

Final - App Idea for Coloured People of South Africa

Brigham Andersen



Factoids

1. Genetic studies suggest **the group has the highest levels of mixed ancestry in the world.** Members within same families have very distinct features.
<https://en.wikipedia.org/wiki/Coloureds#:~:text=Coloureds>
2. 8.9% of the population of South Africa self-identifies as coloured.
<https://minorityrights.org/minorities/coloureds/>
3. "Blacks [not coloured] are the majority in this country and they are also the majority of poor people in this country."

<https://www.bbc.com/news/world-africa-55333625>

4. Poverty levels remain high at 41.6 per cent, compared to 0.6 per cent among white South Africans.

<https://minorityrights.org/minorities/coloureds/>

5. Coloureds are mostly found in the western part of South Africa. In Cape Town, **they form 45.4% of the total population (West Cape)**. In the North Cape they're a large minority at 40.3%.

<https://en.wikipedia.org/wiki/Coloureds#:~:text=Coloureds>

6. **Coloureds are regarded as one of four race groups in South Africa (Coloured, black, white, Indian). Each group has strong racial identities.**

<https://en.wikipedia.org/wiki/Coloureds#:~:text=Coloureds>

7. Most Coloureds speak Afrikaans (74%). 20% of Coloured speak English, and practically all Coloured in Cape Town are bilingual.

<https://en.wikipedia.org/wiki/Coloureds#:~:text=Coloureds>

8. While many affluent families live in large, modern, and sometimes luxurious homes, many urban coloured people rely on state-owned economic and sub-economic housing.

<https://en.wikipedia.org/wiki/Coloureds#:~:text=Coloureds>

9. All South African children are expected to attend school from the age of seven to sixteen years, at the minimum.

<https://en.wikipedia.org/wiki/Coloureds#:~:text=Coloureds>

10. The largest percentage of economically active Coloureds is found in the manufacturing industry. About 35% of the economically active Coloured women are employed in clothing, textile, food and other factories.

<https://en.wikipedia.org/wiki/Coloureds#:~:text=Coloureds>

11. In the coloured-majority Western Cape many coloureds remain wary of affirmative action programs that they fear will benefit blacks at their expense.

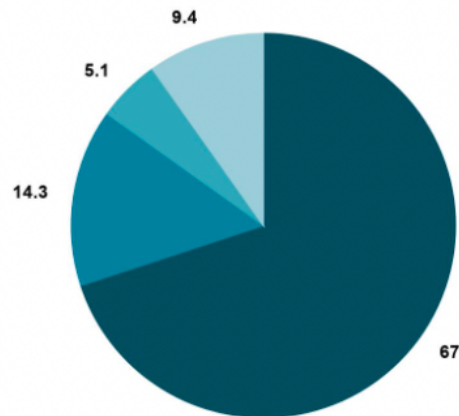
<https://minorityrights.org/minorities/coloureds/>

12. <https://www.bbc.com/news/world-africa-55333625>

Top management positions in South Africa

% in 2017

■ White ■ Black African ■ Coloured (mixed-race) ■ Indian



13. Dominance of a racial identity has prevented the forging of a truly common identity. We haven't given people enough reason to say we identify as South Africans.

<https://www.bbc.com/news/world-africa-55333625>

14. Coloured communities often struggle with drugs and gangs. Neighborhood shootings are extremely common.

Some embrace the “coloured” identity, others don’t because it was “forced onto them”

The people in our area have an identity crisis — they don’t know who they are
Struggle with finding jobs (South Africa has one of the highest youth unemployment rates in the world). People lost out on job opportunities because **“they weren’t black enough”** or **“they weren’t white enough”**

<https://www.youtube.com/watch?v=OQpt7B3xCn8>

15. Many coloured feel like they are marginalized because they are apparently **“too white”** or **“too black”**.

https://www.youtube.com/watch?v=WrfA-mLT9_U

16. “If you don’t see colour, you don’t see me. You don’t understand what I’m going through.”

https://www.youtube.com/watch?v=WrfA-mLT9_U

17. So-called “coloured” — they took a while to own up to the name because of the stigma. Now they embrace it.

They don’t really identify as black because coloured is separate. Some say they’re

both though.

