
Existing Anti-Trafficking Apps Research

1. MISSING

Description - High quality, 3D Role Playing Game (RPG) describing the story of a trafficked girl.
Winner of Indie game of the year at NGDC 2016

Screenshots -





Functionalities -

- Role play of a girl child stuck in a trafficked situation
- Well developed story line
- User has to make decisions
- Multi Language support

Pros - High quality graphics and game play.

Players get to experience the situations faced by people stuck in trafficking

Engaging

Cons - No explicit educational content on trafficking

Downloads - 500,000+

Platforms - Android, iOS

Design Inspiration -

- The design tailored to the local target audience (India). We should look at developing a similar local feel to the game to get a better connect with the audience

Tech Requirements -

- Powered by Unity engine, which can be a good option in case we want to develop a similar high quality game
- The size of the game is large. May be a constraint for us.

Other Comments -

More info on the game and it's mission

<http://www.savemissinggirls.com/missing-game-for-a-cause>

<https://www.kickstarter.com/projects/missing/missing-the-complete-saga>

Monetization method -



Rewards

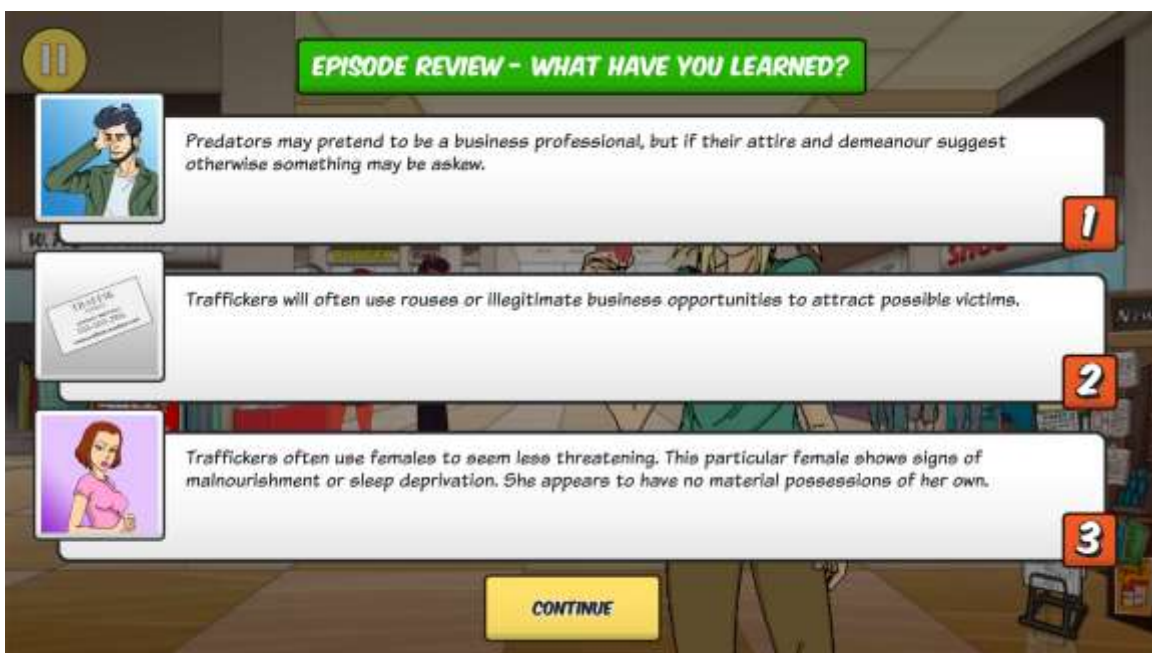
 <p>Thank You Card We'll send you a Thank you card from a survivor to show our gratitude.</p>	 <p>Game Discount Get A Redeemable steam key of the game and access to the dosed developer forum</p>
 <p>Behind the Scenes All of previous + Early Bird game price + 2 Redeemable steam keys of the game and access to the closed developer forum</p>	 <p>Exclusive Access All of previous + access to closed art and music creation forum + soundtrack + digital wallpapers</p>
 <p>Listed in the Credits All of previous + have your name in the credits as a backer</p>	 <p>Limited Edition Merch All of previous + receive a felicitation from MISSING + limited edition badge and T-shirt</p>
 <p>NPC in game All of previous + we will immortalize you on the game with an NPC. + 5 more steam keys!</p>	 <p>Special Love All of previous + list your name as executive producer + 5 more steam keys!</p>
 <p>Save A Girl All of previous + assist in saving a girl in real life by having part of your proceeds go towards a rescue + 10 more steam keys</p>	 <p>Save 2 Girls + Meet Developer All of previous + Assist in the rescue of another girl + meet the developers and the girls you help rescue (via skype) + 10 more steam keys</p>



2. ACT!

Description - Interactive game where in user has to find indications of trafficking in the daily life of her friend. Goal is for users to be able to recognize similar situations in everyday life, and protect themselves and the people they know.

