OUR PROJECT: SkillUp Safe

A gamified platform empowering women and girls to stay safe online.

Team: Group 46

"Digital Literacy for All.
Safety for Everyone.

OUR TEAM MEMBERS

- D'vock Akoi - Project Lead/System Manager

- Abigael Cheptoo - Presentation/Pitch Deck

- Brian Kipchumba - Frontend Development

- Dorcas Wanjiru - UI/UX Designer

- Newton Kiogora - Content Planner

- Abdulrahman Daud - Quality Assurance

The Crisis of Digital Abuse

- Women and girls face disproportionate levels of online harassment, cyberbullying, grooming, stalking, sextortion, and misinformation.
- Over 70% of young women globally report experiencing digital violence.
- Lack of digital literacy, especially in young girls, increases vulnerability.
- Existing tools are boring, text-heavy, or reactive — not preventive.
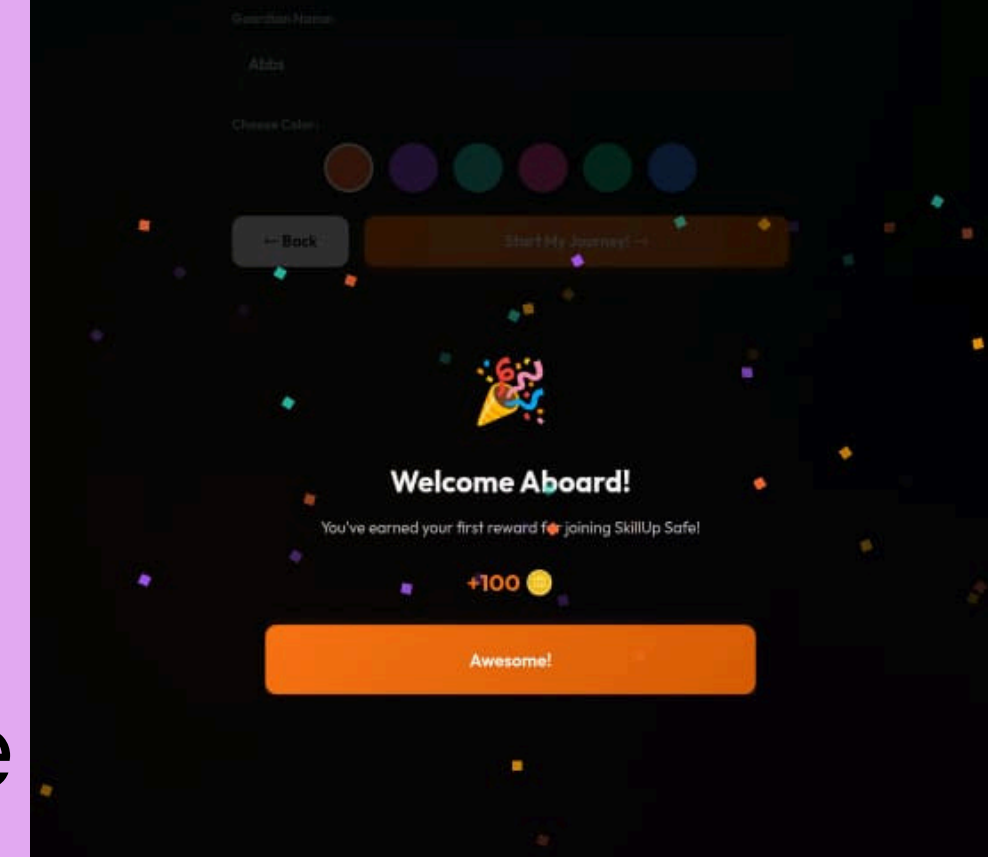
Defining Digital Abuse
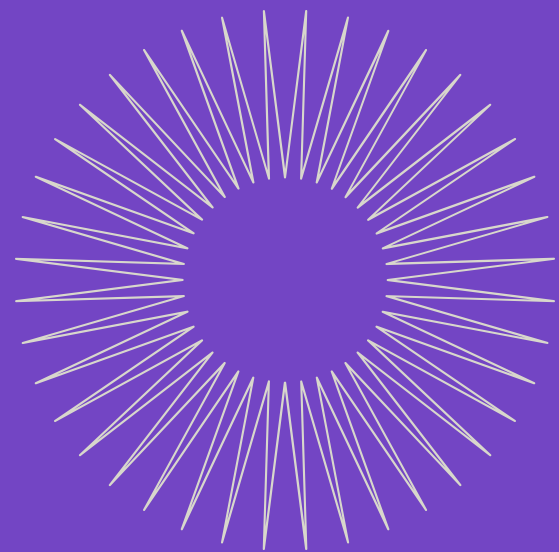
Cyberstalking

Cyberstalking involves repeated harassment or threatening behavior conducted online, causing emotional distress to victims.

Online Harassment

Online harassment includes unwanted comments, threats, or abuse directed at individuals through digital platforms and social media.

Doxing

Doxing is the act of publicly revealing private information about individuals, often leading to harassment or harm.

Identity Theft

Identity theft occurs when someone unlawfully uses another person's personal information to commit fraud or deception.

OUR SOLUTION

A game that teaches digital safety in fun, interactive, and memorable ways.

