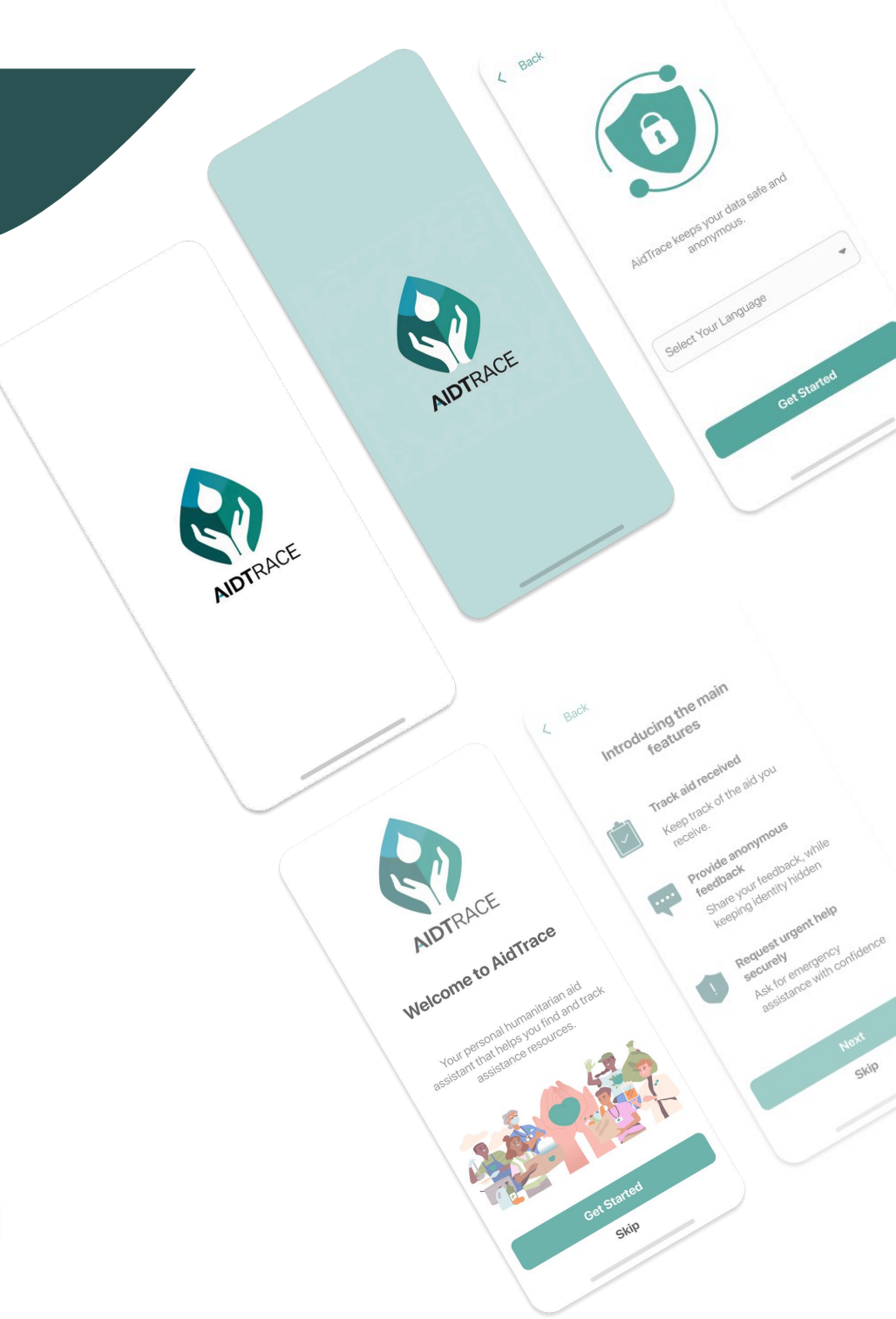
AIDTRACE



AidTrace

A Humanitarian Aid
Empowerment App

Project Overview

AidTrace is a humanitarian mobile application designed to empower vulnerable communities, such as refugees, internally displaced persons, and low-income families by giving them secure and private access to their personal aid records. It enables users to track aid distributions, submit anonymous feedback, and discreetly request urgent help. For NGOs, AidTrace offers a powerful dashboard to monitor community needs, manage distributions, and improve accountability.