Screenshots -





Functionalities -

- Choose between 2 story lines
- Find indications of trafficking in life example
- Guide to read and learn more about the signs of trafficking
- Has a hotline number to report incidences
- 2 language support

Pros - Easy to follow, real life storyline

Encourages users to look for signs of trafficking, which can be emulated in real life

Availability of guides to learn more about signs of trafficking

Cons -

Downloads - 100+

Platforms - Android, iOS

Design Inspiration -

- Simple images used to convey the story line

Tech Requirements -

- A constant network connection is required. This may not be feasible in the African market

Other Comments -

Currently has only one act of the story and hence is short.

3. Trapped

Description - A Virtual Reality game wherein you as a detective have to solve the murder of a sex trafficking victim. Players are shown how many people are pulled into sex trafficking industry as well as how people can become survivors

Screenshots - No screenshots as the game is in VR

Functionalities -

- Interactions in VR
- Find and interact with objects to solve the mystery

Pros - New and innovative technology

Great experience to interact via VR

Cons - Limited reach of VR headsets limit the usability of the app.

Downloads - 500+

Platforms - Android, iOS

Design Inspiration -

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Tech Requirements -

- VR may not be the right option due to limited reach of headsets

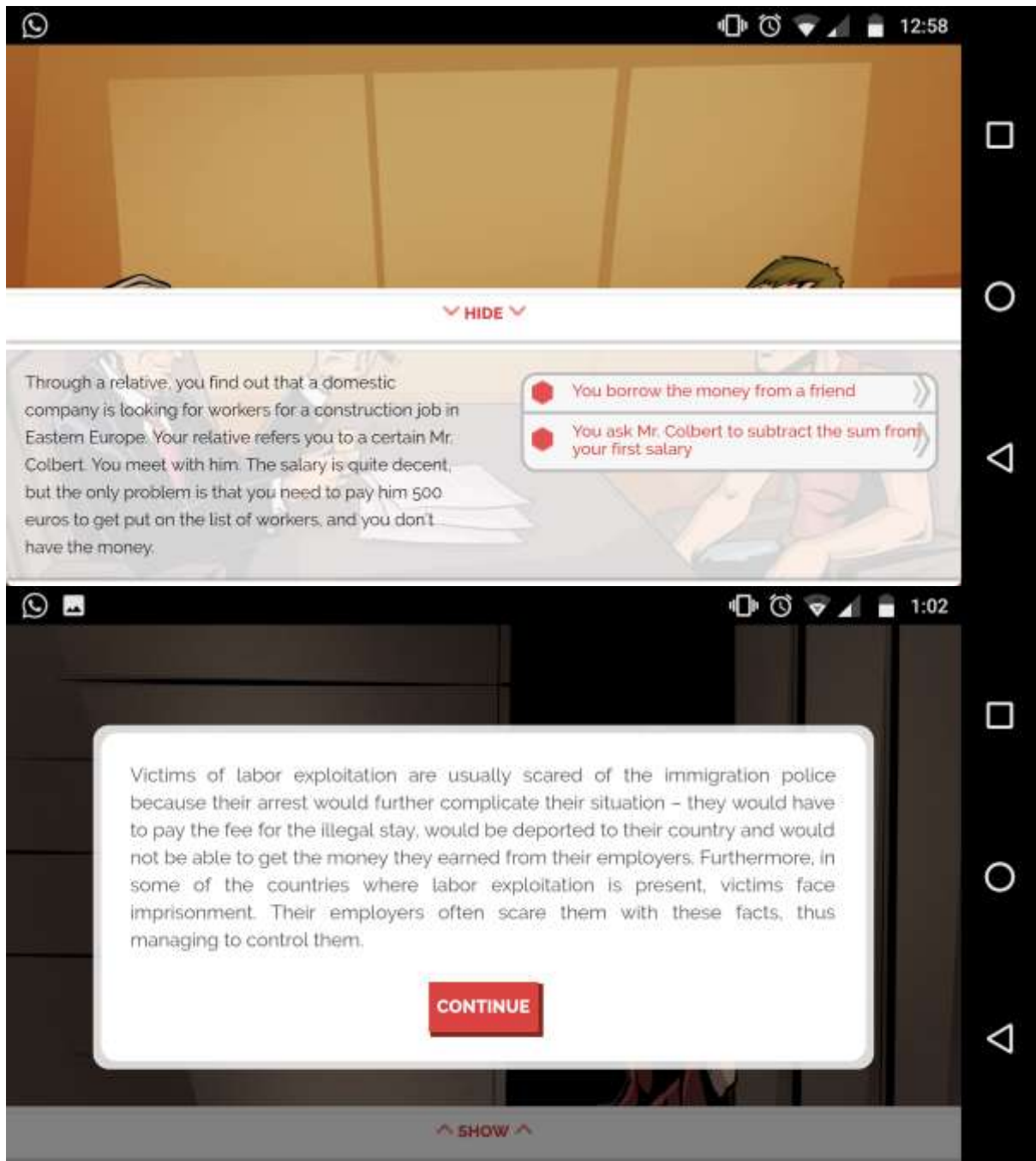
Other Comments -

Currently has only one act of 3 of the story have been released

4. BAN Human Trafficking

Description - Interactive game wherein the user has to make choices in various situations in different stages of trafficking. Having been acquainted with potential dangers, the users will be able to recognise similar situations in everyday life.