- 🎮 Story-based missions teaching online safety
- 🛡️ Scenarios on cyberbullying, grooming, phishing & consent
- 🎁 Rewards & badges for safe choices
- 🔍 Decision-making challenges reflecting real online situations
- 📚 Mini-lessons after each level
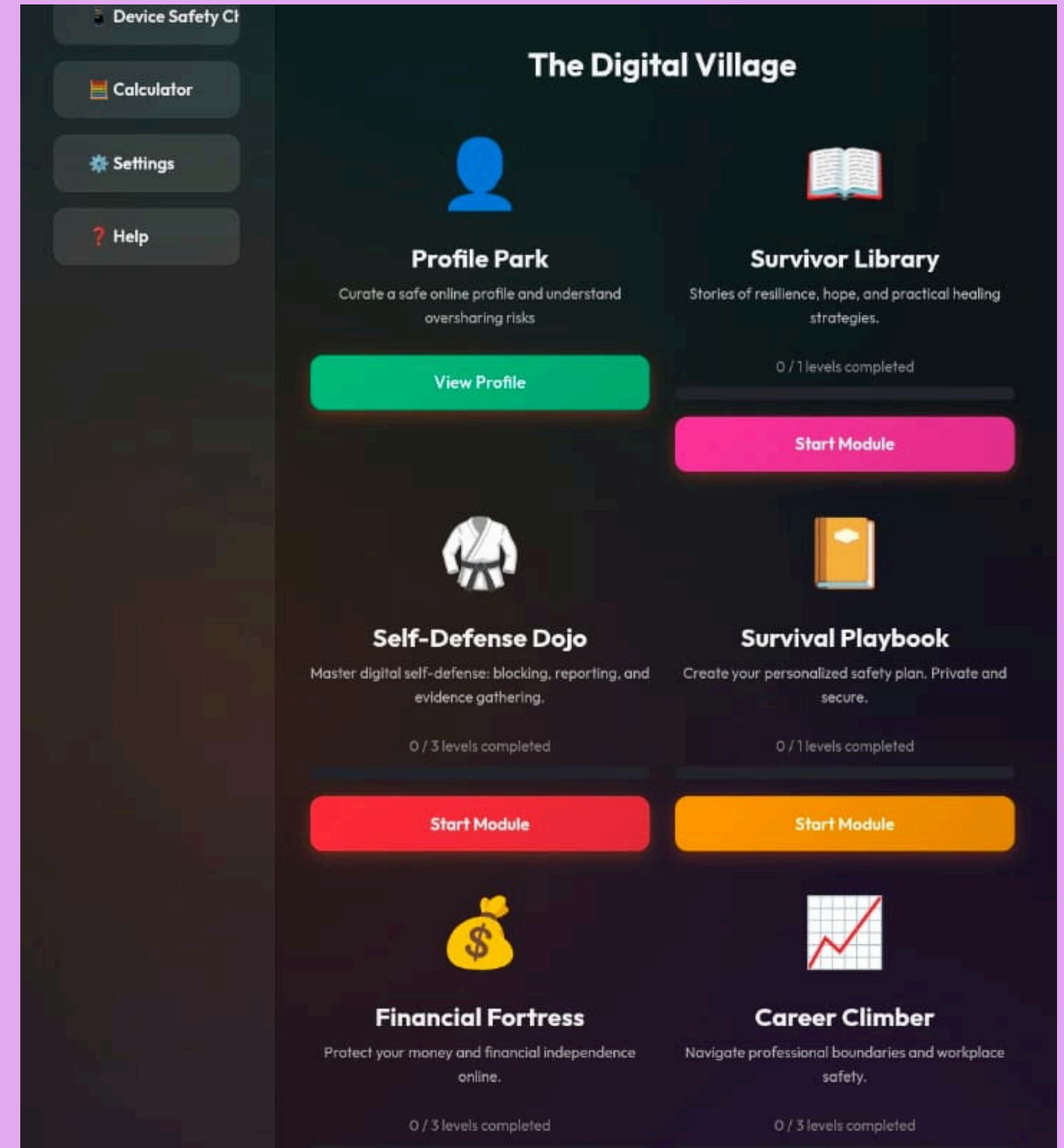- 🧠 Behaviour-change design based on gamification science
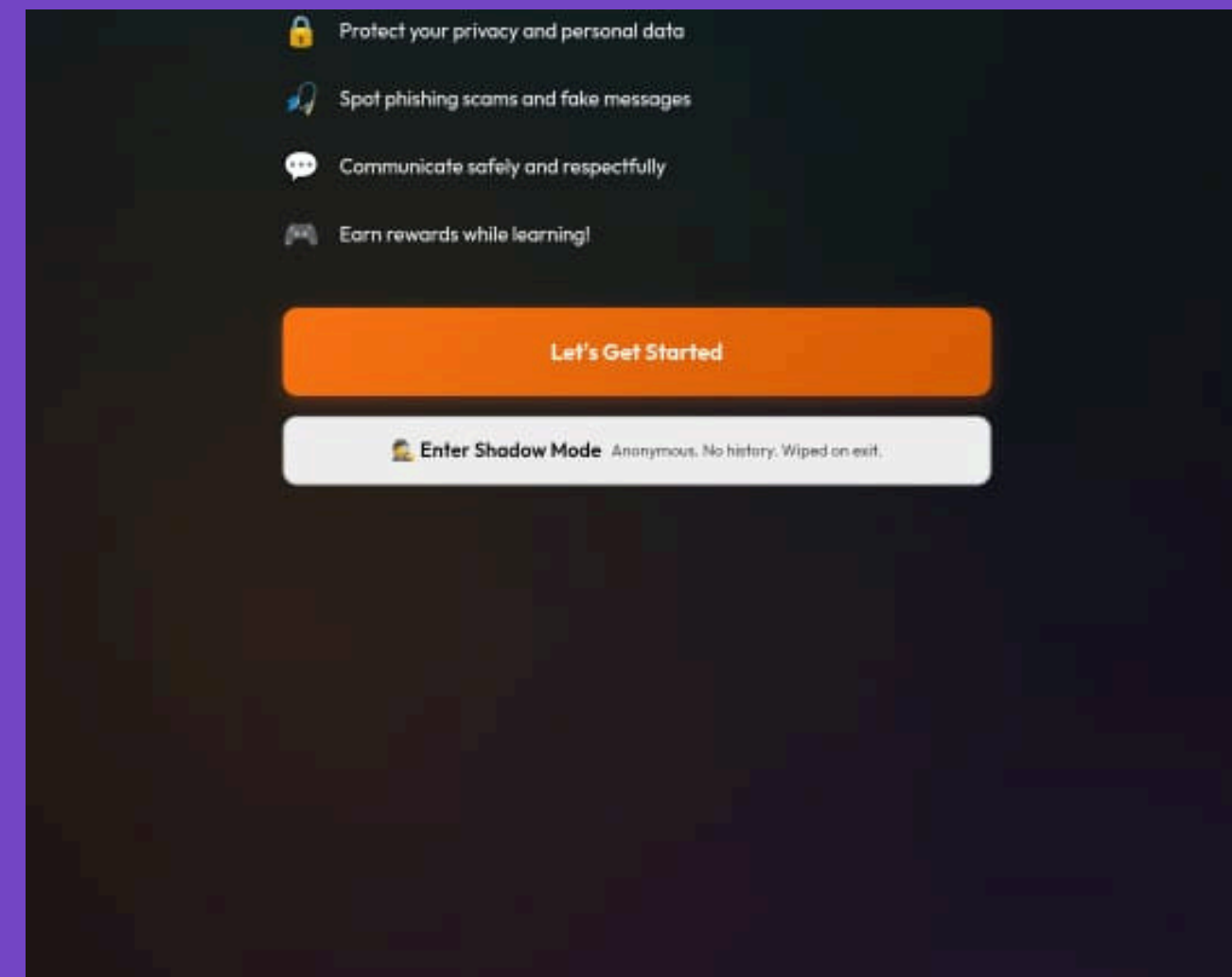
Game Concept