Problem

In humanitarian settings, aid recipients often face significant challenges in accessing clear, reliable information about the assistance they are entitled to. Many lack visibility into their aid history, have no safe way to report issues or mistreatment, and feel disconnected from the very systems meant to support them. Simultaneously, NGOs struggle with inefficient communication, limited real-time feedback, and difficulty monitoring aid delivery and service quality in the field.

Solution

Design Thinking Process

We applied the Design Thinking process, to build a solution that centers on the real needs of aid recipients and humanitarian workers. This approach ensured that AidTrace was grounded in empathy, shaped by insights, and refined through continuous user feedback.

Emphatize	Define	Ideate	Design	Test
User Research User Interview Competetive Analysus	User Persona Empathy Map Site Map Journey Map	Brainstorming	Paper Wireframes Visual Design Prototype	CheckUsability Survey Insight Improvements

Emphasize Phase

Qualitative Research

To understand the real challenges faced by aid recipients and humanitarian staff, I conducted qualitative interviews with beneficiaries and NGO workers. This method allowed us to capture deep, personal insights that informed my design decisions.

Interview Questions

- What types of aid do you currently receive, and how do you find out about them?
- Have you ever experienced issues or mistreatment during aid distribution?
- Is there a way for you to report problems or give feedback?
- What would make the aid process feel safer or more transparent for you?
- As an NGO worker, what challenges do you face in tracking or responding to needs?

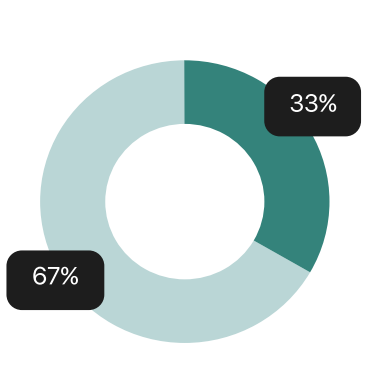
Key Insight Derived

- Most beneficiaries had no clear visibility into their aid schedule or history.
- There was a lack of safe, anonymous channels for feedback or complaints.
- NGO staff struggled with manual tracking, delayed communication, and unstructured feedback.
- Both groups expressed the need for a more transparent and responsive system.

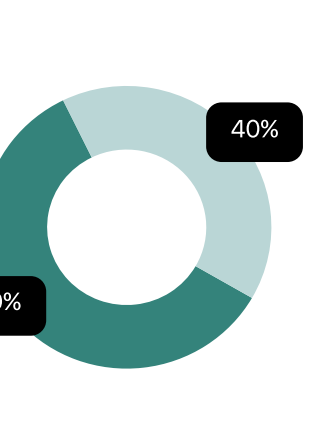
Quantitative Research

To complement my qualitative research, I conducted a short survey with 30 participants (20 aid recipients and 10 NGO workers) to gather measurable insights into their experiences and needs.

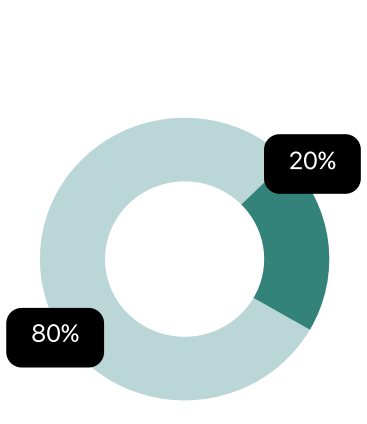
Do you know what aid you're registered for?



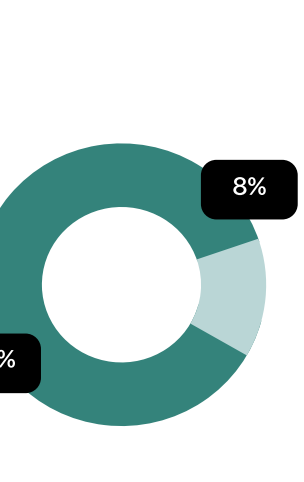
Have you ever faced an issue during aid distribution?



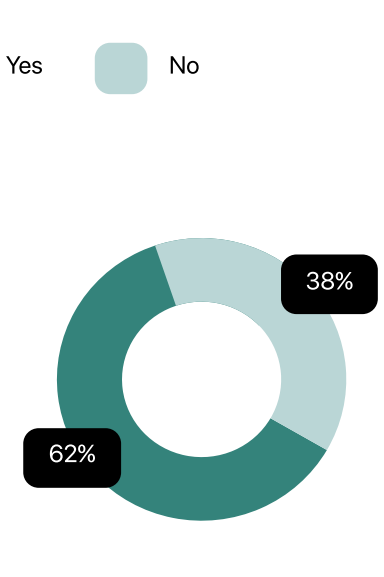
Do you have a safe way to report problems?



