Participatory design of a digital platform for HIV and AIDS education in Tanzania

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Challenge

- Design a digital platform for HIV/AIDS education and counseling

  FELM (Finnish Evangelical Lutheran Mission) – Tumaini University, Iringa Tanzania
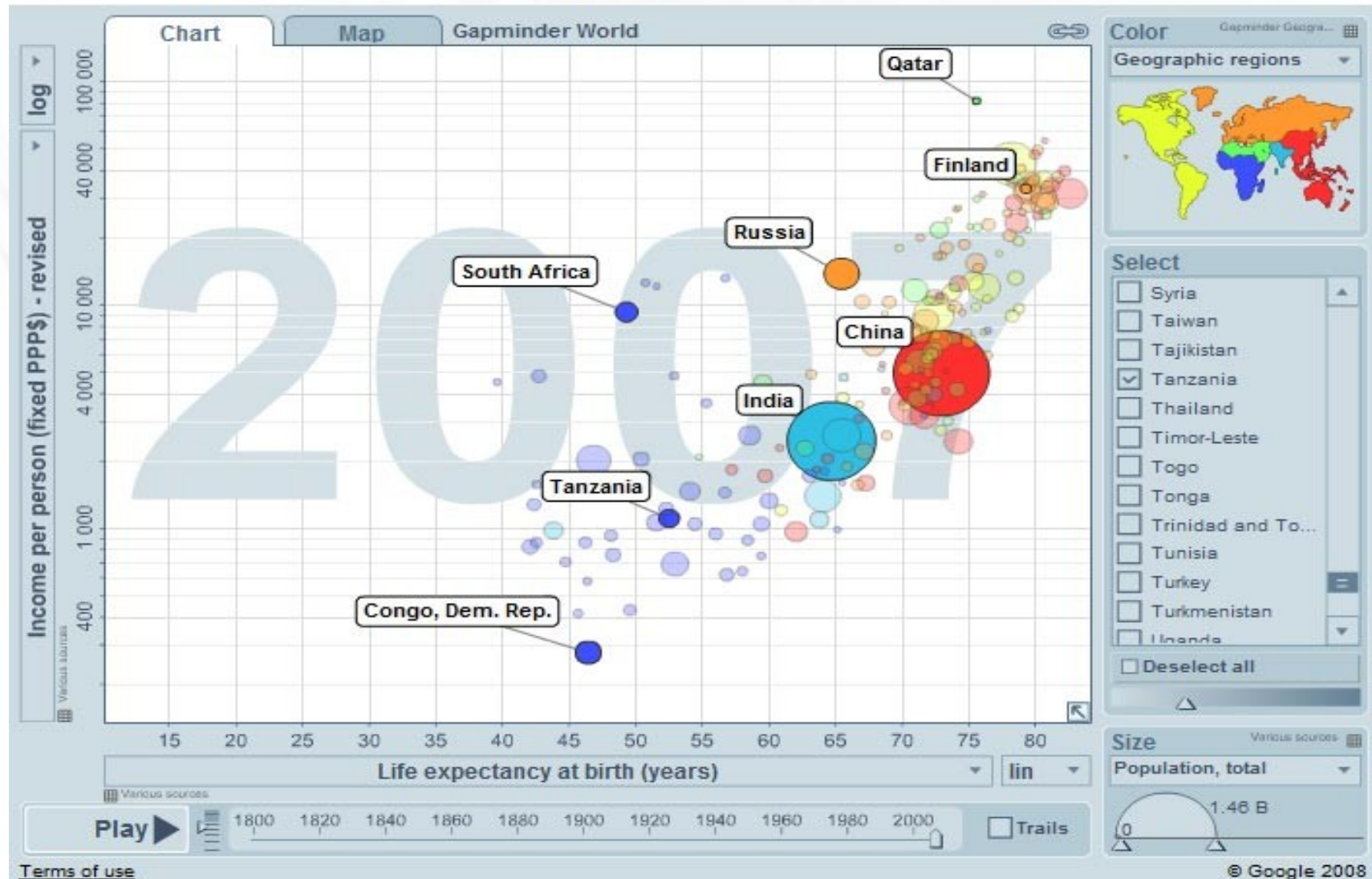
Purpose of platform

- HIV/AIDS Educational platform for Secondary School Students in Tanzania

- Teaching Aid / Counseling tool for HIV/AIDS counselors in schools

Tanzania

- Population 40.000.000
- HIV/AIDS prevalence 6,2% (13% Iringa)
- GDP 428$ per capita