Level 1: Spot the Cyberbully

Level 2: Decode the Grooming Attempts
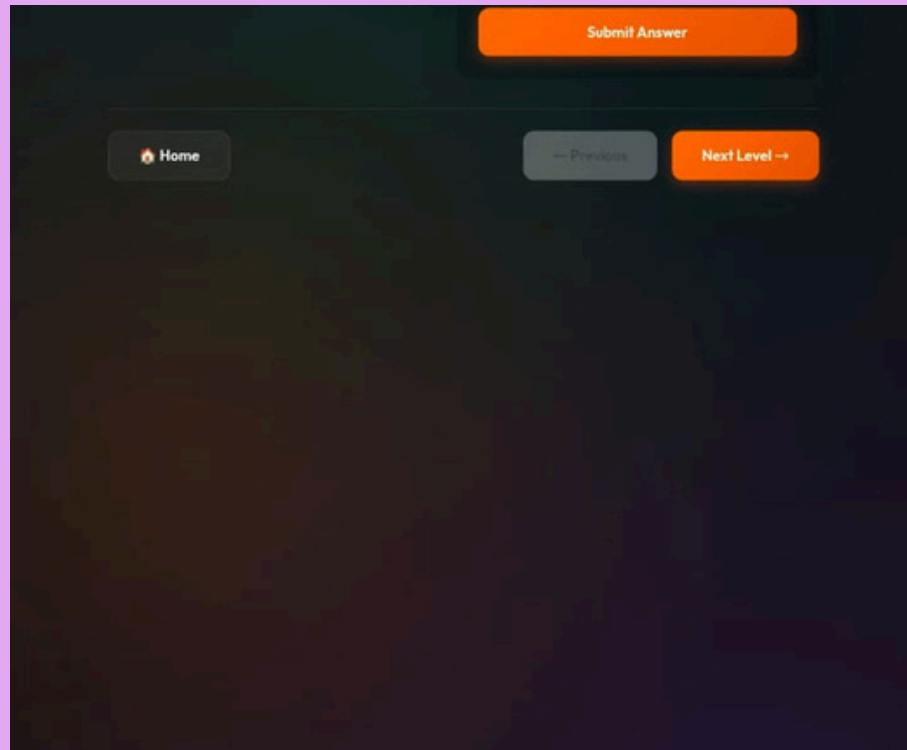
Level 3: Phishing Messages Challenge

Level 4: Digital Consent & Boundaries

○ Presents a real scenario
○ Player chooses what action to take
○ Immediate feedback teaches safe behavior

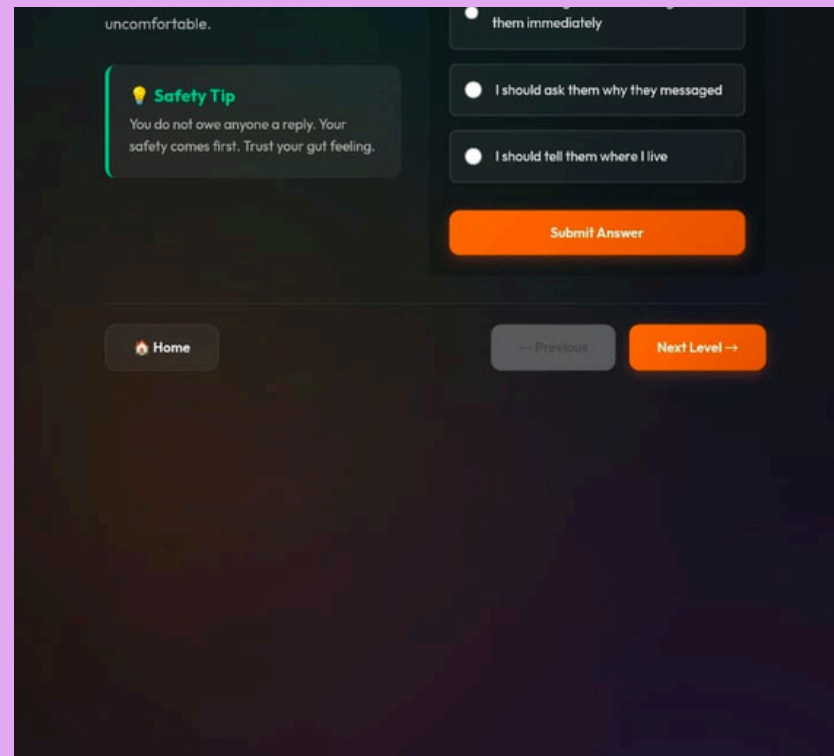# Game Mechanics: Engaging Learning Experiences

01

Scenario

Players navigate real-life inspired situations interactively.
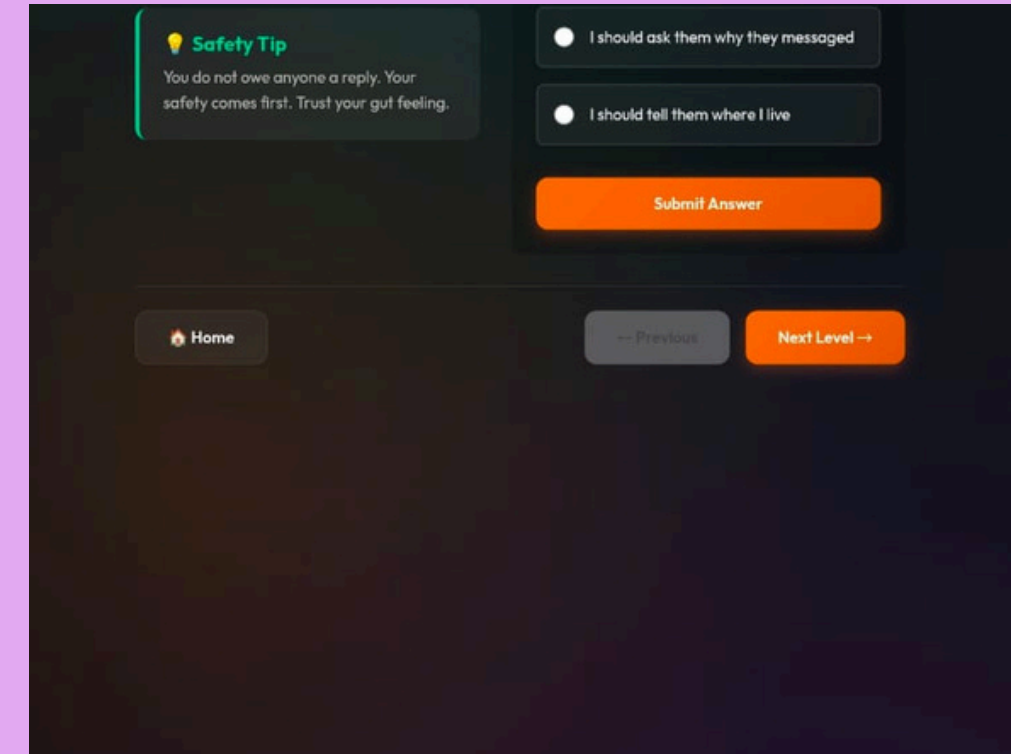
02

Decision

Choices lead to meaningful consequences and reflections.

03

Consequences

Real-world impacts are felt through gameplay experiences.