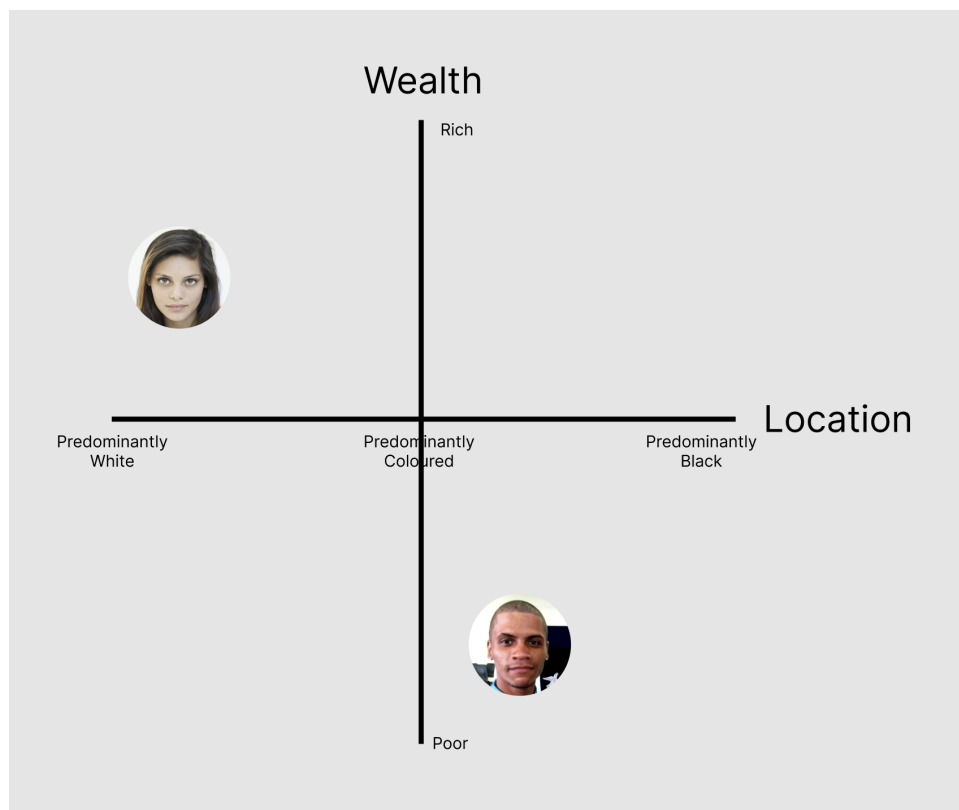
“Some people, you can’t tell if they’re white or if they’re black. The thing that ties us together is the tongue.”

They like rugby, soccer, and the arts.

<https://www.youtube.com/watch?v=OXpeaFRL0fU>

Dimensions that describe important factors of coloured people (2-3)

- Location (Do they live in an area that’s predominantly white, black, or coloured?
Could be on a spectrum from predominantly white to predominantly black, with coloured in the middle)
- Wealth



Personas (2)

Johanna Reyneke



Johanna is an 18 year old who is currently attending a university in South Africa, looking to make a difference in the world. Her parents are both from Cape Town but she and her siblings were raised in a suburb of Johannesburg. At school she always gets teased for being “too black” in the way she speaks and acts because those around her are predominantly white. Whenever she’s with extended family or others who are from predominantly coloured areas, they always comment on how she’s “too white” in the way she acts and speaks (see Factoid 15). She is sick of how she’s always caught in the middle between the whites and blacks and wants people to really know who she is as a coloured person (see Factoid 16). That said, she doesn’t know exactly what that means for her, since her heritage is a mix of so many cultures.