Would you use an app to track aid and give feedback?



Do you find it difficult to communicate with NGOs?



Key Insight Derived

- 76% of users don't know what aid they're registered for → Lack of aid visibility
- 87% have no safe way to report issues → Need for anonymous feedback tools
- 92% are willing to use an app → Strong interest in a digital solution
- 68% struggle to communicate with NGOs → Communication gap between users and organizations
- 70% of NGO workers need better tools to track and respond → Need for a responsive dashboard

Competitive Analysis

To better understand the current solutions in the humanitarian aid space, a competitive analysis was conducted. This helped identify gaps in existing tools and highlight opportunities where AidTrace can offer unique value to both aid recipients and NGOs

Red Rose Platform	KoboToolbox	UNHCR Help Site
➤ Strong backend for NGOs, but lacks a user-facing app or feedback tools.	➤ Great for data collection, but not designed for beneficiaries or ongoing aid tracking.	➤ Informative and multilingual, but passive and not personalized.

Why AidTrace Does Differently

- Empowers users with a mobile app to track aid, give feedback, and request help
- Prioritizes privacy, simplicity, and two way communication
- Designed for low-literacy, multilingual, and high-need contexts

Define Phase

User Persona

To ensure AidTrace meets real user needs, I created user personas based on insights from interviews and surveys. These personas represent key user groups: aid recipients and NGO field staff. They help guide design decisions by keeping user goals, pain points, and behaviors at the center of the process.

User Persona 1

Age	34
Education	Primary School
Status	Widowed, mother of 3
Occupation	Unemployed
Location	Bekaa Refugee Camp

Personality

Protective · Resilient under pressure

Breif Story

Amina fled conflict with her children and now lives in a crowded refugee camp. Aid helps them survive, but she's often unsure what support is coming or why delays happen. She's afraid to speak out about unfair treatment. A tool that shows her aid status and lets her ask for help without fear would make her feel safer and more in control.

Goals

- Ensure her children have food, shelter, and healthcare
- Understand what support she's eligible for
- Be treated with dignity during the aid process

Frustrations

- Never knows when or what type of aid is coming
- Feels ignored when reporting issues
- Often misunderstands messages due to low literacy

Needs

- A simple, visual way to track aid
- Anonymous method to report concerns
- Communication in her own language

Motivations

- Her children's well-being
- Gaining control over her aid experience
- Feeling heard and respected

User Persona 2

Age	29
Education	BS in Social Work
Status	Single
Occupation	Field Distribution Coordinator
Location	NGO regional office

Personality

Empathetic · Solution-oriented

Breif Story

Daniel coordinates food and cash distributions in high-need areas. He wants to do more than deliver aid,he wants to ensure people are truly being helped. But delays, paperwork, and lack of clear feedback often leave gaps in service. A centralized system like AidTrace would allow him to respond faster and work more humanely.

Goals

- Deliver aid fairly and on time
- Monitor feedback to improve service
- Prevent repeated complaints or unresolved issues

Frustrations

- Manual tracking slows response time
- Hard to identify urgent needs quickly
- Lack of direct communication with recipients

Needs

- Central dashboard for feedback and alerts
- Real-time data from the field
- Efficient way to link aid to anonymous recipients

Motivations

- Passion for community impact
- Reducing aid misuse or errors
- Helping vulnerable families feel supported

Empathy Map

Says

- We need a better way to track what's working.
- I can't respond to everything manually.
- We're doing our best, but we're overwhelmed.

Thinks

- Are we missing urgent needs?
- How can we make this more efficient?
- There has to be a smarter way to organize this.