Screenshots -





Functionalities -

- Multi Language support
- Select one of 6 characters
- Game allows you to select from a couple of options in a given situation related to trafficking
- Learn More section with educational material on trafficking and a quiz
- Ability to report trafficking

Pros - Good examples of life situations, communicated well and in detail

Interactive

6 different situations

Cons - Fun element is limited

App is buggy and slow to load

Downloads - 1,000+

Platforms - Android, iOS

Design Inspiration -

- Neat Images illustrating various situations that a victim goes through

Tech Requirements -

- App is slow to load
- Website with same features as app also available. [Link](#)

Other Comments - Close to our idea

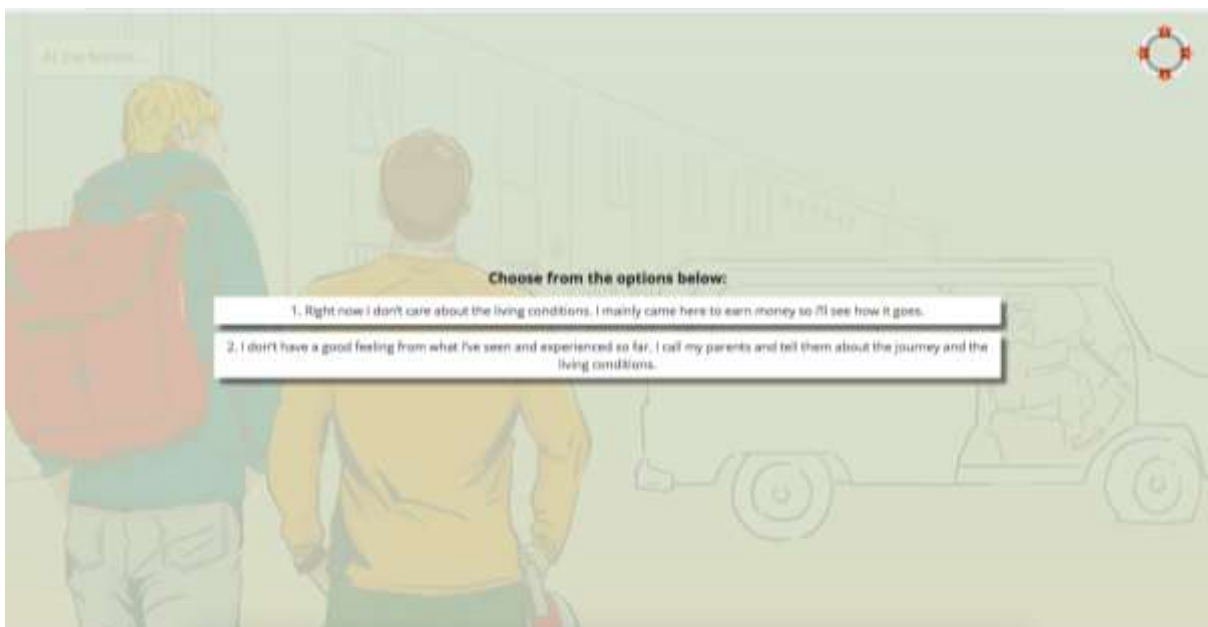
Supported by the EU

Developed by Intellex - <https://intellex.rs/en/case-study/astra>

5. SAFE travel and work abroad

Description -

Screenshots -





Functionalities -

- Multi Language
- Choose from 4 different characters (Different story lines)
- Game allows you to select from a couple of options in a given situations related to trafficking
- Hotline numbers
- Educational material

Pros - Interactive

Cons - Images loading time is slow

Fun element is limited

Downloads - 500+

Platforms - Android, iOS

Design Inspiration -

-

Tech Requirements -

- Website with same features as app also available. [Link](#)

Other Comments -

Close to our idea.

6. Red Light Traffic

Description - educates about recognising, reporting, recovering and releasing from trafficking

Screenshots - Unable to use as only available in iOS



Functionalities -

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Pros -

Cons - Limited reach of iOS in our target audience

Downloads -

Platforms - iOS

Design Inspiration -

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Tech Requirements -

Other Comments -

7. Other Apps

There are several apps that exist in the android app store to report on trafficking incidences.

Some of the bigger ones are listed below

- Truckers against trafficking - 5000+ downloads - Ability to report trafficking
- TraffickCam - 10,000+ downloads - Ability to upload images and report trafficking
- The STOP app - End trafficking - 1,000+ downloads - Ability to report trafficking
- Orphan secure - Ability to report trafficking
- Report Human trafficking - Ability to upload images and report trafficking
- Slavery footprint - Tells you about the use of trafficking involved with your daily purchases

Educational Apps

Top Educational apps -

- Coursera
- Udacity
- Khan Academy
- Duolingo
- Grasshopper