

User Journey Mapping Document

Persona: Survivors of Gender-Based Violence (GBV)

1. Introduction

This document outlines the journey of **Survivors of Gender-Based Violence (GBV)** 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 survivors from seeking help.
- Improve the effectiveness of intervention strategies.
- Enhance security, confidentiality, and survivor-centered support services.

2. Persona Overview

- **Who They Are:**

- Women and girls experiencing domestic violence, sexual assault, harassment, or coercion.
- Often hesitant to report abuse due to social stigma, fear of retaliation, or financial dependence on abusers.

- **Needs & Motivations:**

- Seeking safety, justice, and emotional support.
- Require confidential and secure communication channels.
- Desire for long-term empowerment through legal, medical, and vocational assistance.

- **Challenges They Face:**

- Fear of retaliation from abusers or backlash from the community.
- Privacy concerns when seeking help, especially in controlled environments.
- Lack of trust in law enforcement and judicial systems.
- Difficulty accessing shelters due to bureaucracy or lack of space.

3. User Journey Stages

Stage 1: Awareness

- **How They Learn About the Helpline:**
 - Social media campaigns, healthcare facility posters, NGO outreach, referrals from law enforcement.
- **Challenges & Barriers:**
 - Limited awareness of available support services.
 - Fear of being monitored or tracked by the abuser.
 - Social stigma discouraging survivors from seeking help.
- **Opportunities for Improvement:**
 - Targeted awareness campaigns in high-risk communities.
 - Anonymous digital outreach strategies.
 - Secure online education resources about survivor rights and available services.

Stage 2: First Contact

- **How They Reach Out:**
 - Discreet WhatsApp messaging, emergency hotline calls, NGO intervention, police reports.
- **Challenges & Barriers:**
 - Fear of retaliation if the abuser discovers the attempt to seek help.
 - Privacy concerns when communicating in shared or controlled spaces.
 - Hesitation due to previous negative experiences with authorities.
- **Opportunities for Improvement:**
 - Secure, encrypted chat platforms for confidential communication.
 - Emergency safety features (e.g., quick exit buttons, disguised contacts).
 - Trauma-informed responders to ensure trust-building.

Stage 3: Support & Intervention

- **What Happens After First Contact:**
 - Immediate crisis counseling and emotional support.
 - Medical and forensic exams, legal assistance, shelter placement.
- **Challenges & Barriers:**
 - Inconsistent response from law enforcement and legal bodies.
 - Limited access to safe spaces and shelters.

- Lengthy legal and bureaucratic processes delaying protection measures.
- **Opportunities for Improvement:**
 - Stronger coordination with healthcare and legal services for expedited protection orders.
 - Expansion of shelter capacity and alternative housing solutions.
 - Digital case management systems to streamline support services.

Stage 4: Follow-Up & Long-Term Support

- **How the System Supports Survivors Beyond the Crisis:**
 - Continuous case management and legal aid.
 - Mental health support and trauma counseling.
 - Vocational training and reintegration support.
- **Challenges & Barriers:**
 - Risk of being re-exposed to violence.
 - Lack of economic independence and employment opportunities.
 - Limited long-term mental health support.
- **Opportunities for Improvement:**
 - Comprehensive reintegration programs including vocational training.
 - Access to long-term psychological and financial support.
 - Digital follow-up tools for continuous engagement and support.

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