WHY A GAME

- Young people learn best through interactive play.
- Games increase knowledge retention by 50–80%.
- Safe simulations allow players to practice digital defense skills without real risk.
- Unlike classroom digital literacy, this is fun, immersive, and self-paced.
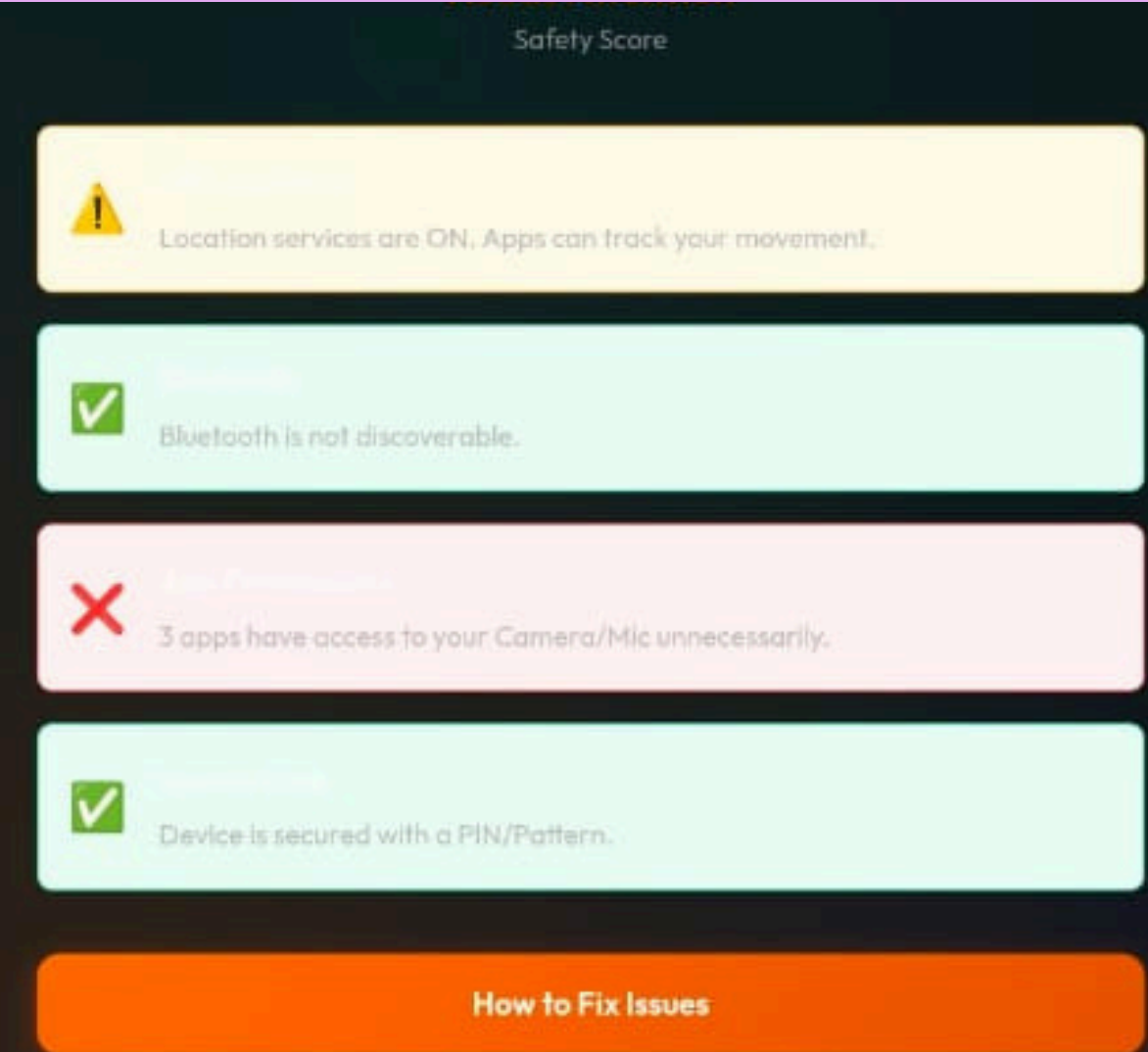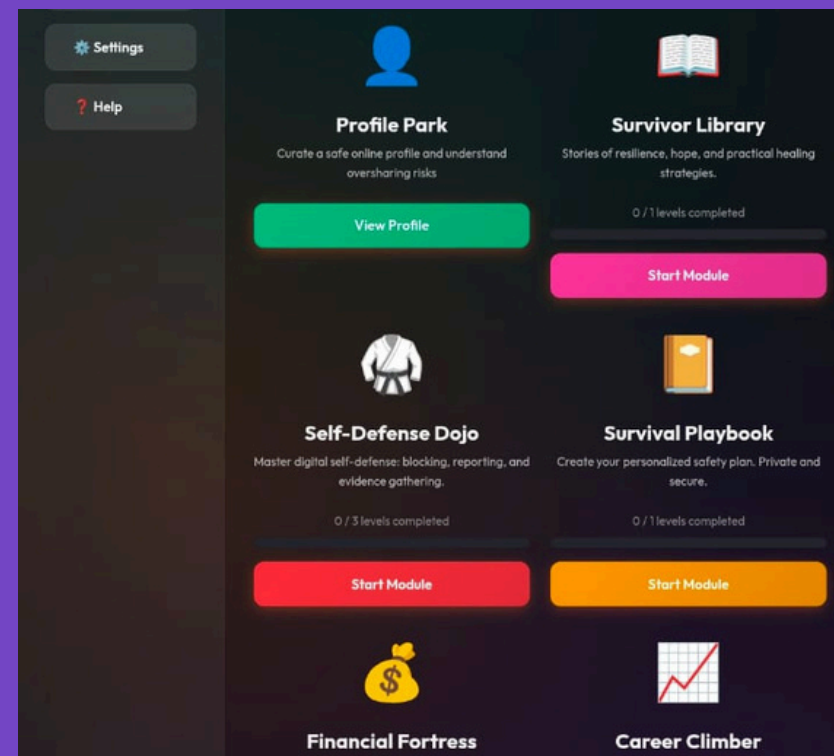
Accessibility Features for Our Game