Bongani Langa



Bongani is a 19 year old who is living with his parents. He definitely doesn't want to live with his parents, but ever since he finished his mandatory schooling at age 16 (see Factoid 9), he has been on the job search, but to no avail. He admittedly doesn't have the most experience, but he feels he has enough to get an entry level position. That said, he feels that a big factor in him not having success in job finding is that employers don't want to hire him because he's coloured. He suspects it's because he's apparently "not white enough" or "not black enough" for them (see Factoid 15). He wishes that people saw him for who he is rather than how he looks and the colour of his skin. He has lost hope in society changing and he thinks if he was white that he'd actually have a job by now and wouldn't have to live with his parents. These concerns have led Bongani to no longer be proud of his heritage.

User Experience Ideas (15)

1. Local learning platform catered to young kids who are done with school and don't have jobs yet to get experience (ideally taught by local retired individuals who have the time and experience to help)
2. Online learning platform catered to catered to young kids who are done with school and don't have jobs yet to get experience (if they don't have local experts, then maybe have nonprofit where tutors in US can connect with these students)
3. Job search engine that looks beyond race, catered to South Africans (no pictures, alias names). (help the coloured get more opportunities without being prematurely eliminated)

4. Facial recognizer that will scan someone's face and show their the percentage breakdowns on their ancestor and what aspects of their face came from which ethnicity (ex: high cheekbones, European)
5. Crime radar, shows hot spots where crimes are currently happening. Also shows where crime typically takes place so you can avoid those areas (app icon can be shoes hanging on a wire since that's sometimes how they manually tell people those hot spots)
6. App to help kids find out when/where soccer is being played nearby so they can join a pickup game (keep them off the streets and away from the gangs, give them some purpose, help them bridge barriers with other races)
7. App to help kids find out when/where rugby is being played nearby so they can join a pickup game (keep them off the streets and away from the gangs, give them some purpose, help them bridge barriers with other races)
8. App to help coloured kids get training in soccer by their superiors (keep them off the streets and away from the gangs, give them some purpose)
9. App to help coloured kids get training in rugby by their superiors (keep them off the streets and away from the gangs, give them some purpose)
10. Social media application that allows coloured people to connect and learn more about their heritage together
11. App that helps users know more about South African history so they can embrace their heritage. Help to give South Africans their own unified, unique identity (see Factoid 13)
12. Survey app that helps the government determine to what extent an individual needs affirmative action based off their socioeconomic conditions, not on their race
13. App for sharing South African art (South Africans are big on the arts, they can bond over it to overcome racial differences)
14. App for sharing South African cuisines (they have great food and can bond over it to overcome racial differences)
15. App for sharing South African music (they love their music and can bond over it to overcome racial differences)

Chosen User Experience

- App Name: **Melting Pot**
- Problem Statement: Coloured South African young adults need a way to discover more about their coloured culture and ancestry so they can have the increased self-confidence from knowing and embracing who they are and where they come from.
- Solution: An app that allows Coloured South African young adults to scan their face (using next-gen facial recognition) and then see a breakdown of the different races that they came from (ex: 25% Dutch, 15% Zulu, 13% British, etc.). On top of that, they'll be able to see from which ancestry line and country each facial feature came from (ex: the lighter skin is Dutch, the curly hair is Zulu, the high cheekbones are Asian). They also can discover in the app about the different country backgrounds so they can learn country by country what their mixed heritage encompasses. Lastly there's a social aspect where within the app they can see what their friend's results are and also share their own.

"The Lord works from the inside out. The world works from the outside in. The world would take people out of the slums. Christ takes the slums out of the people, and then they take themselves out of the slums. The world would mold men by changing their environment. The world would shape human behavior, but Christ can change human nature."

- Ezra Taft Benson

- We'll know the app is successfully if once these young adults have used the app regularly if they have a greater appreciation for who they are as coloured individuals, and that they are confident in their self image, feeling that they are NOT too white and NOT too black, but that they are proud of their unique ancestry. As mentioned above, I hope that by helping these young adults understand their true identity will motivate them to reach greater heights in life and rise above their current limitations. After all, "knowing who you are changes what you do."

