

News

Siria, the app to raise awareness on inequalities





Baker is one of these people who explains his story on Siria App. Source: Siria App.





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Begoña is another person who explains her story on Siria App. Source: Siria App.

Thousands of people who have suffered serious inequalities need to tell their stories and make themselves heard. With this App, many will be able to show sympathy with those suffering from inequalities.

Siria app is a communication campaign developed by <u>Doctors of the World</u> and the <u>Alcalá de Henares University</u>. Taking the concept of <u>Siri</u>, Apple's voice assistant, <u>Siria app</u> aims to become an application to explain the **problems, injustice and inequalities** experienced by citizens.

These citizens are migrants, people who have suffered from inequalities and ill treatment, homeless people and others who strive to live in dignity. These people **need to express themselves and make their voices heard**. And that is precisely the purpose of the project. Its main goal is to make us all **aware of the realities for these people**.

Through a voice assistant, the app users can ask questions. The application then **shows different videos** with testimonials of those who have suffered serious inequalities. Viewing these videos, it is possible **to raise awareness** on the dire situation that many citizens live in.

You can see the application and watch the different videos of this campaign here.

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