Developing and improving the Ministry of National Guard Health Affairs application

Initiative Date: 2025-12-1

Initiative Summary

1

Overview of the initiative

01

✓ The Health Affairs at the Ministry of National Guard is working on developing and improving its digital health application by listening to beneficiaries' feedback and identifying the services they wish to enhance and improve.

Objectives of the initiative

02

✓ This initiative aims to open the door for beneficiaries to participate by sharing their opinions, with the goal of identifying development priorities and improving the services provided through the application in a way that better meets their needs and expectations.

Beneficiary Category

03

✓ Citizen
✓ Resident
✓ Visitor
✓ Business sector
✓ Elderly
✓ Women
✓ Youth
✓ Persons with disabilities

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Initiative Period – Participation Channel

Indicates the project start and end dates, along with the channel of project launch

Initiative Participation Channel

Project Start and End Period

On the official website of the Health Affairs at the Ministry of National Guard
Co-Creation

From date: 2025/12/1
Until date: 2025/12/30

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Proposed Options

Proposed options for the initiative

01

How satisfied are you with your knowledge of the services provided in the Malafi application?

04

How satisfied are you with the advertising campaigns and awareness materials related to the Malafi application?

02

How easy is it to use the application and navigate between services/pages?

03

How easy is it to find the information you are looking for in the application?

User Satisfaction with Malafi Application Services

Positive
Users are satisfied with service knowledge

Neutral
Users have no strong opinion on service knowledge

Dissatisfied
Users are dissatisfied with service knowledge

52.17%
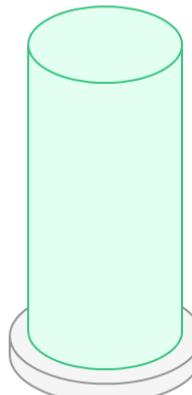
28.26%
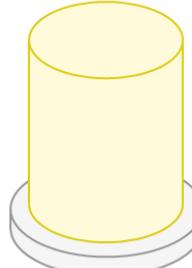
19.57%
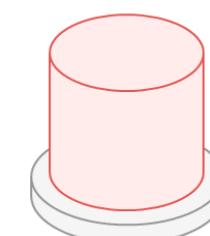
Proposed Options

What is your preferred channel to follow updates and news about the Malafi application?

**03**
Email

01
X (formerly Twitter)

04
SMS

02
Website

05
WhatsApp

Preferred Channels for Malafi Application Updates
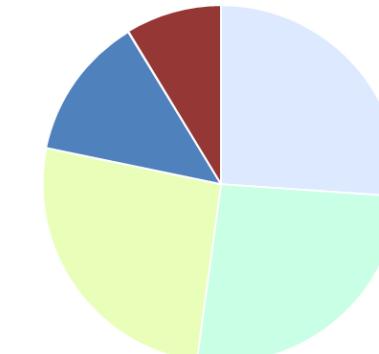
- **26.09% X (formerly Twitter)** — Popular social media platform
- **26.09% SMS (text messages)** — Direct mobile messaging service
- **26.09% WhatsApp** — Widely used messaging app
- **13.04% Website** — Official Malafi application website
- **8.70% Email** — Electronic mail communication

Submissions Analysis

4

Participation Statistics

01

27
Participants

● **Finished**

Develop and improve chatbot

The initiative aims to provide opportunities for development and enrichment of the chatbot through the participation of all members of society with opinions and advice.

🗓 Start date: 2025-11-1

🗓 End date: 2025-12-1

Initiative   All beneficiaries

⤢ Participate   📄 Results and Decisions

Analysis of Contributions Based on Decisions (1/2)

Present the general trends of participants' opinions

01

Data Collection & Analysis

26%
26%
13%
26%
9%

- X
- Website
- Email
- SMS
- WhatsApp
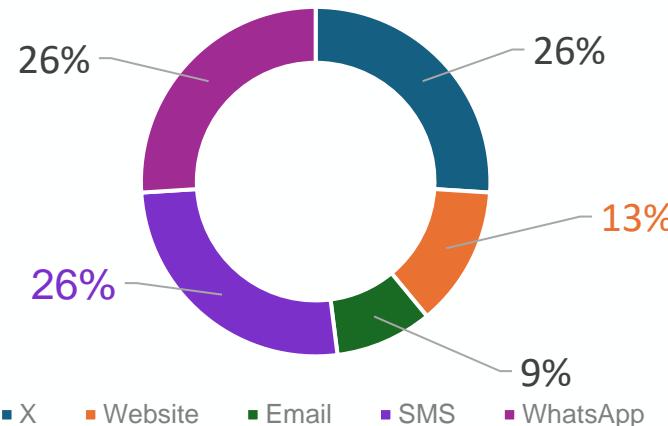
02

Recommendations & Decisions

The Co-creation results showed that participants expressed varied levels of satisfaction with the application's services, with a clear preference for improving ease of use, clarity of information, and accessibility of services, while some participants indicated the need to enhance awareness and guidance related to the application.

Based on the participants' it was decided to feedback, develop and improve the application's services by enhancing usability, improving access to information, and strengthening communication and guidance mechanisms to better meet beneficiaries' needs.

Analysis of Contributions Based on Decisions
(2/2)

Present the general trends of participants' opinions

03
Linking the Decision to the Final Decision

The participants' feedback was analyzed, and the decision to develop and improve the application's services was approved, focusing on enhancing usability, improving access to information, and strengthening guidance and communication to better serve beneficiaries' needs.

04
Implementation Timeline

2025/12/30
Review Co-creation results and collect requirements based on beneficiaries' feedback.

2026/01/2
Analyze beneficiaries' needs to meet expectations.

2026/01/13
Implementation.

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Results and Decisions

5

Clarify the recommendations and decisions made based on participants' feedback

Based on participants' feedback, multiple communication channels were activated according to the target audience and type of news. SMS was enabled for sharing updates, in addition to implementing in-app notifications.

Thank you

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