Figma Prototype

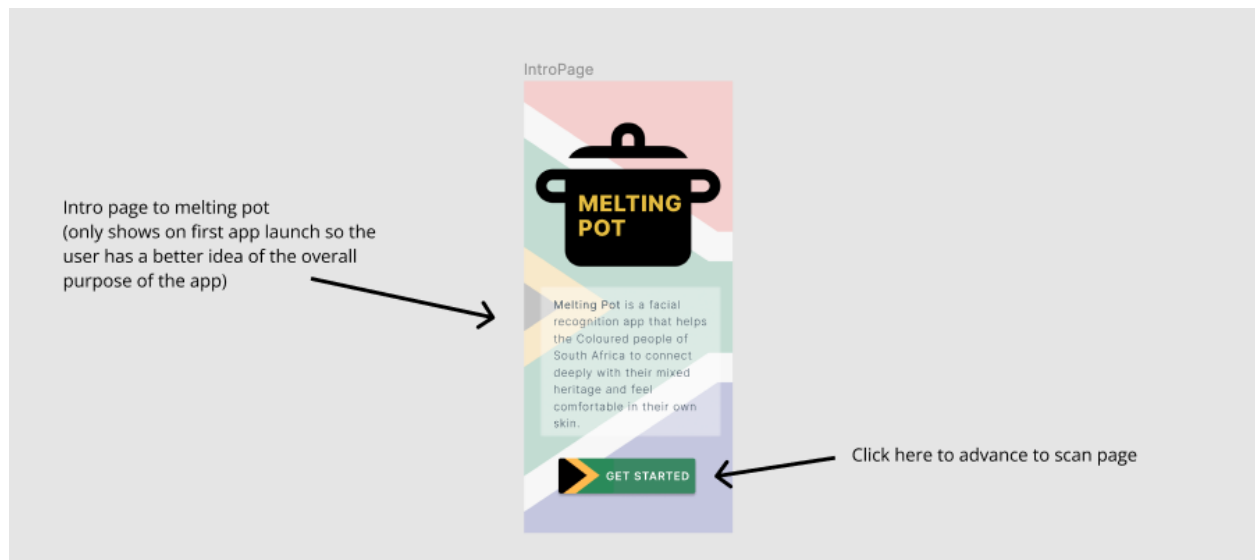
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