01
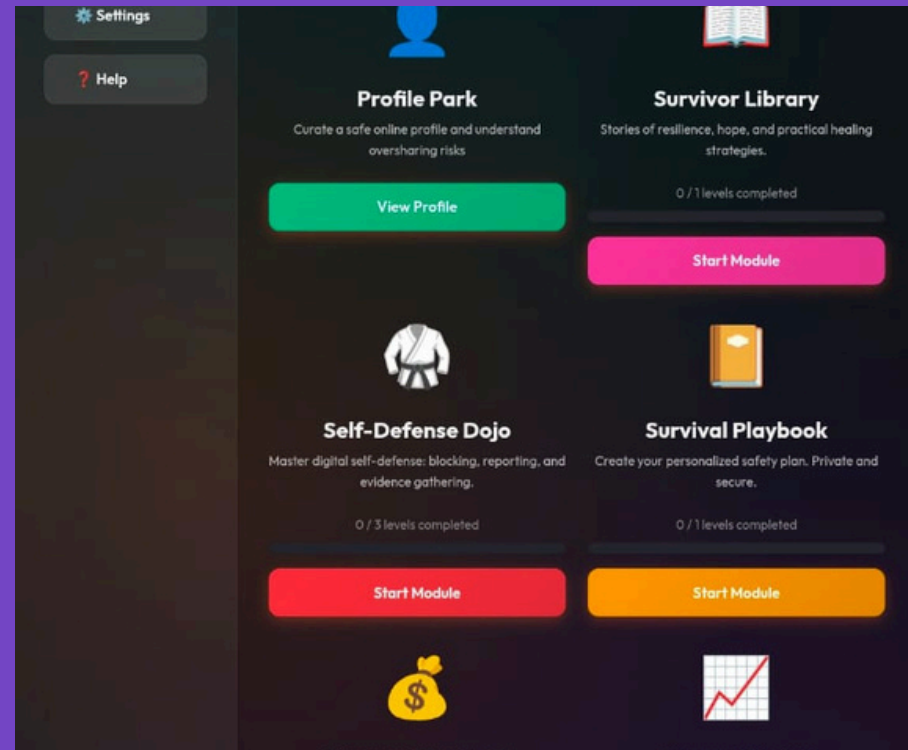
Compatibility

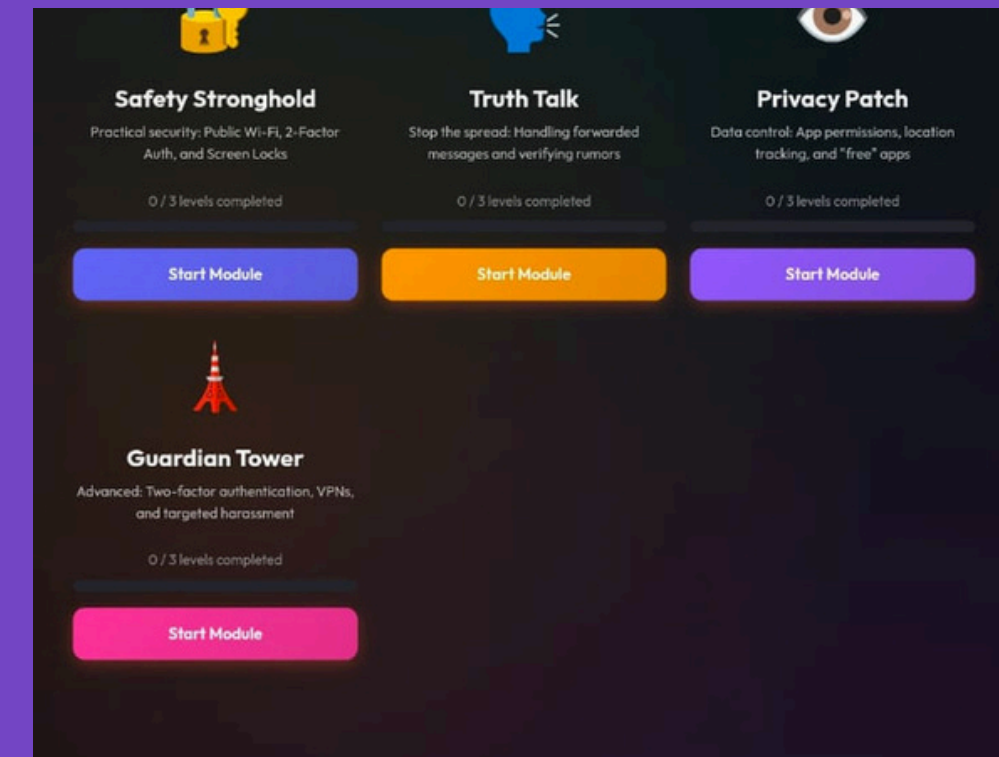Works seamlessly across various platforms and devices.

02

Intuitiveness

Simple navigation ensures users of all backgrounds succeed.

03

Inclusivity

Designed to cater to diverse experiences and needs.

Collaborative Partnerships

○ Schools integrating digital literacy into curriculum

○ NGOs working on GBV prevention

○ Government e-safety programs

○ Parents seeking safe learning platforms

○ EdTech and health-tech ecosystems
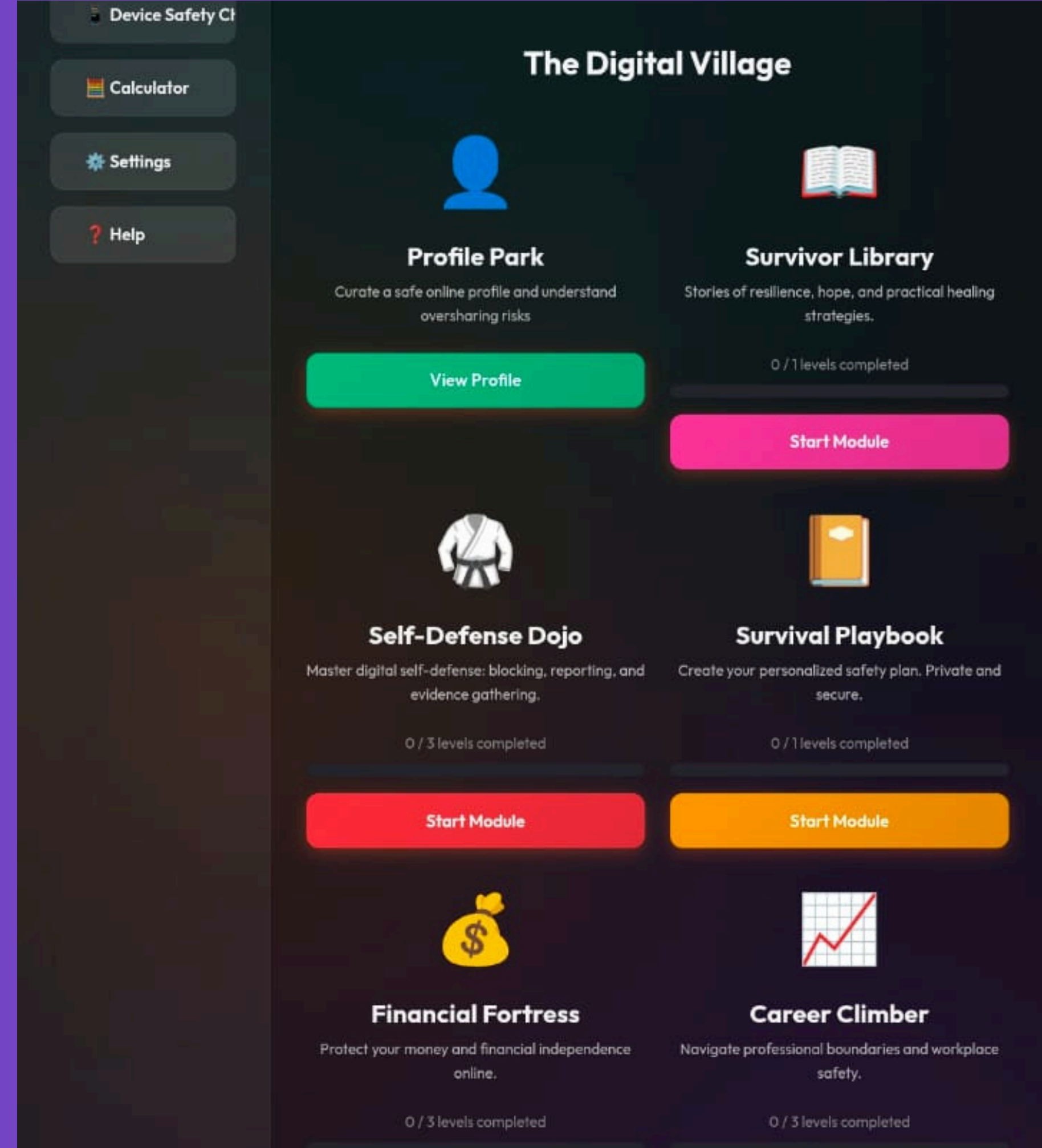
Launch Plan & Enhancements

