Matching Gre@t with Zone-it

The story of an app

Koen Stroeken, UGent/ FC VLIRUOS-IUC Mzumbe U
Africanist anthropology @ UGent: PhD projects

AFRICAN ETHNICITIES & HEALTH
2012-2016: Karin van Bemmel (Nodding syndrome, with ao U Makerere)
2013-: Lurdes Rodrigues, UEM Maputo

AFRICAN MATERIAL CULTURE
2015-: Coordinator BELSPO brain.be CongoConnect (with Dr V Van Bockhaven; KMMA, ao Unikis)
2015-: Hannelore Vandenberghen
2015-: Dominik Pfyfferoen (with M Leman)
2014-: Felix Kaputu (with UNILU)
Defended: Anja Veirman (2013)

DIGITAL ANTHROPOLOGY & DEVELOPMENT
2012-: Coordinator North of VLIRUOS-IUC Mzumbe U, Phase I
2014-: VLIRUOS-NNS zone-it I & II (with Dr A Verdoolaege)
2015-: Mohamed Ghasia (Mzumbe U)
2014-: Jair Schalkwijk (UAdK Suriname)
Co-supervision 2016-: Wouter Grové (UWC)

Overview

• Part 1: The problem
• Part 2: The forum
  
  UGent & VLIRUOS -> IUC MzU Gre@t

• Part 3: Solutions
  
  UGent & UWC & MzU -> NSS zone-it

• Part 4: Shaping the app
Part 1

Introducing the problem
Like South Africa... Tanzania has it all.
Like South Africa... Tanzania has it all.

And yet...
African pride
GDP, average annual % change

<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>Rwanda</td>
<td>-0</td>
<td>8.5</td>
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<tr>
<td>Mozambique</td>
<td>-0</td>
<td>9.0</td>
</tr>
<tr>
<td>Uganda</td>
<td>+2</td>
<td>7.6</td>
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<tr>
<td>Ethiopia</td>
<td>+2</td>
<td>7.9</td>
</tr>
<tr>
<td>Burkina Faso</td>
<td>+2</td>
<td>6.2</td>
</tr>
<tr>
<td>Tanzania</td>
<td>+2</td>
<td>6.0</td>
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</tbody>
</table>

Source: IMF
Tanzania’s perplexing youth unemployment crisis

October 21, 2013 - by Jacob Kushner - in East & Central Africa, GlobalPost, Tanzania

DAR ES SALAAM, Tanzania — By almost any measure, job prospects for young people in this East African nation should be bountiful.

GDP, average annual % change

1980-94

2 -0 + 3

1995-2010

African pride

Source: IMF

[Graph depicting GDP growth]
Part 2

Building a forum via VLIRUOS-IUC (2013-...)

- for employment and natural resources governance

- starting with the basics of academic capacity building

Coordinators S & N: Prof Aurelia Kamuzora, Mzumbe U, Prof Koen Stroeken, UGent
The Team Formulation week 16/9/2012

GRE@T : Governance and Entrepreneurship through Education, Research, Access and Technology for Tanzania
Matching Minds

MU Strategic Plan
“demand-driven knowledge”

COSTECH
“educational link with industry & innovation”

VLIR Country Strategy

NRM Entrepreneurship

Belgian Cooperation
NRM good governance
Afro-Flemish academic synergies

ENHANCING GOOD GOVERNANCE AND ENTREPRENEURSHIP THROUGH RESEARCH EDUCATION, ACCESS AND TECHNOLOGY FOR TANZANIA (GRE@T)

CAPACITY BUILDING

ICTs

TEACHING SKILLS

RESEARCH SKILLS

OUTREACH/EXTENSION SERVICES PROVIDING

ENTREPRENEURSHIP DEVELOPMENT

GOOD GOVERNANCE

POVERTY REDUCTION
Project 1
Strengthening capacity in teaching, research and community outreach services
Dr Sesabo (MU) & Profs Chang (VUB)

Insufficient competence in: project development and management, research on multiple literacy, conducting outreach, curriculum development, ICT-based (blended) teaching, pedagogical skills, research-based teaching materials, e-resources, English communication and writing, research methodology
Project 2

Improving ICT infrastructure and integrating ICT in teaching and learning
Insufficient and inadequate ICT management systems, support, infrastructure, learning, research capacity (monitoring of adoption, e-publications, research output digitizer, recruitment, access, solar power supply, student information system, e-learning software, Community Resource Centre, open software application,...)
Project 3
Promoting good governance through integrated community-based activities
Limited knowledge among staff and community: on basic civil rights, on effects of gender inequality in social service delivery and NRM, on procedures governing ownership of NR, on factors affecting effectiveness and equity of service delivery; ineffective and inequitable local leadership, poor community participation...
Project 4

Promoting entrepreneurship development through integrated community-based activities
Prof Tundui (MU) & Prof Van Haverbeke (UHasselt)

Low productivity and low sales;
Limited access of MSE’s to credit information, entrepreneurial skills, market information;
Weak linkage university with MSE’s; limited knowledge and outreach because of insufficient research
Spread the news of the forum
Press at launch
Press at launch
Belgium to support Tanzania

From a Correspondent in Morogoro

The Belgian government has promised technical and cooperation with Tanzania in various development projects for the mutual benefit of both countries. The assurance was given by the Belgium ambassador to Tanzania, Koenraad Adam, during the launch of Entrepreneurship through research, Education, Access and Technology for Tanzania held at Mbarara University in Morogoro yesterday.

