Help children who lost their parents to pandemic

Theme: **Do children have a better life who lost their parents?**
Are our systems taking care of children who lost parents, guardians due to Covid?

Team

Name : **Arjun Dwrakanath**
Product Designer
Project Lead

Name : **Deepshika Sakthivel**
UX Designer
Research

Name : **Bhuwan Yadav**
UI/UX Designer
Visual Design

Amit Inamdar
Mentor

Problem Identified

PROBLEM DESCRIPTION

More than 1 million children experienced the death of one or both parents during the first 14 months of the pandemic.

In India, an estimated 1.19 lakh children lost a primary caregiver one or both parents, or one or both custodial grandparents. Among them, 1.16 lakh lost one or both parents.

Children who have lost a parent or caregiver are at risk of profound short- and long-term adverse effects on their health, safety, and wellbeing, such as increasing the risk of disease, physical abuse, sexual violence, and adolescent pregnancy.

1. **Personal Level** - How might Kiran (age 10) needs financial help for his education and ensure his safety and wellbeing.
2. **Systems Level** - Amit (age 5) lost his both parents from Covid. How can the gov help Amit's legal guardian to get a vaccination to avoid further disease or loss?

Urgency/Importance

WHY IS IT AN URGENT PROBLEM?
We urgently need to identify the children behind these numbers and develop a care system, so that every child can be given the support they need to thrive.

And societies need to help families affected by the pandemic with economic, educational and mental health support.

Target User Persona

PROFILE & DEMOGRAPHICS

- Job Title: **Student**
- Gender: **Male age 12**
- Family and Social Setting: **Young family staying with single mom**
- Income: **NA**
- Education: **Pursuing school**

FEELINGS

Worries: **Worried on her education**
Influences: **Family, Motivation, Learning**

GOALS & VALUES

Values & Goals: **To complete education and support family**
Motivations: **To be a role model and good citizen by helping society**

PAIN POINTS

Fears: **Not able to concentrate during studying**
Frustrations; **Want lot's of items but her parents says no**
Challenges: **Not able to spend play time with school mates and with teachers**

Target User Persona

PROFILE & DEMOGRAPHICS

- Job Title: **Housemaid**
- Gender: **Female age 32**
- Family and Social Setting: **Single mom taking care of two sons**
- Income: **Poor**
- Education: **No education qualification**

FEELINGS

Worries: **Worried on income, lack of support, kids future**
Influences: **Family and gov support**

GOALS & VALUES

Values & Goals: **To help their children to complete education**

PAIN POINTS

Fears: **Not able support kids for education**
Frustrations; **Lack of support from Gov**
Challenges: **No stable job opportunity during COVID**

Explorations

SOLUTIONS & IDEAS

Solution 1: Care volunteerS
Accessing COVID data from the local hospital and visit deceived person's family and collect information about the guardian and the children wellbeing and education details from Tier 2 and Tier 3 city.

Solution 2: Setting up a help centers & emergency helpline
A help kiosk in each area/location in collecting the information and share it with the child welfare system, NGO, Gov for Tier 2 and Tier 3 cities

Solution 3: A digital app/service to save children
Creating an app or a service that will help children in assisting their wellbeing and education from the local community, gov/private backed NGO around them.