Phase 1: Prototype + Test with 50 young people

Phase 2: Core game development

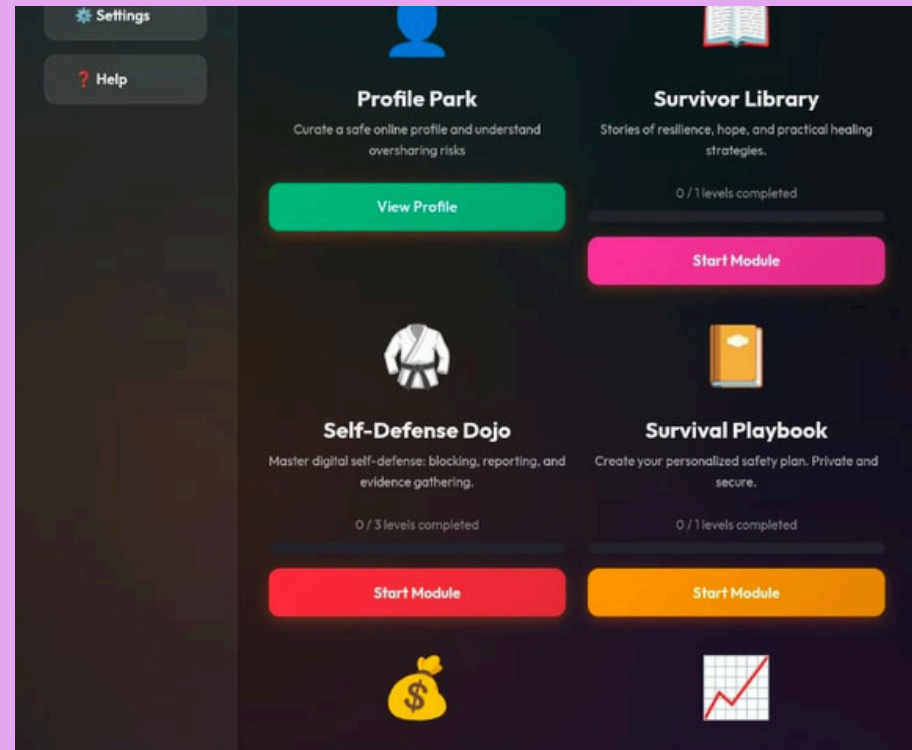Phase 3: Partnerships with schools, youth groups & NGOs

