



The Guardian

Influencing decision making

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Policy Aim

(Derived from the Government Communication Policy, Section 1.5)

Citizen centered system

- > Build citizen-centered system
- > Allowing everyone to participate

Cater for all languages

- > Inclusion of all official languages

Monitor objectives

- > Guide citizens on efficient usage of existing infrastructure.
- > Create an efficient feedback mechanism of progress.

Digital Divide

Challenge 1

Forgotten masses

- > Rural areas and pre-urban areas.
- > People without massive access to internet.

Challenge 2

Areas with bad network

- > Overcrowding in certain public wifi hotspots.
- > Underserved areas due to commercial reasons.

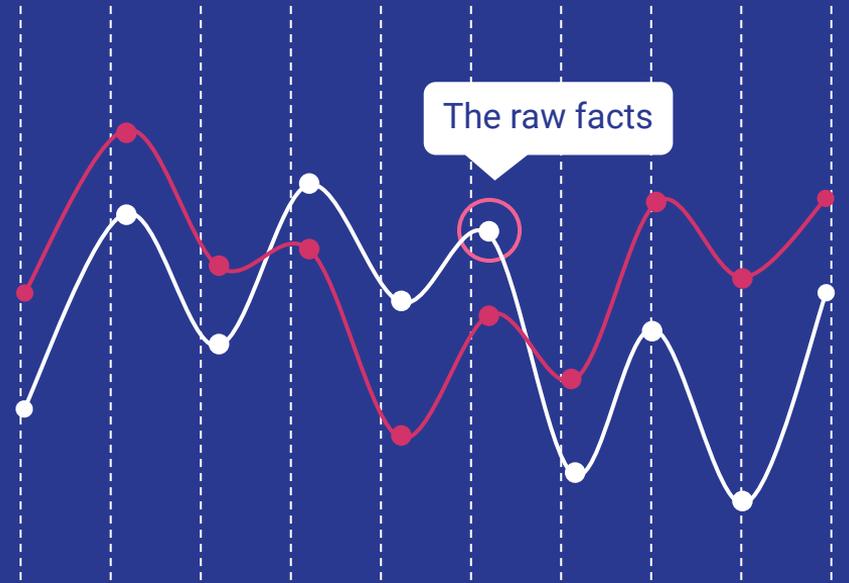
Challenge 3

Lack of knowledge

- > Not informed about the availability of access points.
- > Communication platforms not personalised - information usually doesn't reach everyone.

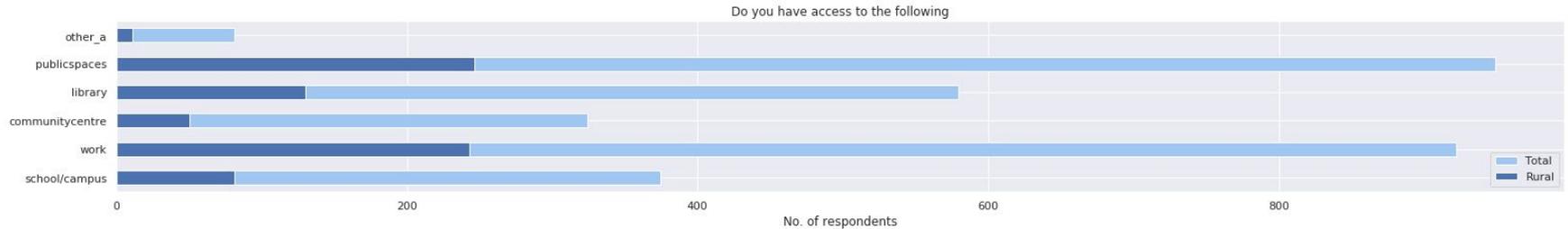
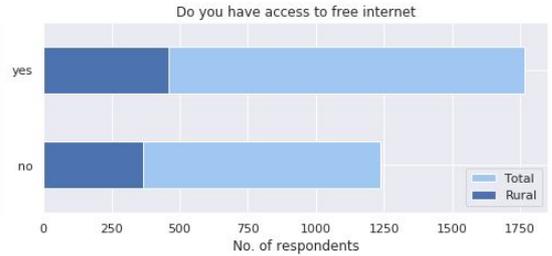
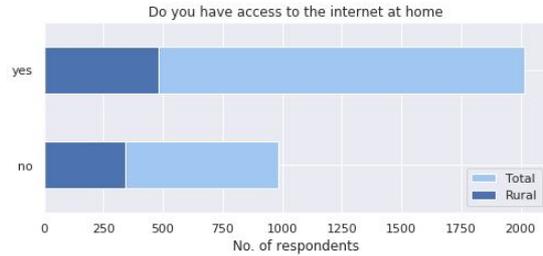
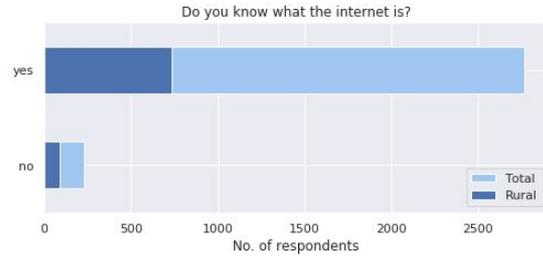
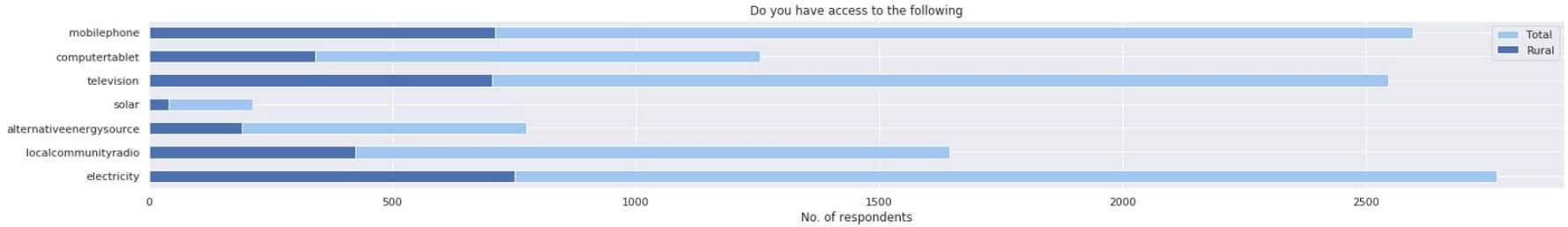
Data Exploration