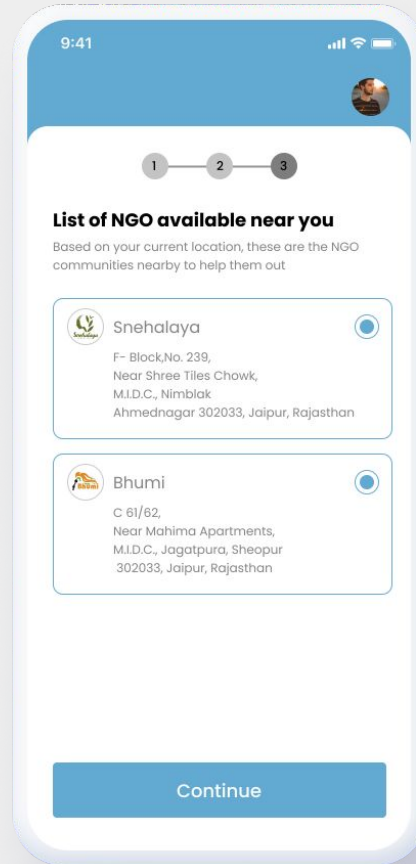*Connecting all NGO,*

local community

in one place

Final Solution & Innovation

INNOVATIVE

Save A Child - *A digital platform that enables local communities & NGOs to give a normal childhood to orphans and children whose parents couldn't take care of them and provide long term support on economic, educational and mental health support*

Benefits - *By providing a better future will reduce poverty & child violence. The experience which offers a secure life and self-sustaining in child life and be a better citizen for the nation in long term*

Why unique and innovative? - *Our platform connects all the local community where anyone can help and will be collective support from the public and gov/private NGOs.*

9:41

List of NGO available near you

Based on your current location, these are the NGO communities nearby to help them out

Snehalaya
F- Block,No. 239,
Near Shree Tiles Chowk,
M.I.D.C., Nimblak
Ahmednagar 302033, Jaipur, Rajasthan

Bhumi
C 61/62,
Near Mahima Apartments,
M.I.D.C., Jagatpura, Sheopur
302033, Jaipur, Rajasthan

Continue

User Experience

Children who seeks help

Volunteer - Who
assist the family
and the issue
and helps them
to onboard the
issue in our App

Screen 1 — Basic details

Basic details
Fill in the following details to get started

Child's Name
Shafiq Ahmed

Contact Info
+91 82093 89702

Child's Age
12

Location
kachi basti, bikaner, rajasthan

Guardian/Parent Name
Mumtaj Shaukat

Continue

Screen 2 — Situation Details

Situation Details
Fill in the following details to get started

Upload verifying documents
2 files attached

Upload video
Ahmed.mp4

The video should not exceep 3 min and not more than 3 MB.

Enter problem title   36/60 char
Help Shafiq affected by COVID -19 Pandemic

Describe the problem   0/250 char
Introduction, reason, importance etc.

Are family/guardian/parents vaccinated?

Continue

Screen 3 — List of NGO

List of NGO available near you
Based on your current location, these are the NGO communities nearby to help them out

Snehalaya
F- Block,No. 239,
Near Shree Tiles Chowk,
M.I.D.C., Nimblak
Ahmednagar 302033, Jaipur, Rajasthan

Bhumi
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Near Mahima Apartments,
M.I.D.C., Jagatpura, Sheopur
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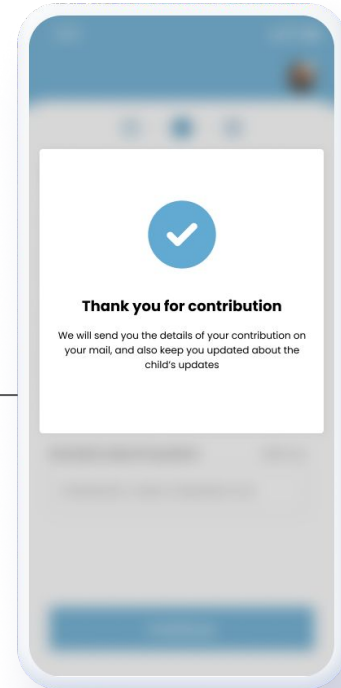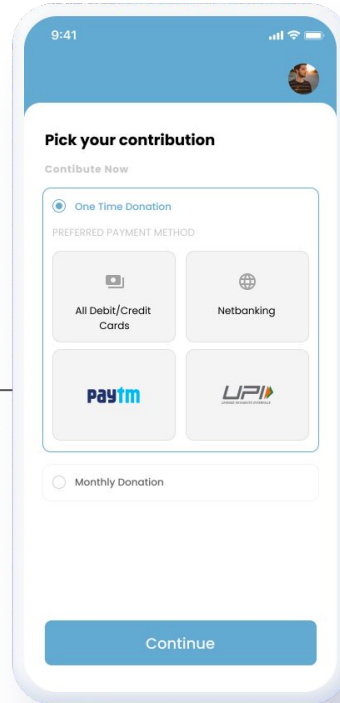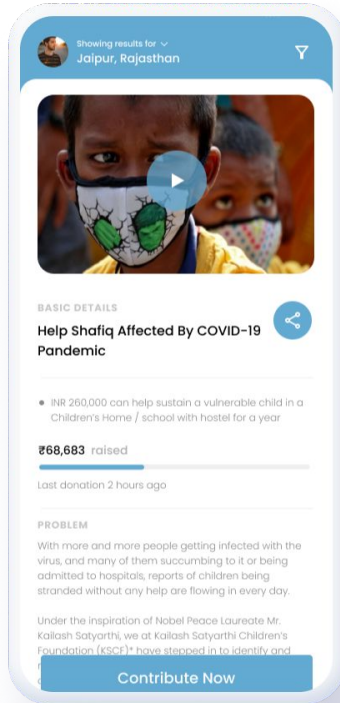
Submit

