



# User Journey Mapping Document

**Persona: Children in Distress**

## 1. Introduction

This document outlines the journey of **Children in Distress** when seeking support from the helpline. The purpose is to understand their experiences, identify barriers, and explore ways to improve accessibility and support.

Key objectives:

- Identify pain points that prevent children from seeking help.
- Improve the effectiveness of intervention strategies.
- Enhance child-friendly communication and support services.

## 2. Persona Overview

- **Who They Are:**
  - Victims of abuse, neglect, exploitation, or trafficking.
  - Often too young to clearly express their situation.
  - Likely to be scared, confused, or unable to reach out independently.
- **Needs & Motivations:**
  - Seeking safety, protection, and emotional support.
  - Require trustworthy, non-threatening, and easy-to-access communication channels.

- **Challenges They Face:**
  - Fear of reporting due to threats or coercion.
  - Limited access to phones or digital platforms.
  - Difficulty articulating abuse, especially for younger children.
  - Distrust in authorities or fear of consequences.

### 3. User Journey Stages

#### Stage 1: Awareness

- **How They Learn About the Helpline:**
  - Exposure through schools, social media, community programs, or peers.
  - Information disseminated by teachers, NGOs, or local authorities.
- **Challenges & Barriers:**
  - Lack of awareness that help is available.
  - Fear of seeking help due to influence from abusers.
  - Social stigma or misinformation about reporting abuse.
- **Opportunities for Improvement:**
  - Strengthen partnerships with schools and community leaders.
  - Interactive and child-friendly awareness campaigns.
  - Safe and anonymous ways to access helpline information.

#### Stage 2: First Contact

- **How They Reach Out:**
  - Direct calls or WhatsApp messages to the helpline.
  - Being referred by trusted adults (teachers, social workers, police).
- **Challenges & Barriers:**
  - Fear of retaliation from abusers.
  - Limited phone access or digital literacy.
  - Uncertainty about what to say or how to describe their situation.
- **Opportunities for Improvement:**
  - Develop child-friendly helpline interfaces (simple language, visuals, voice options).
  - AI/chatbot-assisted guidance for initial interaction.
  - Discreet and coded messages for safety.

#### Stage 3: Support & Intervention

- **What Happens After First Contact:**
  - Crisis assessment and immediate support.
  - Emergency shelter placement, legal intervention, psychosocial support.
- **Challenges & Barriers:**

- Difficulty trusting authorities or explaining their situation.
- Fear of being removed from familiar environments.
- Inconsistent service availability in some areas.
- **Opportunities for Improvement:**
  - Trauma-informed training for responders.
  - Secure, safe spaces for disclosures and reporting.
  - Coordination between different service providers.

## **Stage 4: Follow-Up & Long-Term Support**

- **How the System Supports the Child Beyond the Crisis:**
  - Legal aid, therapy, family reunification (if safe), alternative care options.
  - Monitoring and continuous psychosocial support.
- **Challenges & Barriers:**
  - Risk of re-traumatization or re-exposure to unsafe conditions.
  - Lack of sustained engagement after initial intervention.
- **Opportunities for Improvement:**
  - Digital follow-up systems for case tracking.
  - Long-term mentorship and community-based support.
  - Family and community reintegration programs.

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