Does

- Manages distributions through spreadsheets or paper forms
- Receives scattered complaints without follow-up
- Communicates with HQ and field teams daily

Feels

- Stressed by inefficiency
- Passionate about making a difference
- Frustrated by lack of real-time insight

User Journey Map

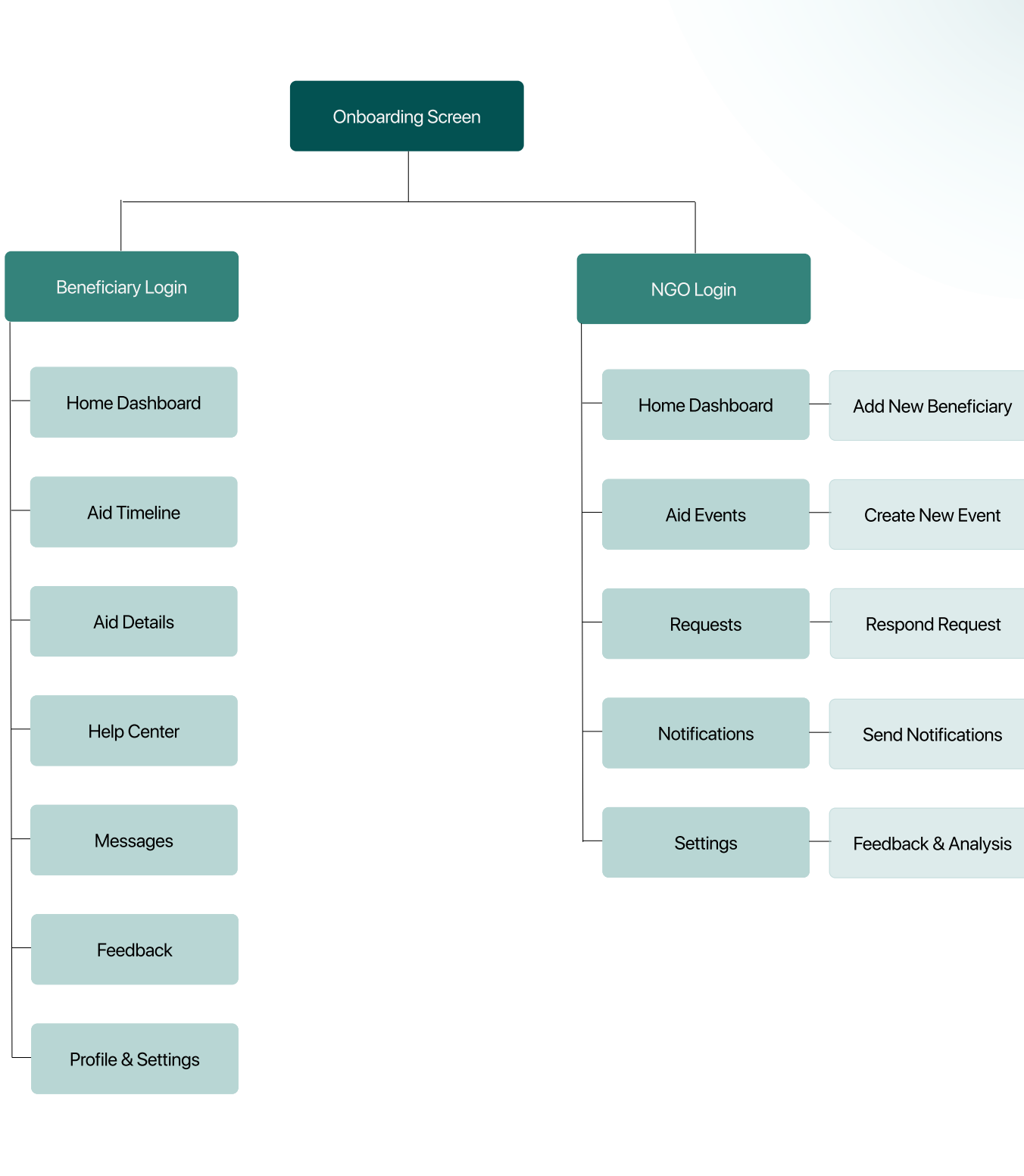
Amina
34 Years, Female
Unemployed

Scenario

Amina is a 33-year-old displaced mother who depends on aid. She often lacks clear information and has no way to report issues safely. After learning about AidTrace from an NGO, she starts using the app to track her aid, submit feedback, and request urgent