Screen 4 — Confirmation

Information shared!
You will be shortly contacted by the selected NGO'S

Capturing the children details, family vaccination details and publish to local NGOs and the public community

User Experience

Community/NGOs who can help

Details about the children and contribution

Design Process

Discovery - We began by broadly exploring and researching the numerous problem areas experienced by people who lost their loved ones during COVID and which affected their and children's lively hood

Primary & secondary research - We conducted few interviews with families who are having kids on different age groups by understanding their problems and challenges. Did synthesis, created high level journey's to derive major findings.

Identifying the problem - We then clustered the problems into larger buckets and voted on problem areas that resonated with us to to identify a problem area we would like to work on.

Ideate & derive solution - The insights were used to get directions and generate ideas to finally derive at the solution. Later, the solution was detailed out – mapped features, created task flows, defined styles and interactions, created prototype.

Our Design process link

Impact on the Society

School education in child development improves

- Mental & Social aspect
- Better health and wellbeing
- Greater political interest in developing leadership
- Physical improvement
- Avoids illiteracy
- Helps family economically in long term

Will also boost vaccination drive and further COVID spread to the society

- By capturing guardian/parents vaccination status will help further loss for the child

Sustainability

Vaccination of parents/guardians - Today in tier 2 and 3 cities it is still a challenge to vaccinate the people because of lack of awareness and fear. Our volunteers can help them get vaccinated and give them hope and will benefit society and safeguard the child's future

Awareness - Our solution can sustain in the long run by knowing the help service is available and not waiting for the gov relief funds. Our solution can positively impact on child's safety and wellbeing

Execution & Business Viability

A tie-up with different NGOs across the states
To give a normal childhood to children whose parents couldn't take care of them, we can use few NGOs help to provide them a homelike environment and care.

Local community help/ Social groups
We can also publish parents and child's details on all social media and get noticed on the issue and can help

Collage student tie up programme
Any volunteers from the Gov/Private can use our service or build a center in tier 2 & 3 cities and capture the issues locally can also visit the family in person

Thank you!

An awesome opportunity to take part in the UMO challenge and also thanking our mentor Amit Inamdar for the support had a great fun in collaboration as a team

Final Submission

Now that you have completed the all sections in the deck. Please send an email out to ensure that your submission is on time.

IMPORTANT FINAL SUBMISSION INSTRUCTIONS:
Please ensure that you submit the following:

- **Presentation Deck** - Review your deck for completion and submit
- **Video** - Create a 3 min video (DO NOT EXCEED 3 mins) for the jury to evaluate and for the public voting. Imagine watching your video without any context. It should tell everything about the project, highlighting the problem, solution, and impact. Structure your video based on the evaluation criteria here
- **Submission form** - Complete a final submission form and embed a video link and the presentation link here

Final Submission form link
<Wii be updated>