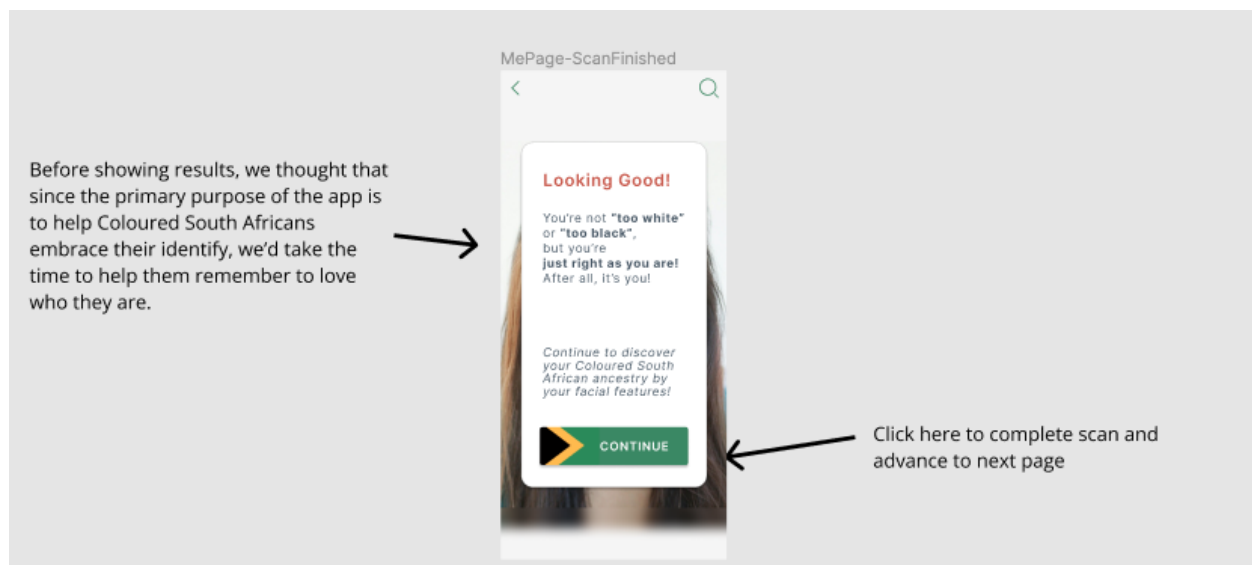
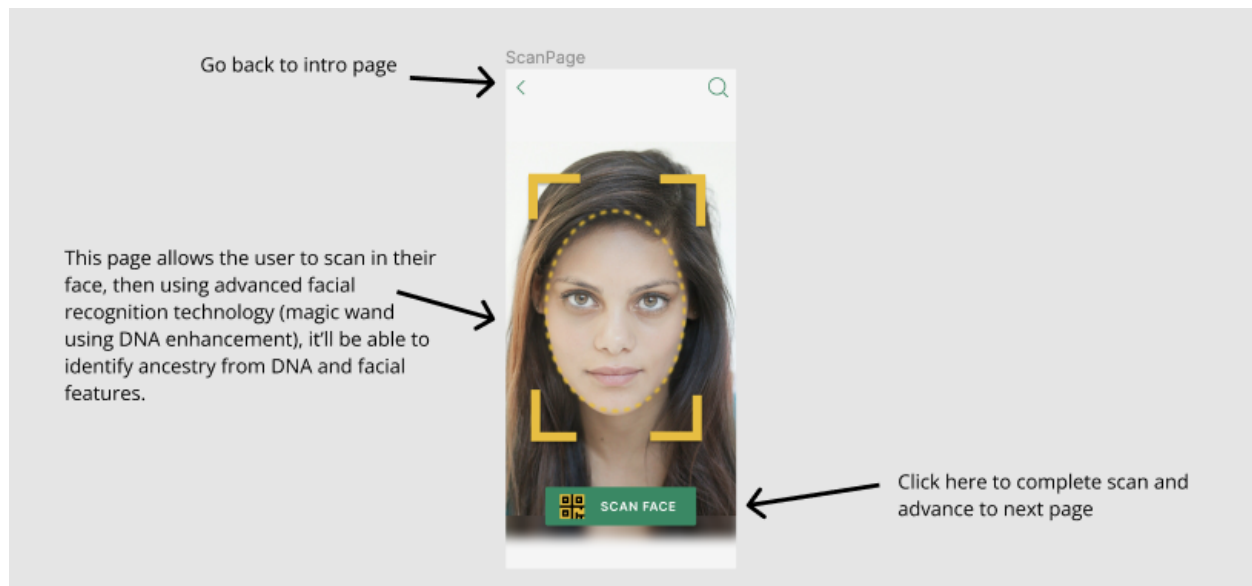
Figma Design Page