Actions	Thoughts	Emotions	Opportunities
Discover: Hears about AidTrace through NGO staff	**Discover**:" Maybe this can help me understand what I get."	**Discover**: Curious, cautious	**Discover**: Onboarding with simple explanation + icons
Login: Scans QR code to access app	**Login**: "This is easier than typing my name."	**Login**: Relieved, a bit unsure	**Login**: Keep it fast and private
Aid Timeline: Views aid she already received and upcoming support	**Aid Timeline**: "Now I know when to go and what to expect."	**Aid Timeline**: Empowered, informed	**Aid Timeline**: Clear visuals, date reminders
Feedback: Rates last distribution with optional comment	**Feedback**: "I want to report something, but I don't want trouble."	**Feedback**: Hesitant, but hopeful	**Feedback**: Anonymous rating system
Urgent Help: Requests help for a sick child	**Urgent Help**: "I hope they see this quickly."	**Urgent Help**: Worried, vulnerable	**Urgent Help**: Fast NGO alerts, status confirmation
Ongoing Use: Checks for updates, adjusts language settings	**Ongoing Use**: "I feel like I have some control now."	**Ongoing Use**: More confident	**Ongoing Use**: Push notifications, accessibility features

Site Map



- Onboarding Screen
  - Beneficiary Login
    - Home Dashboard
    - Aid Timeline
    - Aid Details
    - Help Center
    - Messages
    - Feedback
    - Profile & Settings
  - NGO Login
    - Home Dashboard — Add New Beneficiary
    - Aid Events — Create New Event
    - Requests — Respond Request
    - Notifications — Send Notifications
    - Settings — Feedback & Analysis

Ideate Phase

Challenge

How might we give aid recipients more dignity, clarity, and control in the aid process?

Top Ideas for beneficiaries

- Aid Timeline: Shows past and upcoming distributions.
- Anonymous Feedback: One-tap rating with optional comments.
- Urgent Help Request: Discreet SOS for safety, health, or shelter.
- QR Code Login: Private access without names/photos.
- Multi-language + Icons: For low-literacy, multilingual users.

Top Ideas for NGOs

- Upload Aid Data: Link distributions to user QR IDs.
- Feedback Dashboard: See trends, urgent flags, and issues.
- Alerts & Flags: Get notified about repeated complaints.

Design Phase

Why I Chose iOS Platform

I chose to design AidTrace for iOS because it offers a stable, secure environment that's widely used by NGOs in the field. The consistent device types and screen sizes make the design process more controlled and efficient, while Apple's Human Interface Guidelines help ensure a clean, accessible, and user-friendly experience, especially important for users with limited digital literacy. iOS also provides strong privacy protections, which align with AidTrace's goal of protecting vulnerable users and their data.

Typography & Colors

Font Used

SF Pro Display

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

I chose SF Pro Display because it's the default iOS font, offering clear readability, a clean look, and smooth alignment with Apple's design standards, ideal for a simple, user-friendly experience in AidTrace.