Life expectancy / PPP

Objectives of Platform

- Increase awareness of HIV among youth

- Stimulate behavior change to avoid risk situations

- Stimulate change of attitudes and stigmatization of people living with HIV

Expectations of platform

- Computer based

- Online/offline version

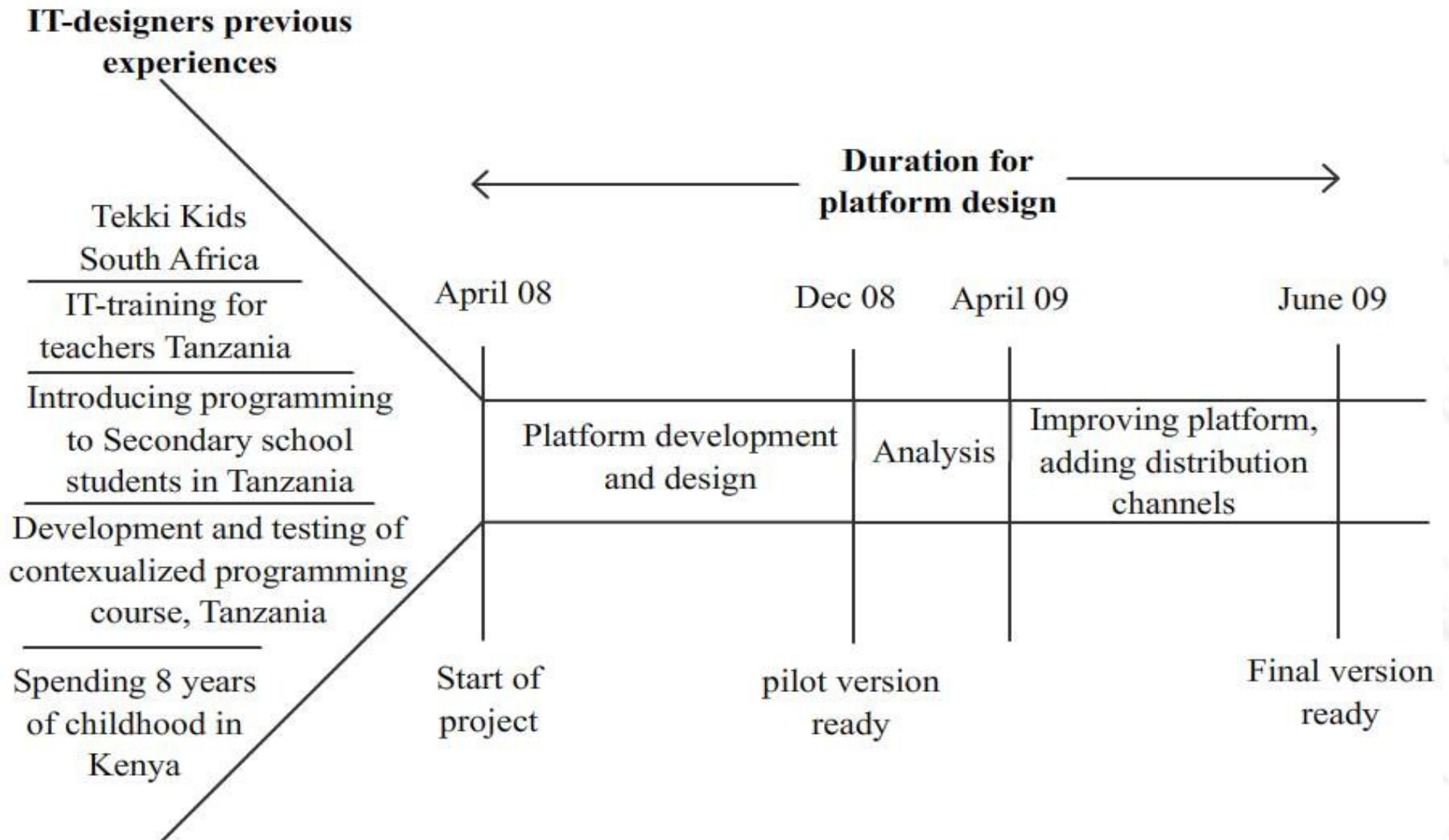- Informative, Interesting and entertaining could be a game or similar

Budget

- 8 months salary for platform designer (me)
- 2 months salary for local research assistant

(Part of a bigger counseling project)

