



## **User Journey Mapping Document**

### **Persona: Local Governments and NGOs**

#### **1. Introduction**

This document outlines the journey of **Local Governments and NGOs** in child protection, gender-based violence (GBV) prevention, and survivor support. The purpose is to analyze their workflow, identify challenges, and propose solutions for improved coordination and impact.

Key objectives:

- Identify pain points affecting service efficiency.
- Improve inter-agency collaboration and resource allocation.
- Leverage data and policy integration for better decision-making.

#### **2. Persona Overview**

- **Who They Are:**
  - Organizations involved in child protection, GBV prevention, shelter management, and policy advocacy.
  - Work with law enforcement, social workers, healthcare providers, and communities.
- **Needs & Motivations:**
  - Efficient coordination with service providers.
  - Smoother resource allocation and policy implementation.
  - Data-driven insights for strategic planning.
- **Challenges They Face:**
  - Fragmented services leading to delays in support.
  - Bureaucratic barriers in funding and resource allocation.
  - Insufficient collaboration between government and grassroots organizations.

### 3. User Journey Stages

#### Stage 1: Awareness

- **How They Identify Issues:**
  - Reports from helplines and social workers.
  - Community engagements, field visits, and advocacy efforts.
  - Data collection from previous cases to identify emerging trends.
- **Challenges & Barriers:**
  - Lack of a centralized data system for tracking cases.
  - Limited community participation in reporting and intervention.
- **Opportunities for Improvement:**
  - Real-time data analytics for identifying trends and response needs.
  - Community-based awareness campaigns to improve early reporting.

#### Stage 2: Coordination

- **Working with Other Agencies:**
  - Partnering with social workers, law enforcement, and healthcare providers.
  - Allocating resources and funding based on case severity and needs.
- **Challenges & Barriers:**
  - Slow inter-agency response times due to bureaucratic processes.
  - Inefficient communication between different support organizations.
- **Opportunities for Improvement:**
  - Policy-driven system integration for smoother collaboration.
  - Digital platforms to facilitate seamless communication and case updates.

#### Stage 3: Intervention & Support

- **Providing Essential Services:**
  - Funding emergency shelters, legal aid, and rehabilitation programs.
  - Implementing community programs for violence prevention.
- **Challenges & Barriers:**
  - Limited funding or delays in disbursement.
  - Lack of specialized services in certain regions.
- **Opportunities for Improvement:**
  - Strategic funding models to ensure sustainability.
  - Expanding service coverage through partnerships with NGOs and the private sector.

#### Stage 4: Follow-Up & Policy Development

- **Ensuring Long-Term Impact:**
  - Monitoring policy effectiveness through feedback loops.
  - Data-driven evaluations to improve services.
- **Challenges & Barriers:**

- Inconsistent follow-up due to resource constraints.
- Lack of accountability mechanisms for policy implementation.
- **Opportunities for Improvement:**
  - Continuous evaluation of policies for enhancement.
  - Strengthened accountability frameworks for government agencies.

Prepared By: MIRIAM SHEM.