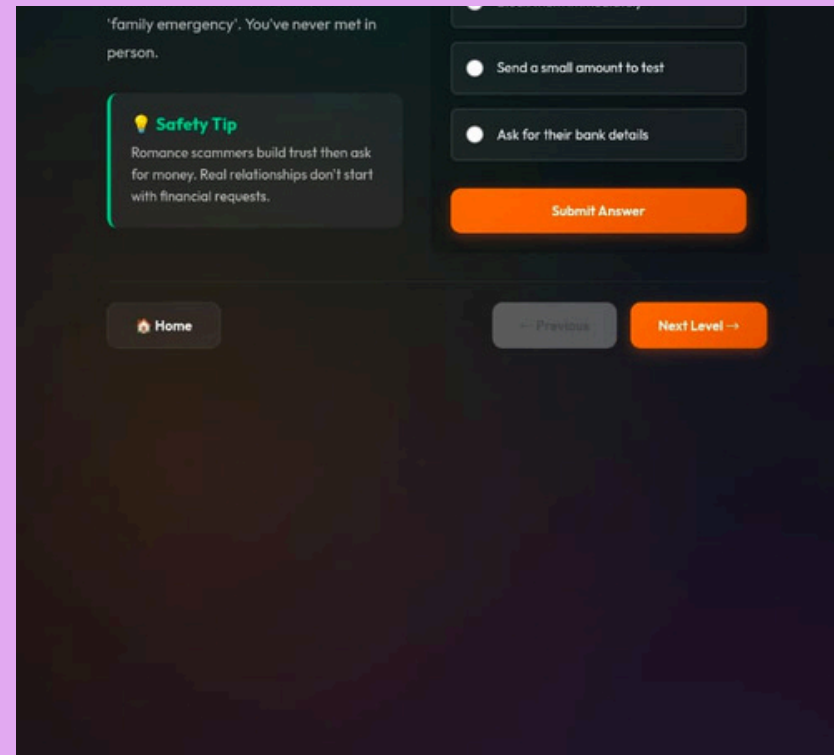Phase 4: Scaling across Kenya & beyond

Competitive Advantage of Our Game
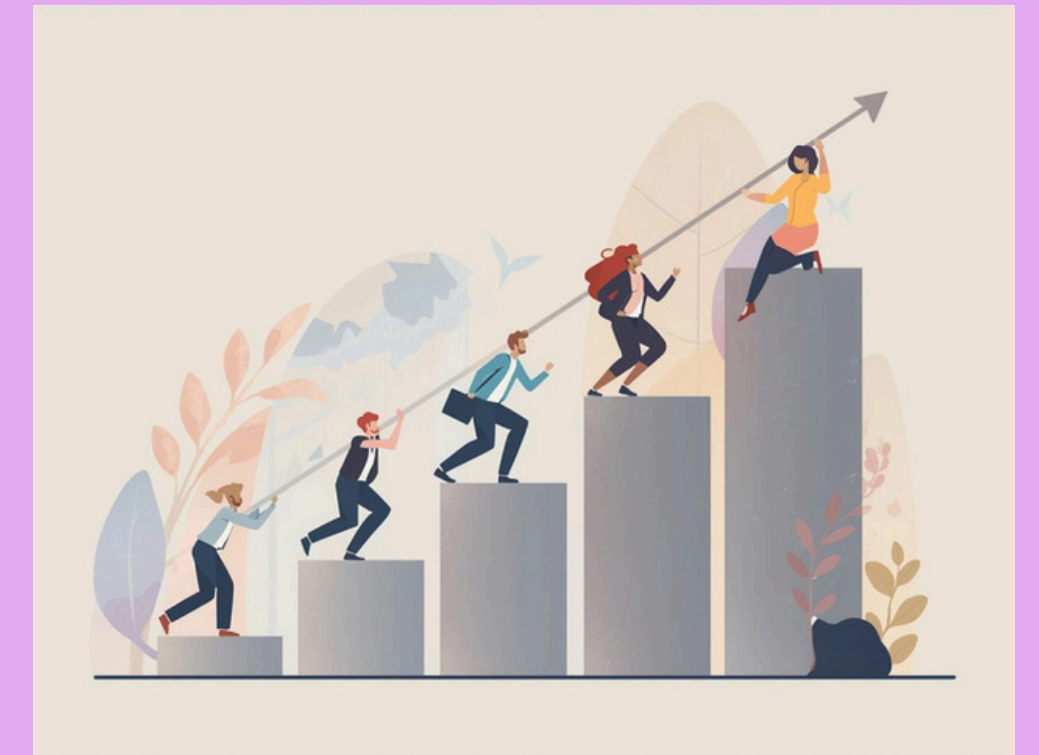
01

02

03

Unique
Gamified, not just educational

Engagement
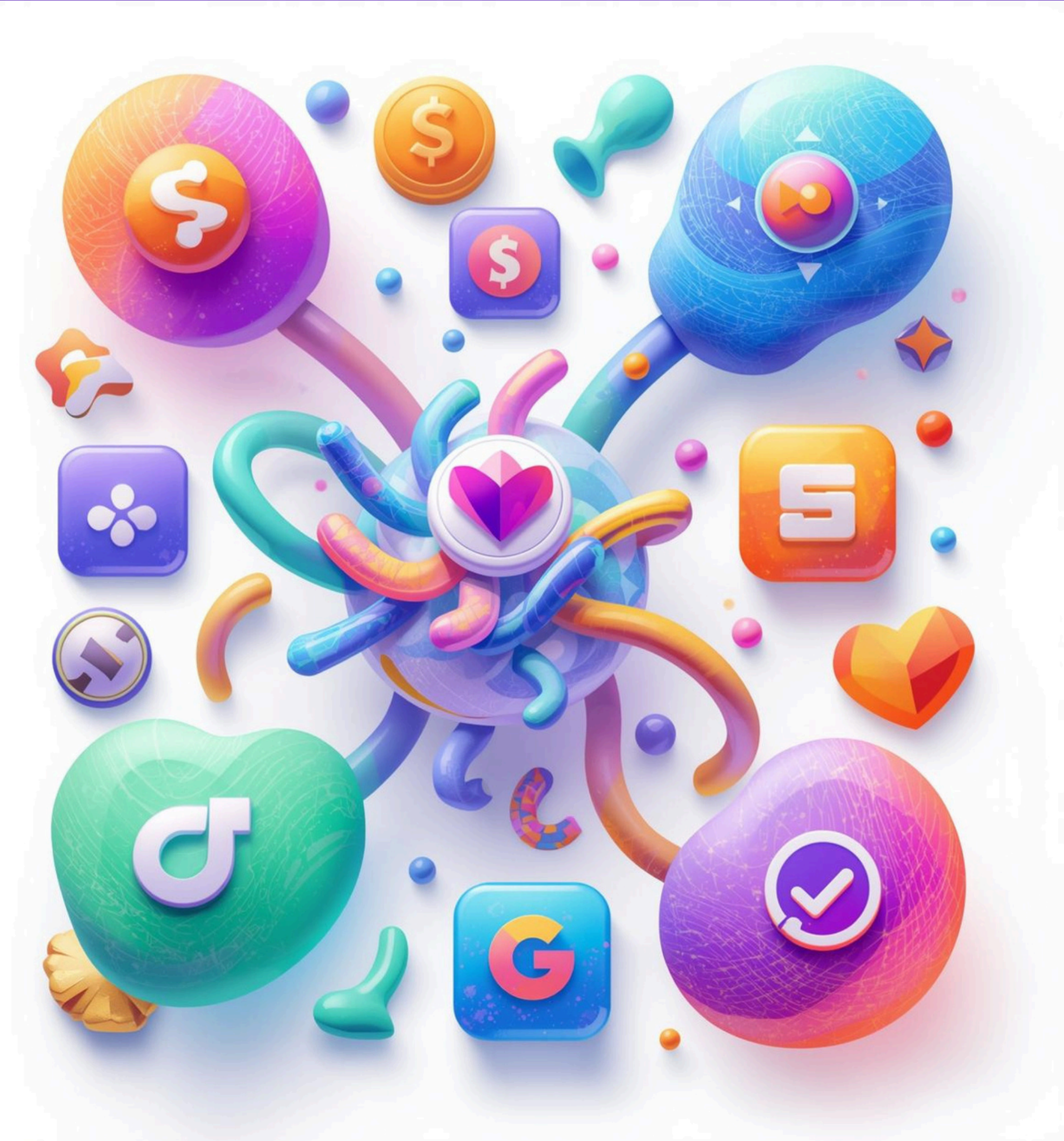Accessible (web-based, mobile-first)

Scalability
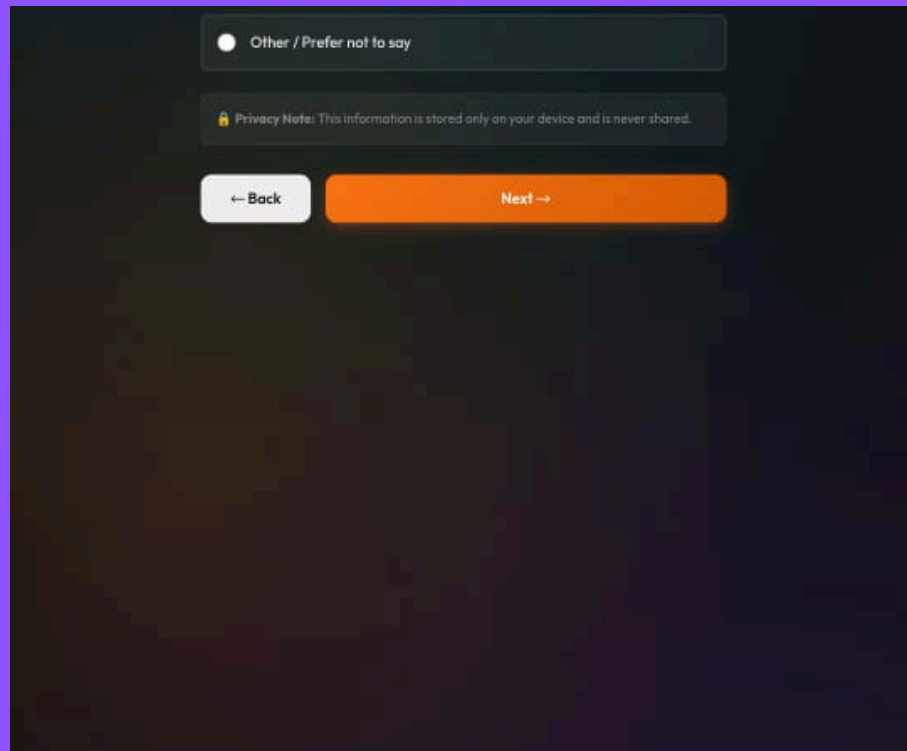Expansion potential to reach wider audiences effectively.