What the data is telling us about digital divide in respect to access and awareness focusing mainly on rural communities.



Data Exploration

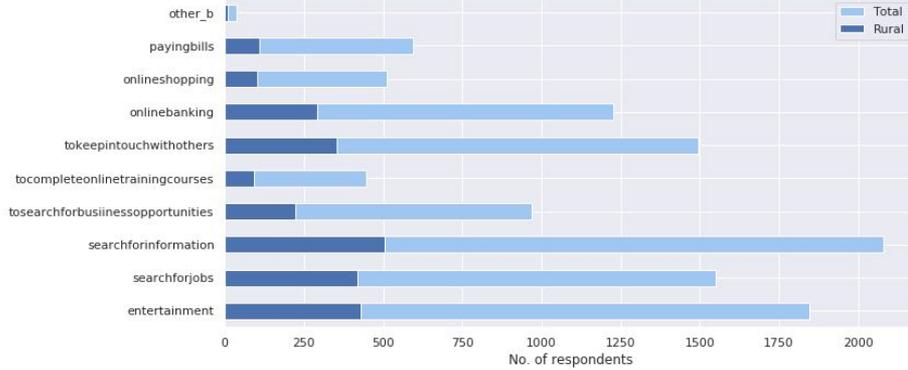
Access & awareness of ICT services



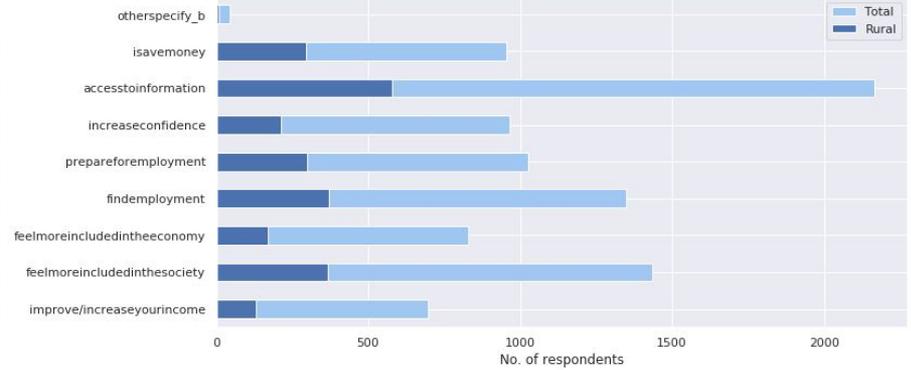
Data Exploration

Usage channels & benefits

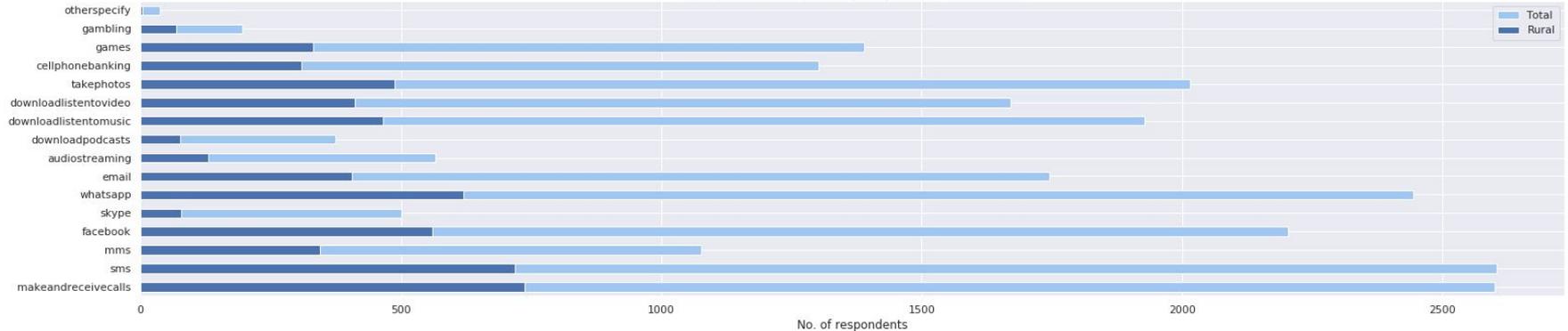
What do you use the internet for?



What benefits do you derive from using computers/mobile phones



What do you use your computer/laptop/mobile device for?



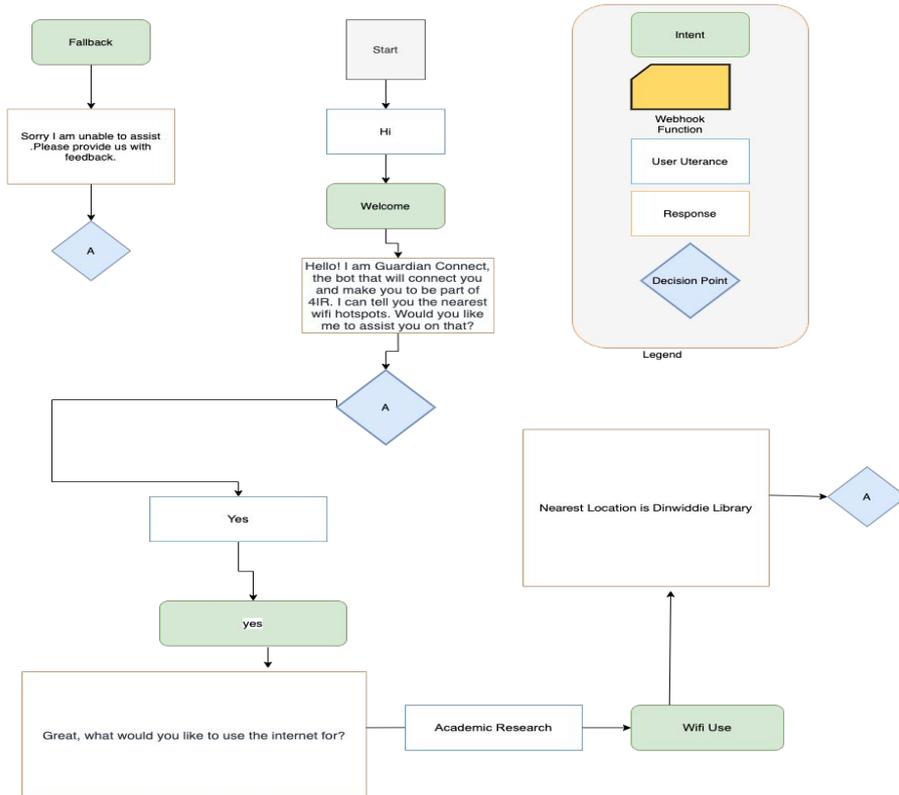
Solution

Low cost, less friction, iterative adoption

Focusing on inclusion of everyone at a good pace and also allow room for growth.

Solution part 1

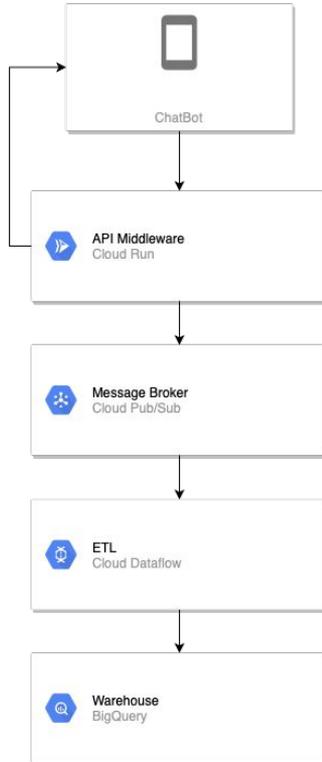
NLP with a multi-channel chatbot interface



- > Allow people to use platforms accessible to them.
- > Get accurate information on nearest locations with wifi or technology access suitable for usage.
- > Allow them to use their respective languages to interact.
- > Routing citizens to relevant hotspots based on what they require internet for.