SF Pro Display Bold SF Pro Display Medium

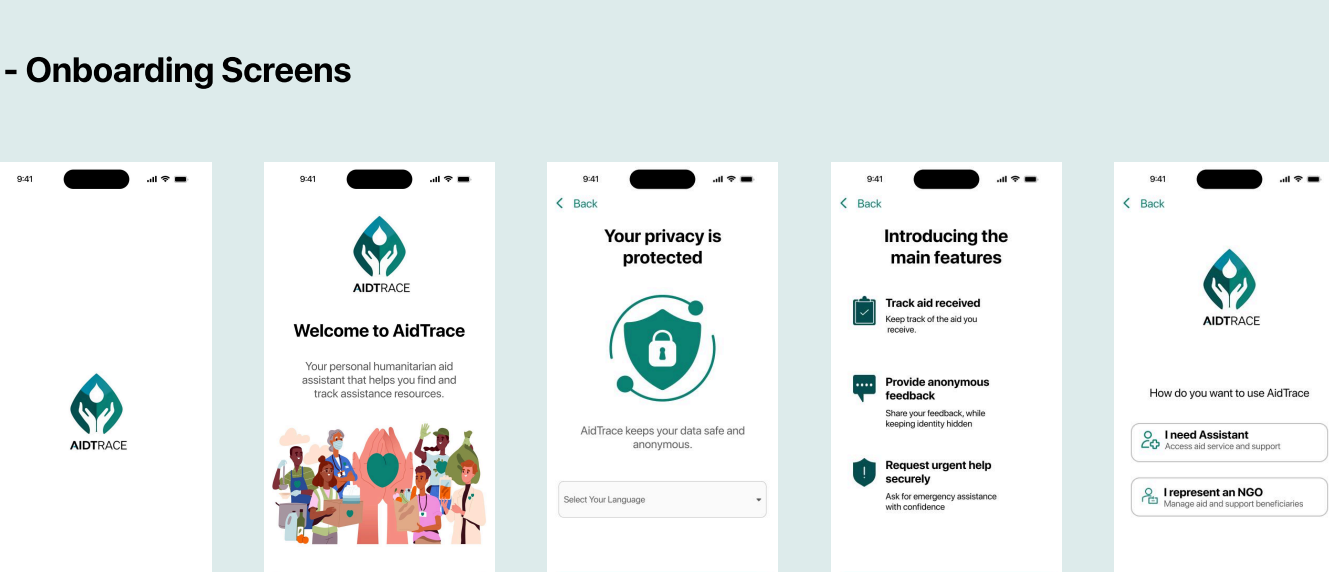
SF Pro Display Regular

Color Used

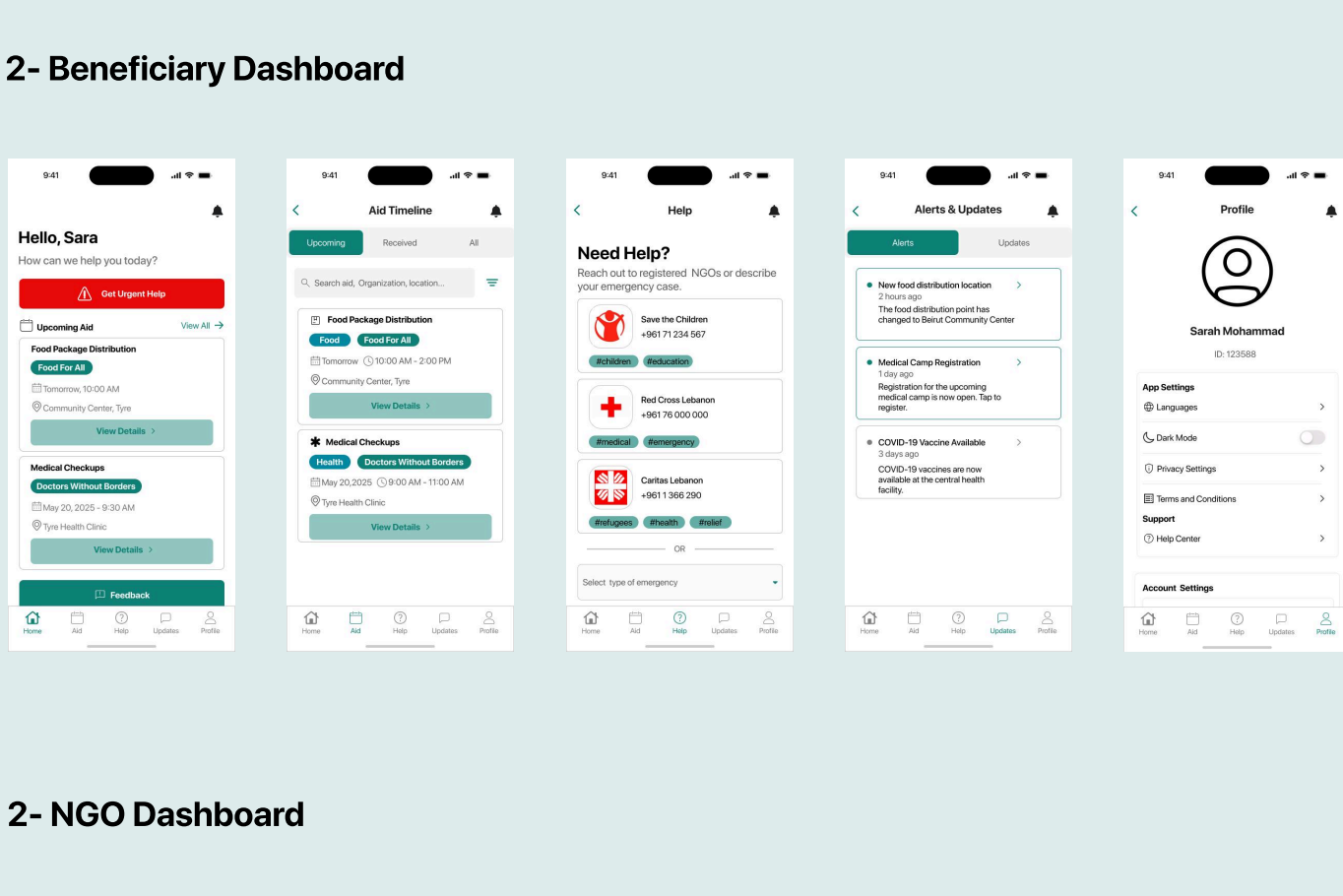
Primary Color	Secondary Color	Text Color	Text Color	Light Grey Color
#0E8276	#B9D6D5	#1E1E1E	#5B5B5B	#F4F4F4