Competences in team

- Project manager – HIV and AIDS counseling, theology (Finnish)

- Designer – Computer Science (Swedish)

- Lecturer – school counseling (Finnish)

- Research assistant – HIV/AIDS youth education (Tanzanian)

- University counseling students – counseling experience from schools

- Secondary School Students – Life experiences

Time frame

IT-designers previous experiences

Tekki Kids South Africa

IT-training for teachers Tanzania

Introducing programming to Secondary school students in Tanzania

Development and testing of contexualized programming course, Tanzania

Spending 8 years of childhood in Kenya

Duration for platform design

April 08 — Dec 08 — April 09 — June 09

Platform development and design | Analysis | Improving platform, adding distribution channels

Start of project | pilot version ready | Final version ready

How to start?

- What would be the first steps you would take if you were to design the platform? (given the background and context)

Analyze

- The situation in the schools

- Do they even have computers?
  - some, but students have limited access
  - few connected to Internet

- What has been done by others?

Content & design

The need of learning from the students by spending time asking questions and listening.

- What do they want?
- What do they need?
- Why is HIV a problem?
- How do they relate to HIV?

What did we find out or learn?

- All students are affected by HIV through people they know who are infected or who died

- Everyone had personal experience and a story to tell

- Students could reflect and learn from telling their story as well as hearing other students stories

Stories

- Lets make use of the stories and make a story-based platform built upon true stories :-)

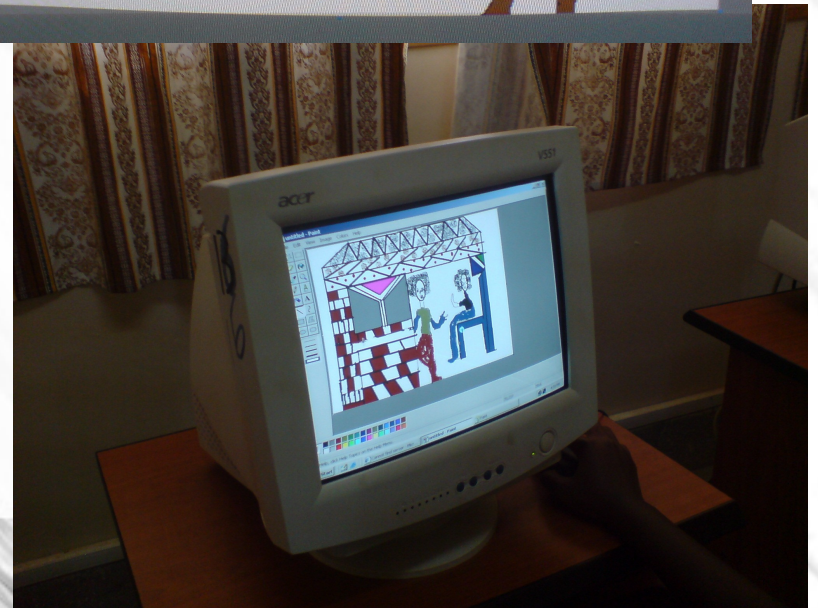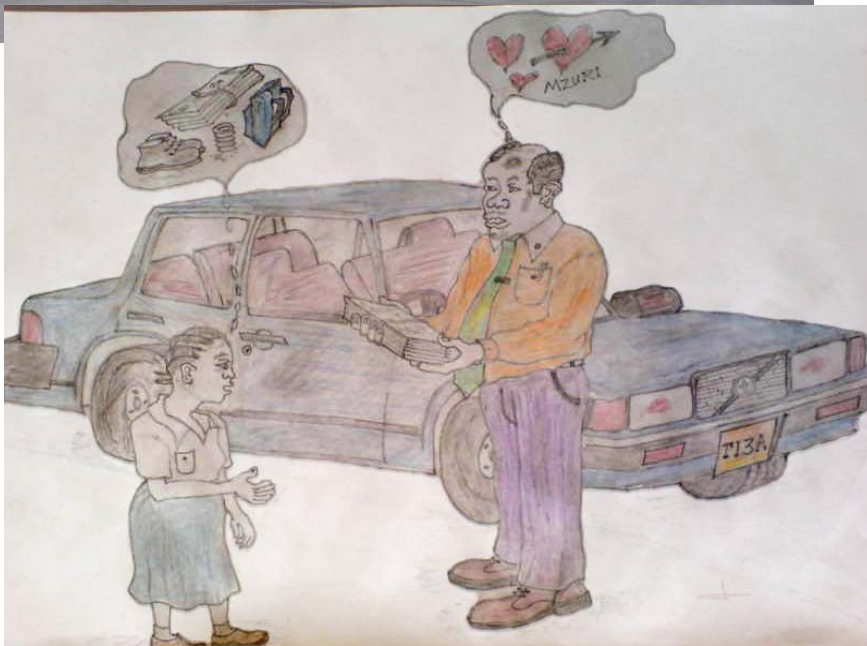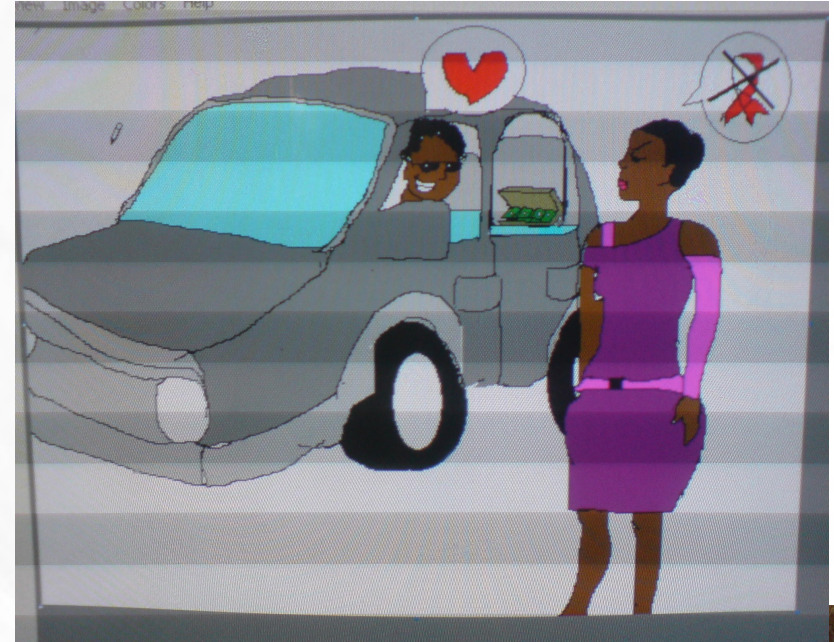 benefits: context, culture, relevant, ownership, credibility