Solution part 2

Passive collection of key data points



- > Monitoring usage patterns.
- > Citizen feedback data feed into the system for sentiment analysis.
- > Tracking effort required for citizens in certain communities to access ICT facilities e.g distance travelled.
- > Use collected data to gauge where progress of inclusion and adaptation.

Solution part 3

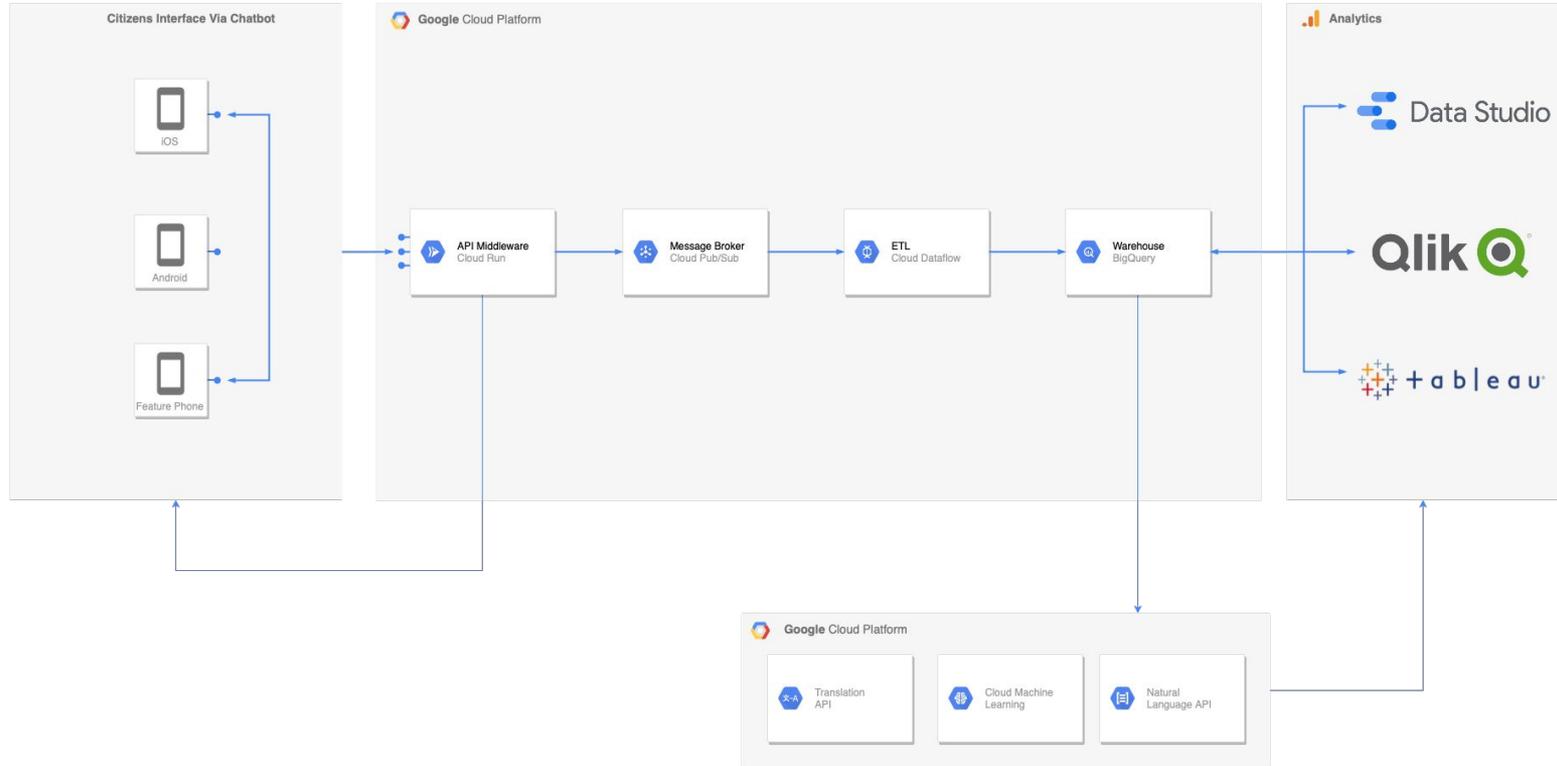
Actionable insights & Tracking of success



- > Use collected metrics to recommend locations that need facilities.
- > Sentiment analysis to be used as a key performance metric to measure success.
- > Use optimization methods to properly optimize current resources for the inclusion of everyone.
- > Analyze demand of certain hotspots to access if an upgrade is needed instead of a new facility.
- > Use collected language data to bridge the language gap.

Solution Architecture

Stitching Everything Together





DEMO