Rise Together User Experience Map

Describe your idea with one concise sentence.
Rise Together is an intervention that relies on youth-led livelihood groups to increase social support and skills for family resilience through family planning and community reflection and dialogue.

Draw and describe the ideal user
Name: Margaret
Age: 18
Profession: Small-scale agriculture and mother
Any Other Key characteristics:
- Christian
- Has husband (24y)
- Has daughter (9m)
- Lives in a rural area in Northern Uganda
- Unstable source of income
- Family was affected by the conflict with the Lord's Resistance Army
- Belongs to a youth livelihoods or YLP group
- Thinks she won't get pregnant again soon because she's breastfeeding her baby
- Doesn't feel she can bring things to her husband for discussion
- Has been a victim of violence in the home as a young girl

1. Concisely describe what is happening
Title: Who is the user
Margaret is working in the field with the baby on her back. She’s with others from her livelihoods group. The crop yield this season has not been enough to support her family’s needs, especially with the new baby. She knew she was expected to get pregnant after getting married. Her mother-in-law made that very clear to her, but she didn’t realize things would be so hard. Her husband is not with her in the field and will leave the home for long periods of time without letting Margaret know where he’s going.
2. Concisely describe what is happening
Title: Learning about Rise Together
At her regular youth livelihoods program (YLP) meeting, Margaret learns that two groups members have been selected to receive training in a new program called Rise Together. Now this pair of trained female and male facilitators will be holding community meetings in the village to talk about key topics like health. All the members of the YLP group are invited. The YLP group will also learn new skills like animal husbandry and vocational literacy.

3. Concisely describe what is happening
Title: Community learning to dispel taboos
Margaret is very curious about the community learning sessions so she attends the first one. When she arrives, there are just a few people but more and more arrive as they see what is going on. Margaret is surprised to see that even a local pastor has come to the event. During the session, she learns about fertility and how women become pregnant. There are so many things she didn’t know like there are only certain days during her menstrual cycle when she can become pregnant. She can tell she isn’t the only one who learned something that day. The whole crowd is talking amongst themselves and asking questions of the facilitators until all curiosity is satisfied. Margaret is convinced that these sessions are helpful, and she decides she will invite her friends and husband next time.

4. Concisely describe what is happening
Title: Engaging her husband and friends
Margaret waits until her mother-in-law is away. Finally, she finds herself alone at home with her husband. She tells her husband about the things she heard at the community learning session and about how many people were present, both men and women alike. She lets him know another one will be held next week on a different topic, and she asks if they can go together. Margaret also tells her friends and neighbors about the next session.
5. Concisely describe what is happening

Title: Discussing important issues together

Margaret and her husband go together to the community session. Her husband sees a large crowd has indeed gathered for the event. This week, the facilitators talk about healthy timing and spacing of pregnancies. Facilitators use activity cards to help the community members discuss the consequences of having too many children too closely spaced. They also tell the group about family planning methods to help couples with child spacing. Some people in the group are talking about the dangers of using methods and some men say how they prohibit their wives from going to the health center to get the injection. The facilitators explain that there are many rumors about family planning which are not true, but there are some side effects that a woman should expect if she uses a particular method. This makes Margaret feel better because she has heard many of those rumors. Her husband even mentions that it would be good to wait awhile before they had another baby since things have been hard. Before the session ends, the facilitators explain that they have some family planning invitation cards for anyone who’s interested. They also explain that they’ve received training to counsel couples in two new fertility awareness methods of family planning.

6. Concisely describe what is happening

Title: Taking action to support the family they have

Margaret and her husband are aware that they need to wait until they have their next baby and are glad they can use a method without having to go to the distant health center. They talk to the facilitators about using a fertility awareness method. The facilitators invite them to a group counselling session with other couples who are also interested. During the session, they talk to each other about things they’ve never mentioned before like how many children they want, when Margaret is able to get pregnant, and what they will do to avoid sex on Margaret’s fertile days.
7. Concisely describe what is happening

Title: 
Improving their lives

Margaret and her husband are talking more now. Just last night they were talking about how they will invest some of their money in getting two more pigs because through the YLP group meetings Margaret is learning to raise them to generate income. Today she made her first sale in the market. She realizes that if she can continue to diversify her income generating activities like this, she will be able to maintain a much better life for her family.

8. Concisely describe what is happening

Title: 
Community diffusion

At church this week, the pastor spoke about the importance of communication between couples, particularly about child spacing. Margaret’s mother-in-law is surprised to hear such a message from a respected figure. Margaret and her husband decide to tell her that they are using family planning to delay their next pregnancy since this will help them to provide the best life for their children. They also tell her about the new skills they are learning through the YLP group which will help them to be more financially secure. With this new confidence, Margaret and her husband also share their experience with neighbors and encourage them to plan together for the future.