Mockups

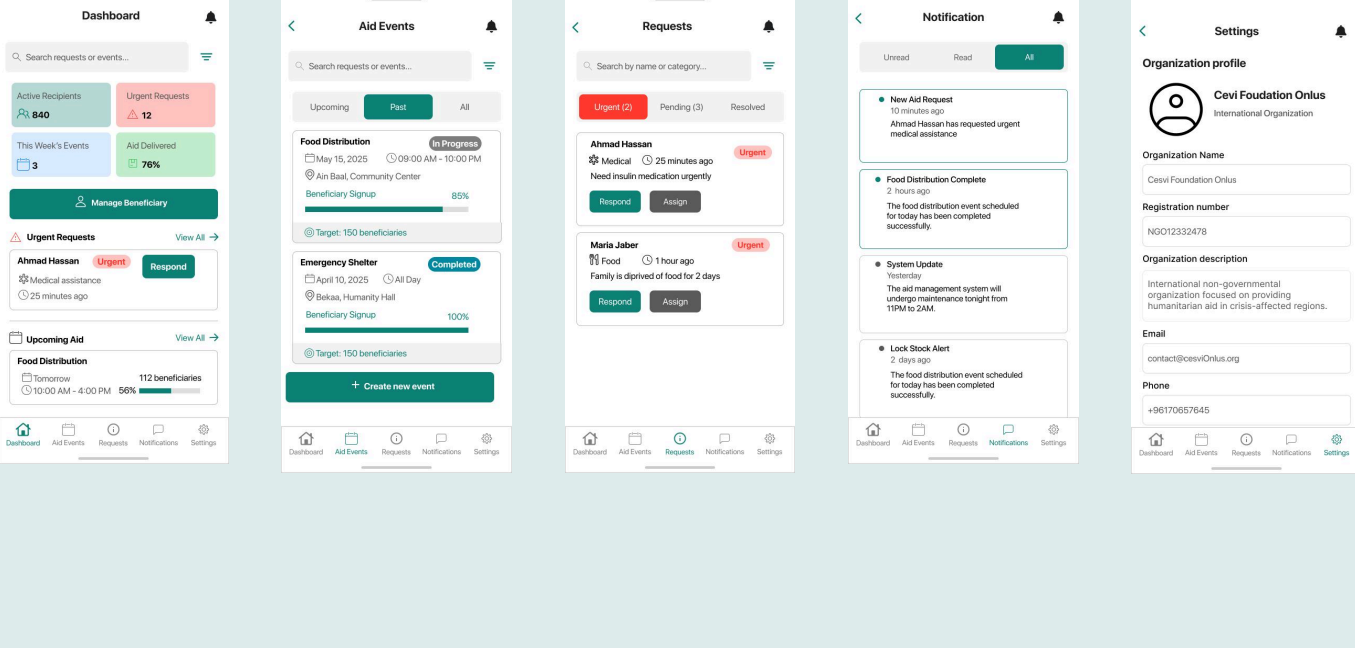
1- Onboarding Screens



2- Beneficiary Dashboard



2- NGO Dashboard



Click Here for Prototype

Conclusion & Next Step

As a solution, AidTrace addresses these challenges by providing a mobile app that empowers beneficiaries with transparent access to their aid history, anonymous feedback tools, and a discreet way to request urgent help. It also equips NGOs with a responsive dashboard for managing distributions, collecting feedback, and identifying gaps in service. The result is a more accountable, human-centered aid process that respects privacy, improves communication, and restores dignity to those in need.
To sum up, AidTrace was designed to empower aid recipients with dignity, transparency, and control while helping NGOs improve communication and accountability. Through user research, thoughtful design, and usability validation, the app addresses real gaps in the humanitarian aid process.
Next Steps include developing a working prototype, expanding to Android for broader accessibility, and integrating with NGO systems in real-world pilots. Future iterations will also explore features like voice input, offline access, and deeper data analytics to further enhance impact and inclusivity .

Thank you for your time :)