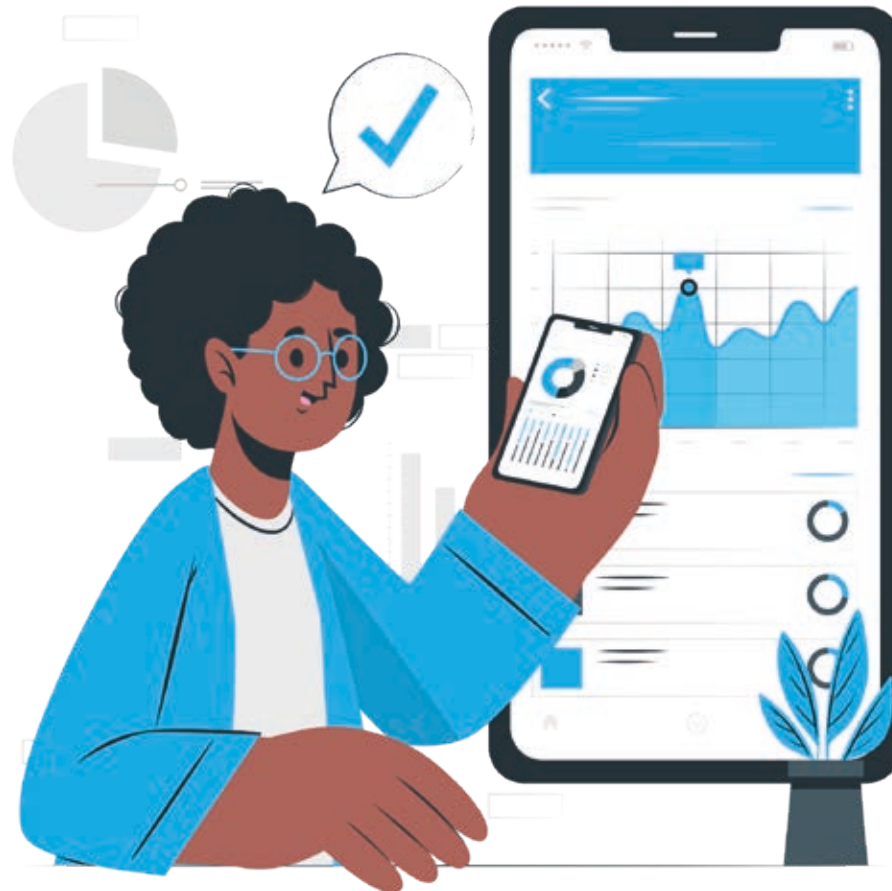
- **Solution 1: Website and Mobile application.** The participants proposed that a dedicated website be created so that they could freely express their views without being associated with their profiles on other social platforms. They suggested that the platform should allow for ghost logins so as to protect their identity when on the platform. The platform was also proposed to have data free access available to help with the costs associated with purchasing data bundles.

To add value to the platform, the participants suggested that representatives of different government offices should also be on it so that they can have original narratives of the conversations held on various topics compared to hearing from a third party who may take the conversation out of proportion to what it was intended to convey.



PROPOSED SWAHILI CENTRAL PLATFORM (WEBSITE AND APPLICATION INTERFACE)

- **Solution 2: Tailor made data bundles.** This solution would allow youth and women to be active online and easily participate in civic dialogues. Having to worry about how expensive data is causes them to now spend much time online, which leads them to assume that engaging in civic engagement is just a waste of time and hence a waste of their bandwidth.



- **Solution 3: Community meetings.** The need for intentional community youth meetings with local government officials and community development officers was raised, and it was agreed that it would be a good solution as they would be able to have a setting to question development objectives that they agreed upon in previous meetings.



Lessons from the co-creation process

- There is still a significant lack of digital literacy on critical topics such as digital rights, digital safety, and civic participation on digital platforms.
- Youth and women are eager to participate in civic dialogues but are concerned about their safety afterward.
- Many women face difficulties owning or gaining access to smartphones, limiting their participation on digital platforms.

NAME OF ATTENDEES FOR DESIGN THINKING CORRECTION WORKSHOP

DODOMA

ADAM MWAJA.
AGATHA KUYA.
BAHATI LUGWISA.
CALVIN MAHEMBO.
CHARLES RUBEN.
DAUDI MANJELEZA.
DAVID CHILOBE.
DERICK JAFFU.
ERICK NDAKI.
FIDELIS MARTIN.
FREDRICK MWITA.
GERSHON JOSEPH.
GERSHON MARTIN.
GLORY SHIRIMA.
HALIMA MSOFE.
HARVIN CHARLES.
HAWA MAJALIWA.
HYACINTA GWARASA.
IBRAHIM LUTEMA.
JACLINE RWEASILA.
JAMAL SHABANI.
JANE MNAKU.
JANETH JOHN.
JOHN MERINYO.
KRISTOFA MWASHIGUNA.
LILIAN KAYOMBO.
LILIAN MWAILUKA.

MWANZA

MARIA NDILABIKA.
MWAJUMA SHINENI.
PHESTO ENOCK.
PRISCUSS MBOYA.
SAIMON MSOKI.
SALOME KABAWA.
SAMSON EMANUEL.
SAMWEL MJILIMA.
UBWA ABDALLAH.
VICTOR MUSITA.
WALTER MAKINDA.
WITNESS MUSHI.
LETICIA M RICHARD
LATIFA S GAMBA
PAMELA MOLLEL
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JULIANA MOLLEL.
RACHEL R MARO
GRACE F. MBOYA
FELISTA G. RWEHUMBIZA
LOVENESS JAMES NKYA
MARTHA NICKSON
FELISTER KIRIA RAYMOND

DAR ES SALAAM

LILIAN LUHASY
ESTAR EDWARD MUHELEJI
SADA KIBANDANI
SAY SEIF ATHUMANI
ESTHERLILIAN ERASTO
NURU JUMA
KHADIJA ALI SALEH
AGATHA REVOCATUS MAKOI
LILIAN JOSHUA MNIMBO
ASSA YOHANA NYOKA
JACQUELINE GODFREY MSAMBILA
FLORIDA EDGAR RAYMOND

THANK YOU

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