OUR ASK

- Support in scaling the prototype
- Mentorship
- Funding for further game development
- Access to networks working on women's digital safety
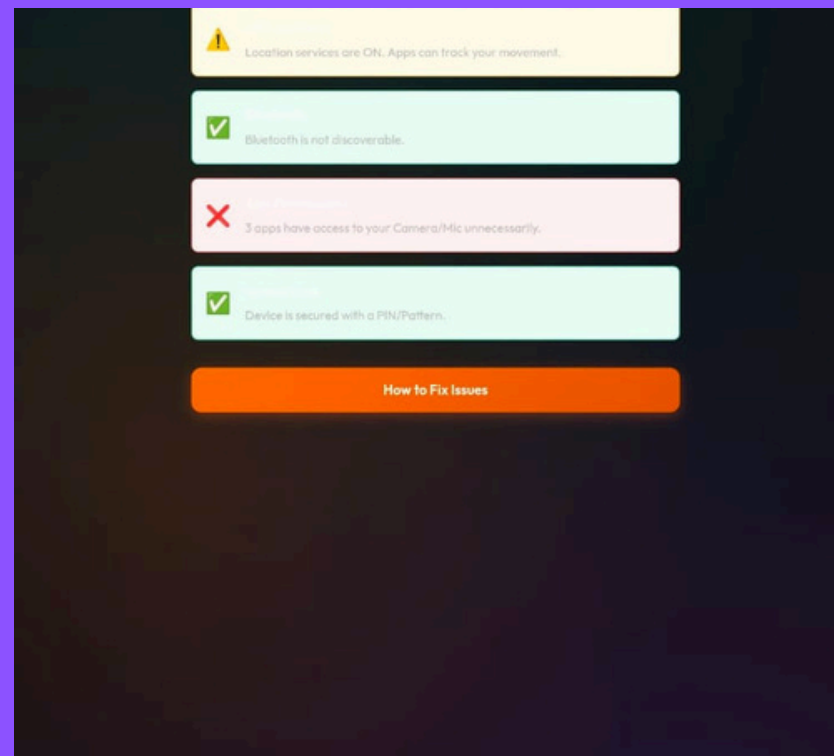
Addressing Gender Equality and Safety

01

02

03

Equality
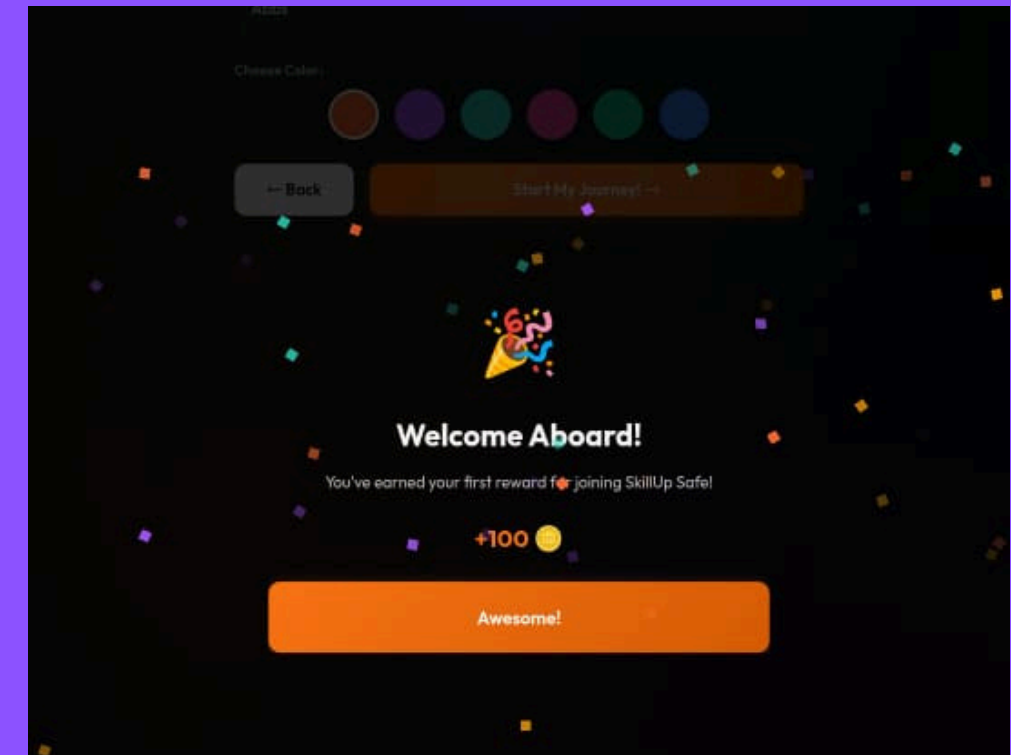
Promoting equal rights for women online and offline.

Safety

Ensuring a protected environment for all users online.

Empowerment

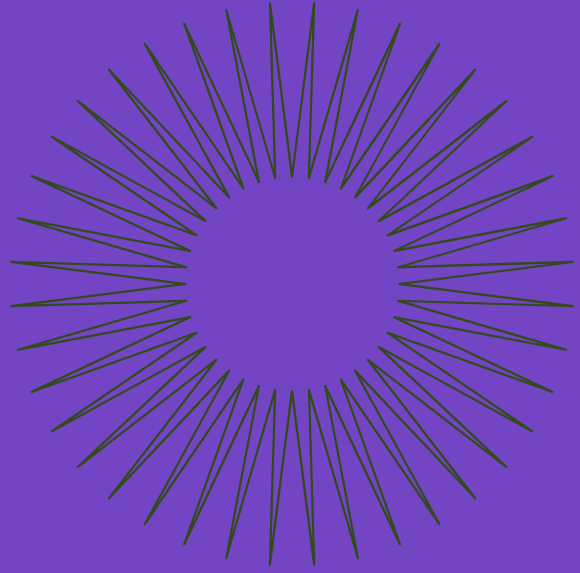Encouraging women to take control of their digital presence.

Our Funding Request

To successfully develop and expand our game, we seek funding for **enhancements, marketing, and community outreach.** Investment will enable us to create impactful changes, improve user experience, and broaden our reach in combating digital abuse against women and girls.

MIND A TOUR TO OUR GAME?

click on the link below to access:
HTTPS://HACKATHON-GROUP-46-QFCDE12EI-AKOI100S-PROJECTS.VERCEL.APP