Selecting stories

- Think of possible screen flow

  Freemind
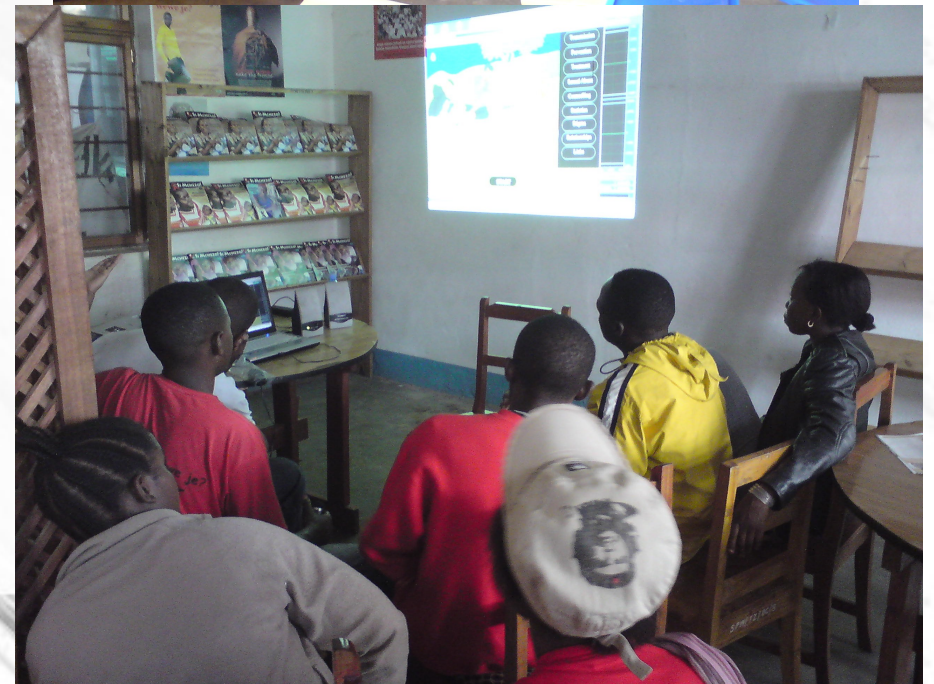
- Next step?

