

# SautiYetu – Victim User Journey



---

## Meet Wanjiku

A 38-year-old woman in rural Kenya. She has experienced abuse at home for years. One day, a youth volunteer at her church tells her about *SautiYetu*, a safe, private place to speak out.

---


### ◆ Step 1: Wanjiku opens the platform

- She visits the site using a **friend's phone** at the market.
- The landing page welcomes her with two big buttons:
  -  **“Write My Story”**
  -  **“Record My Story”**
- She also sees a language toggle: **KE Swahili** | **GB English** and picks Swahili.

☒ *No login. No pressure. No tracking.*

---

### ◆ Step 2: She chooses to record her voice

- She taps “Sema Hadithi Yangu.”
- She sees a message:  
*“This voice will only be heard by trained helpers. You don't need to say your name.”*
- She taps  **Start Recording** and speaks:

*“My husband beats me at night... I have no one to help...”*

- After 2 minutes, the recording ends and is securely stored.
- 

### ◆ Step 3: Optional Contact Consent

- She sees a **YES/NO** question:

*“Would you like someone to help or talk to you?”*

- She taps **YES**, and enters her **phone number**.

- OR she taps **NO**, and continues anonymously.

☒ *She is fully in control. Nothing is forced.*

---

#### ◆ **Step 4: Safety Message**

- A reassuring screen appears:

*“Thank you. You are brave. Your story is safe. You can exit or visit our Help Page.”*

- She taps **“Help Page”** and sees:
  - 📞 NGO numbers in her county
  - 💡 “What to do after abuse”
  - 🏠 Clinic and church names that offer help
  - 🖨️ Download a flyer to print and keep

☒ *She learns she is not alone. And there is action she can take.*

---

#### ◆ **Step 5: Exit Safely**

- She taps the **“Quick Exit”** button ( 🟠 ).
- She is redirected to **Google.com** to cover her tracks.

☒ *If someone walks by, no one sees what she was doing.*

---

### 💡 **Alternate Journey: If She Can’t Read or Use a Phone**

- A **trained community volunteer** (like a nurse or pastor’s wife) helps her:
    - Shows her the platform on a tablet
    - Helps her record or enter her story
    - Explains help options in person
  - The data is still anonymous and securely stored.
- 

### 🎯 **Key Emotions Along the Journey**

<b>Phase</b>	<b>Feeling</b>
Step 1	Curiosity + Caution
Step 2	Relief + Nervousness
Step 3	Empowered or Reserved
Step 4	Informed + Hopeful
Step 5	Safe + Invisible

---



## **Safety is Prioritized at Every Step**

- **No login, tracking, or ads**
- **All optional fields**
- **Quick Exit always visible**
- **Voice option removes literacy barrier**
- **Contact is only made if user consents**