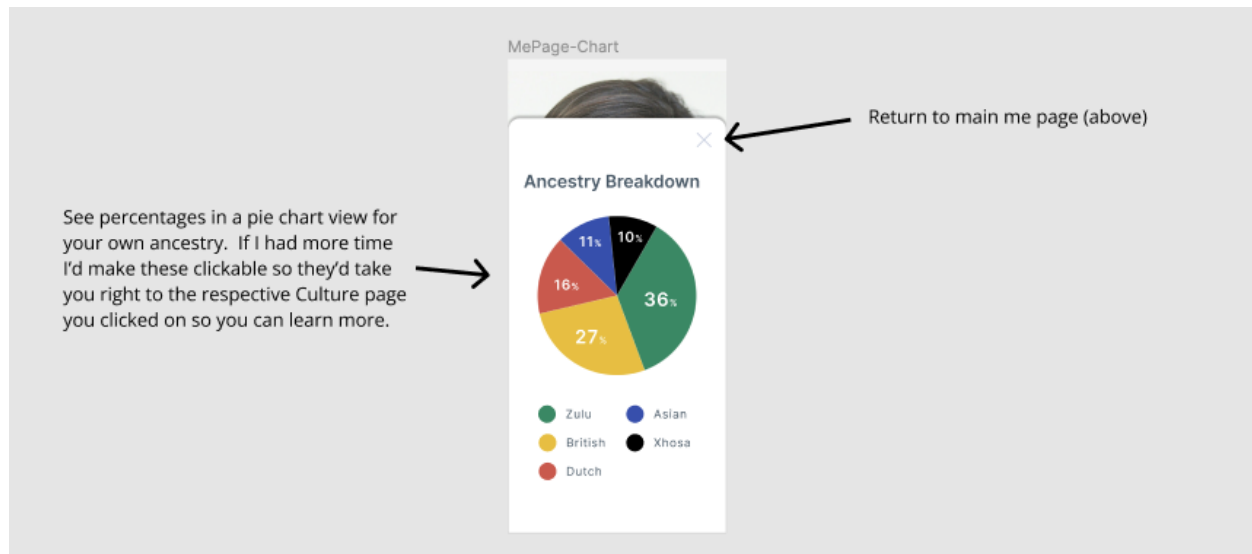
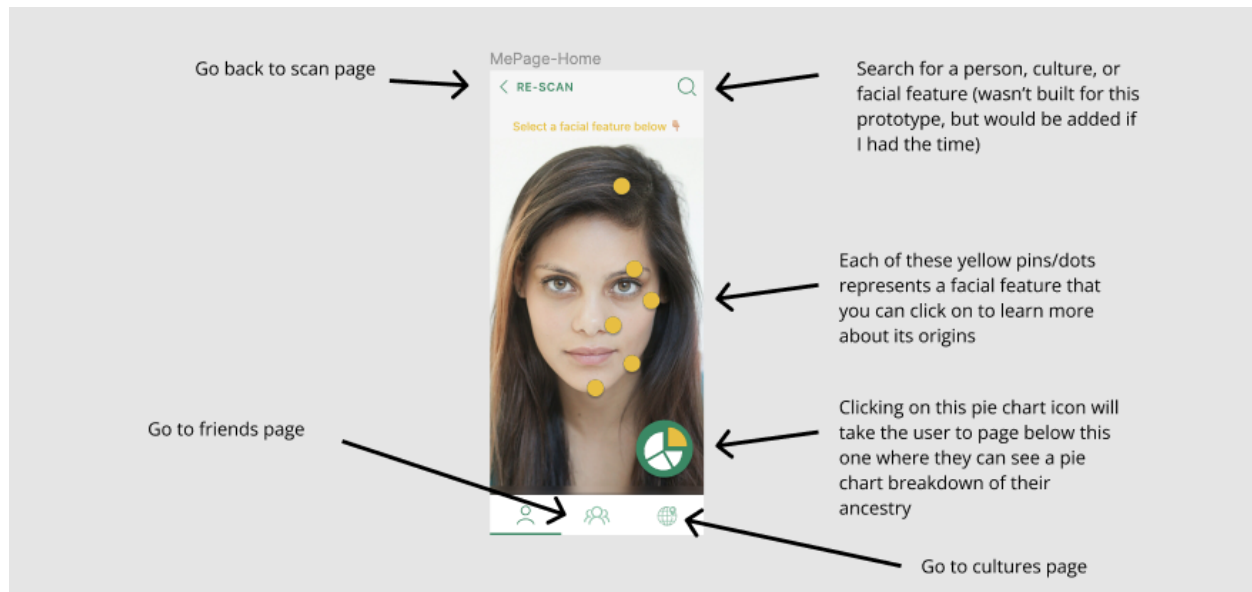
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