Confidential & credible answers, when there’s no one else to ask.

nishauri

Designing Liberation Technologies
Spring 2011

Pablo Fernandez
Katie Hill
Risa Kitagawa
Eric Ruth
The problem

Evelyn is a 23-year-old community health worker, highly dedicated to helping young people in Mathare avoid sexual health risks.
The problem

She needs a way to reach more young people and make them feel comfortable asking sensitive questions.
The problem

But the scale of youth at risk is overwhelming.

And she can only be in one place at a time.
Connect

- Nishauri will connect existing, MYSA-trained counselors to hundreds of youth seeking information from a safe, private source.

Inform

- Nishauri disseminates reliable, timely information about sexual health and other sensitive topics, while preserving confidentiality.

Build

- Nishauri harnesses and builds on existing knowledge and local capacities.

The solution

Nishauri is a mobile counseling service.
How it works

In three simple steps.
Step 1. A youth user sends in a question via his/her mobile phone, or views FAQs organized by category, via USSD.
Step 2.

A counselor stationed at one of three MYSA Resource Centers receives the question, and supplies a response via USSD. (S)he also has the option of asking a follow-up question, in which case the server stores the conversation history.
The youth receives the response on his/her phone. The youth can follow up if necessary, forward the counselor’s response to his/her phone by SMS, or ask a new question. Ending the session provides an opportunity to give feedback.
The “Question Box” Test
- Strong demand from young people for a confidential service
- Types of questions young people wanted to ask

Counselor SMS Test
- Feasibility of responding with a character limit

User testing
Would young people use it?
Skills & context

- High mobile penetration
- Strong SMS literacy among youth
- Trained counselors to ensure quality response

Sustainability

- Strong sense of local ownership
- Leverage existing MYSA infrastructure and counselor logistics

User acquisition

- Convenience & confidentiality will attract new youth
- Marketing campaigns

Costs

- Technology
- Operating costs
- Marketing
- Training

Viability

What it takes to make it work.
Continued work with partner organization MYSA towards formalizing nature of collaboration

Small-scale pilot to assess adoption rate (3 months, target of 1000 users)

Negotiations with PRSPs & development of server (3-6 months)

Marketing campaign in lead-up to launch

Formal launch Q1 2012
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Thank you!

Our sincere gratitude goes out to our instructors Josh Cohen, Terry Winograd, Zia Yusuf; our TA Eric Mibuari; Jofish Kaye, NOKIA; our classmates; and last but not least, our inspirational partners at Mathare Youth Sports Association.

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