Multimedia club

Multimedia club challenges

- Scheduling
- Starting from scratch
- Saving problems
- Key – canceled sessions - money

Locate young talents

- Talents for paper and digital drawings

- Drama group for voices and music

Macromedia Flash

- Web based material

- Animations

- Prior experience

Additional material

- To make platform more informative counseling students from Tumaini University got assigned to make additional materials on: prevention, transmission, treatment, counseling, stigma, (sexual abuse, statistics and relationships)

- Also links to other sources of material was added

Testing

- Together with counseling students from the university the platform was tested in Secondary schools

Pilot version of platform
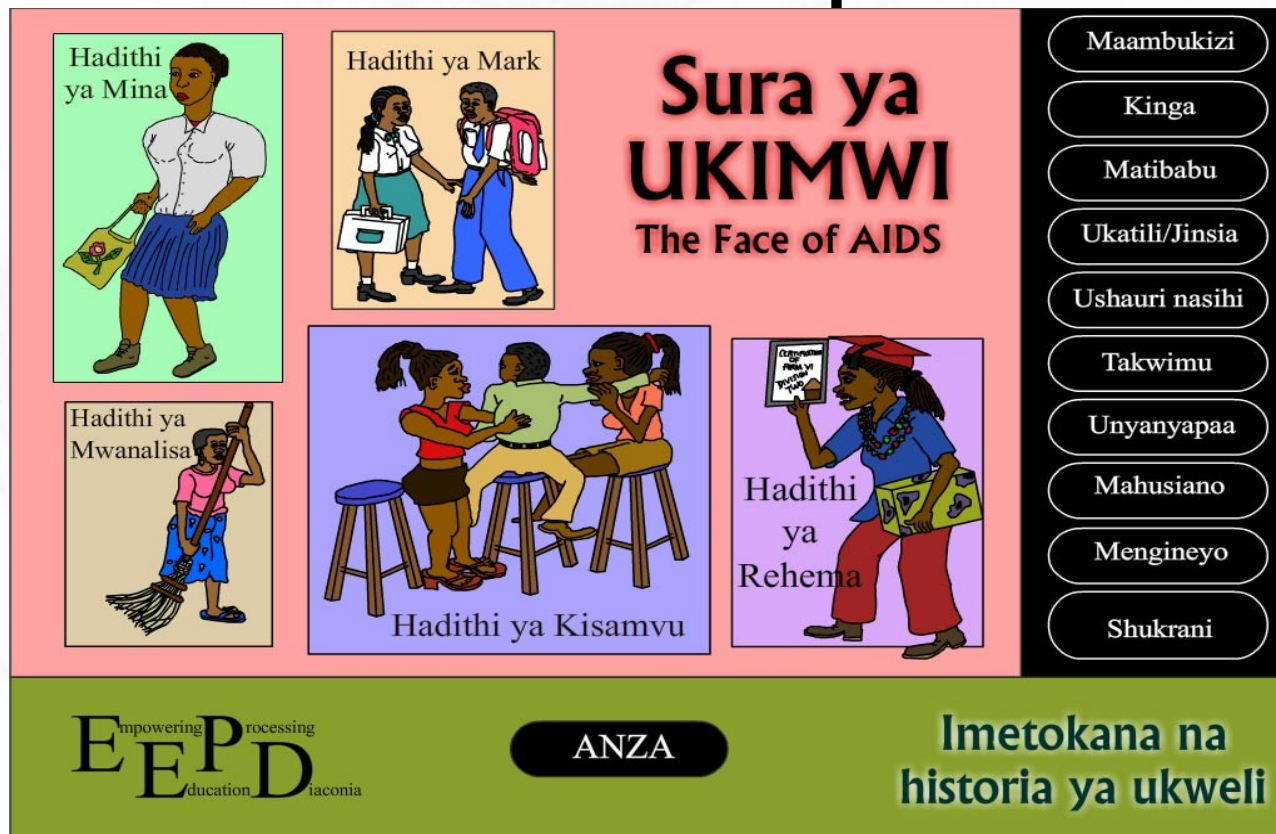
www.surayaukimwi.com

distributed also on cd to schools for furter testing and evaluation

Conclusion

- Including the end-users in the design process has many benefits

- The need to be flexible – expect the unexpected

- Ask and listen to suggestions

To be continued

- Usability tests

- Improvements

- Printed version (mobile version?)

Thank you!

Questions please!