"Using available resources, this programme will benefit our countries," he said, adding that higher learning institutions have a unique role in solving the challenges through research and urged them to implement the role vigorously.

Press at launch
Press at launch
Press at launch
Press at launch
Press at launch
Press at launch
Back to the problem
Part 3

The forum seeks solutions:
- Incubation centre for local entrepreneurs
- Local monitoring tools for governance
- Zone-it for outreach: *start where you are*...
  Start with the university itself

-> Bookproject (2017)
@ccessible development: Resource-based synergies for citizens and entrepreneurs in rural Tanzania
The exponential rise in Internet use in the South has been most notable over the past decade.
Local resource: youth connecting
Problem: need of grassroots governance
Reach the people... with alternatives
Let them be entrepreneurs
While building community
Location-based apps raise grassroots governance

Natural Resource Management
Reach the people?
Let people reach you!
But surveillance apps don’t build community...

Example from Ushahidi
crowdmap
Part 4

Zone-it becomes UDUBS-it:
A location-based app to build community

Test case:
Start with the university campus
(UWC, Mzumbe)
UGent’s Zone-it is a VAMP network: Virtual Authenticated Match-oriented Proximity-based. Not person-based.

A location service for messages, offers and requests in a community of trusting members

Introducing zone-it
VLIR NSS UGent with UWC & MU

Vraag en aanbod vinden elkaar via lokatiegebaseerde app Zone-it, het internet en GSM stemherkenning.
# Needs assessment (MzU with SMIT)

<table>
<thead>
<tr>
<th>Method</th>
<th>UWC 45</th>
<th>MU 50</th>
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<tbody>
<tr>
<td><strong>Diary method + in-depth interviews</strong></td>
<td>16</td>
<td>10</td>
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<td>- Daily practices and routines + a typical year at university</td>
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<tr>
<td>- Discussion of needs identified by staff</td>
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<td>- Discussion of other needs</td>
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<tr>
<td>- Discussion of possible solutions (including via a mobile app)</td>
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<tr>
<td><strong>Focus group interviews &amp; co-design sessions</strong></td>
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<tr>
<td>- Discussion of needs identified by staff</td>
<td>17</td>
<td>25</td>
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<tr>
<td>- Screenshot evaluation</td>
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<tr>
<td>- Post-it exercises</td>
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<tr>
<td>- Drawing exercises</td>
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<tr>
<td><strong>Validation focus group interviews</strong></td>
<td>12</td>
<td>15</td>
</tr>
<tr>
<td>- Validating results (services and design)</td>
<td></td>
<td></td>
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<tr>
<td>- Drawing exercises</td>
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</tbody>
</table>
1. What needs should a mobile app address? / Which services should it provide?

- Map Navigation
- GPS
- Map on Campus
- Campus map
- Closeby
- A Navigator like a bees
- Compose basic email and navigation
- Notifications for lectures or events
- App where students could know the times of certain classes
- Map Navigation
- GPS
- Map on Campus
- Campus map
- Closeby
- A Navigator like a bees
- Compose basic email and navigation
- Notifications for lectures or events
- App where students could know the times of certain classes
- Update on new events and public lectures
- Accommodation
- Careers and jobs
- Transportation
- Timetables
- Travel and bus timetables
- Restaurants and places of food
- Product
- Campus Community
2. How should it look like? I.e. design features, colours, characteristics (e.g. language, anonymity, personalised, location based, look and feel, ... )
Select your zones

- Events
- Ads
- Rooms
- Transport
- Help
- Promotions by UWC partners

Next

Events
- eCommunity
- Culture
- UWC agenda
- Student Activities

Advertisements
- aCommunity
- Student rooms

POI
- pCommunity
- Tourist spots
- University facilities
- Library facilities
- Lunch facilities
- Temporary offers
University Career XPO

02 April 2014 - 10:00 to 18:00

Main hall - University Campus

The countdown has begun and final preparations for the 2014 Careers Xpo are complete. The only missing link is YOU, the student! Recruiters will soon be on campus to search for future talent! Don't miss out on this event and join us on 2 April in the main hall. Don't forget to bring your resume. Professional photographers will be there to take your resume picture and career professionals will give you tips on how to improve your CV. See you there!
Asante!
Thank you!
Dank u!