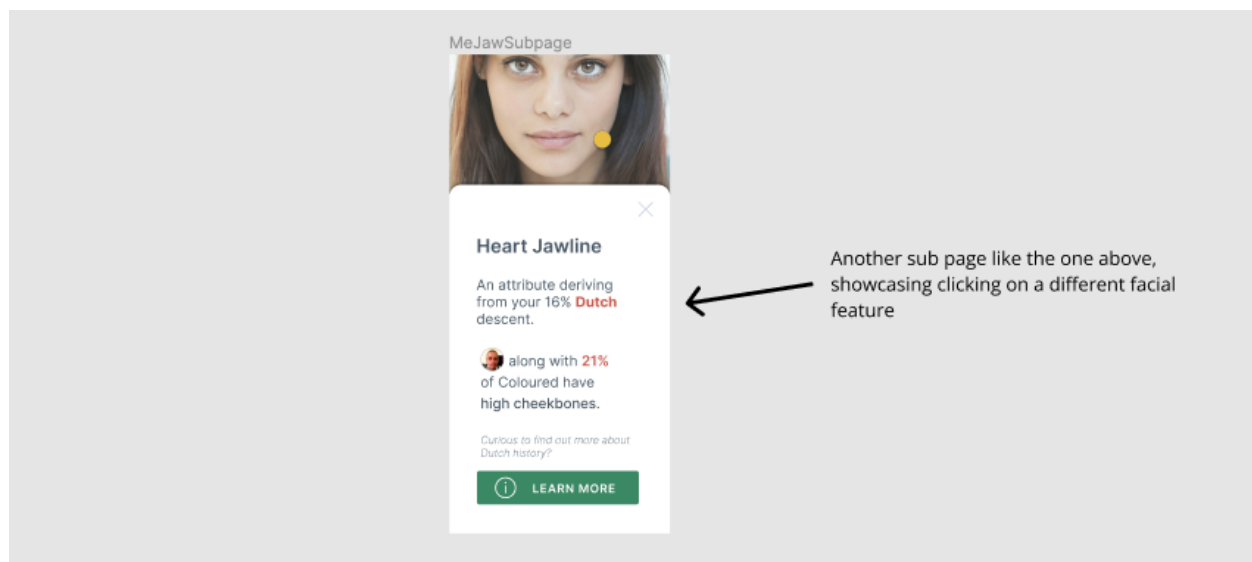
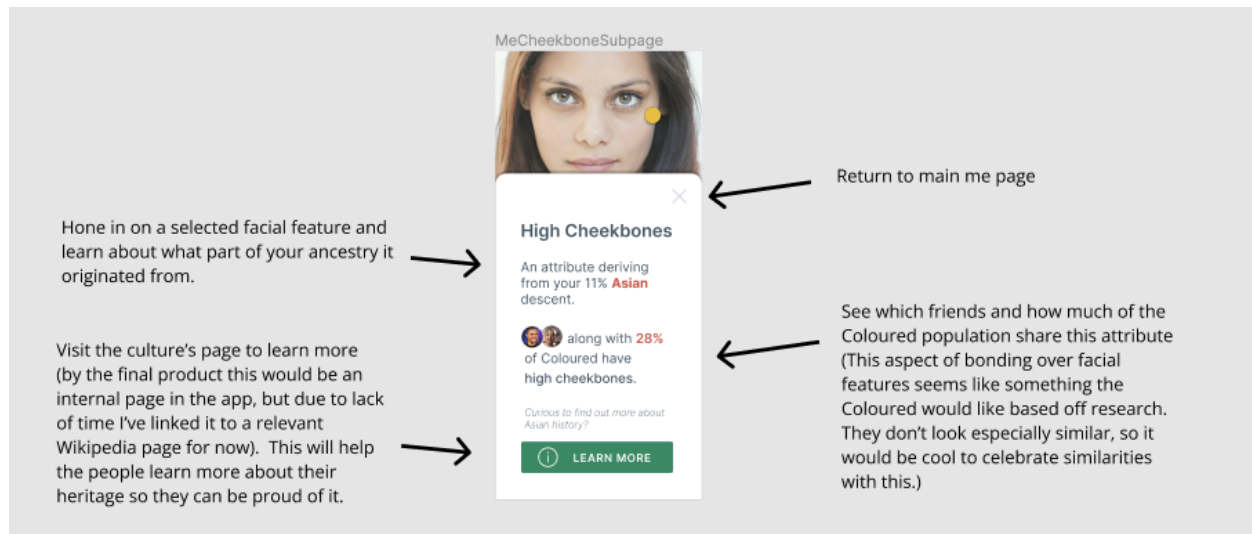
Prototype User Guide

<https://www.figma.com/file/OpqKlkSOyQ4QgO900BjQyb/Melting-Pot?node-id=24%3A175>



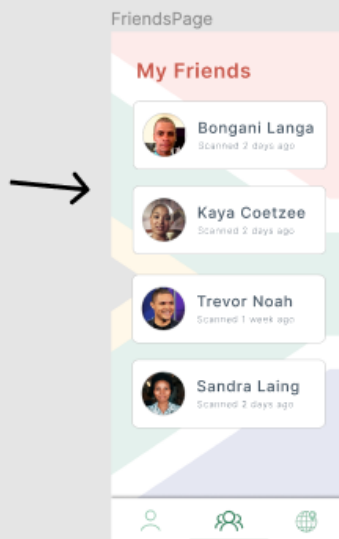






See list of friends. Ideally you'd be able to click on a friend, and since both of you have agreed to be friends, you'll be able to also see their facial feature data and where their ancestry comes from.

This was a feature that I left out due to lack of time, but it would function exactly the same way it does for the current user.



CulturesPage



See list of friends. If you click on a culture card it should take you to a subpage that contains a nice summary with pictures about that culture/region and what sets it apart from others.

This was a feature that I left out due to lack of time, so for now I just have this linked up to relevant Wikipedia articles about the cultures.



SIDE NOTE

Another feature I would add on to the prototype if I had more time would be to make the app's language be Afrikaans, since that's what the vast majority of the Coloured people of South Africa speak. For the sake of saving time and since those grading this prefer English, I've kept it in English.

Other Questions

1. What did you learn in the favella project about people who live in favellas? Did anything surprise you?
 - I learned that people there are actually quite satisfied with their living conditions and state of life. This was somewhat surprising because those in favellas are some of the most impoverished, yet they find satisfaction in life regardless. This reminded me of my mission in the Philippines where the people also didn't have very much, yet still they managed to be extremely happy. I also realized that crime rates in the favellas is extremely high. While I'm not surprised to hear that (people without resources are often led to drastic measures to get by such as stealing), I was surprised to hear that the people there generally distrust the police. In many cases the people actually trust the gangs more and feel more protected by them. I suppose that the police's lack of making an impact and also having a negative at times has damaged their reputation.
2. How did the group dynamics work out in the mobile project? How was your contribution and how was the contribution of others? If everything was fine, you can just say everything was fine.
 - Group dynamics were great in the mobile project. I would definitely say that I contributed noticeably more to the project (at least when it came to coding) than my teammates, but their contributions were also significant and much appreciated. The iRecognize app concept was just my idea, one that I've been stewing on for a long while now, so I just had an insane amount of motivation to put in the work to make it a reality.

3. In the mobile project, you implemented a prototype in code. How would you describe the gap between Figma prototype and prototype in code?
- The gap is actually a lot bigger than I expected. I was so excited to switch over to coding over Figma so that I could have full control to customize the design as I pleased, but then I quickly learned that what I gained as far as customizability, I paid for it in time. Normally coding wouldn't take me so long, but for me and my teammates, this was our first Flutter project, so we were learning it as we went. Just as an example, in the Figma prototype we made a map view for the homepage. This was not simple to make in Figma and took a few hours, but if we were to do it in Figma with full functionality, it would have taken even longer just to figure out and add in. That was the other significant difference I noticed in this mobile project compared to Figma — in Figma it was really simple to fake functionality and then just imagine the rest (since you would hit the functionality ceiling quickly). However with code, I found myself spending way more time getting legitimate functionality all working, simply because the ceiling was that much higher.