dial Playbook Feature Proposal

ANNOTATED WIREFRAME PRESENTATION

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Getting to know Digital Impact Alliance DIAL

Digital Impact Alliance DAIL is a part of the United Nations Foundation. DIAL is currently in process of developing a platform that will help users understand what open source digital solutions are available to help solve problems in developing countries, focusing on areas surrounding healthcare, financial technologies, agricultural technologies, etc. This platform is used in developing countries to:

- Discover digital solutions that can used to support a specific use case

- Evaluate the maturity and sustainability of specific products

- To see where products have been implemented around the world

DIAL is looking to add new functionality to their platform, called "Playbooks". This new part of the platform is designed to be a "how-to guide" to help users leverage open source digital solutions to help solve problems. "Playbooks" will walk a user step-by-step through a set of activities which will have text, images, links to media, and relevant links to supporting online resources.

The Users:

- **Content Creators:** DIAL Staff or DIAL partners who are creating "Playbooks" for users

- **Content Consumers:** DIAL partners (e.g. government minsters, project manager) looking for how-to guides

- **Non-Governmental Organization Leaders, Donors, Technical Implementers:** Looking for information how solutions have been implemented

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Methodology

- **Stakeholder Meeting**

  Our team met with the Digital Impact Alliance DIAL to learn more about who they are and what they are do. We met with the Lead Software Developer to discuss a new feature they are currently working on,"Playbooks".

- **Comparative Audit**

  It is important to know what other organizations are doing in the space and where DIAL stands. We conducted a comparative audit to see what features users were using and what features we could potentially use in "Playbooks".

- **Journey Map**

  By creating a journey map, we could gain a better understanding of how users interact with DIAL. Through the present map, we can identify pain points and areas of opportunity, and then through the future map, present how our recommended features can improve the user experience.

- **Feature Cards**

  Wireframes of our recommended features were created and presented to the Lead Developer of DIAL for consideration and estimates on development time.

- **Kano Analysis**

  A survey was created and presented to content creators and DIAL employees, so we could gain a better understanding of of which features they found to be most valuable as a user.

  The results of the survey were then analyzed to create a Kano Model. Features were then prioritized by functionality and satisfaction.

Journey Map

These Journey Maps illustrate the path of a content consumer and DIAL employee. It presents the current and future paths with the feature recommendations and hypothesizes the improvement to the user experience.
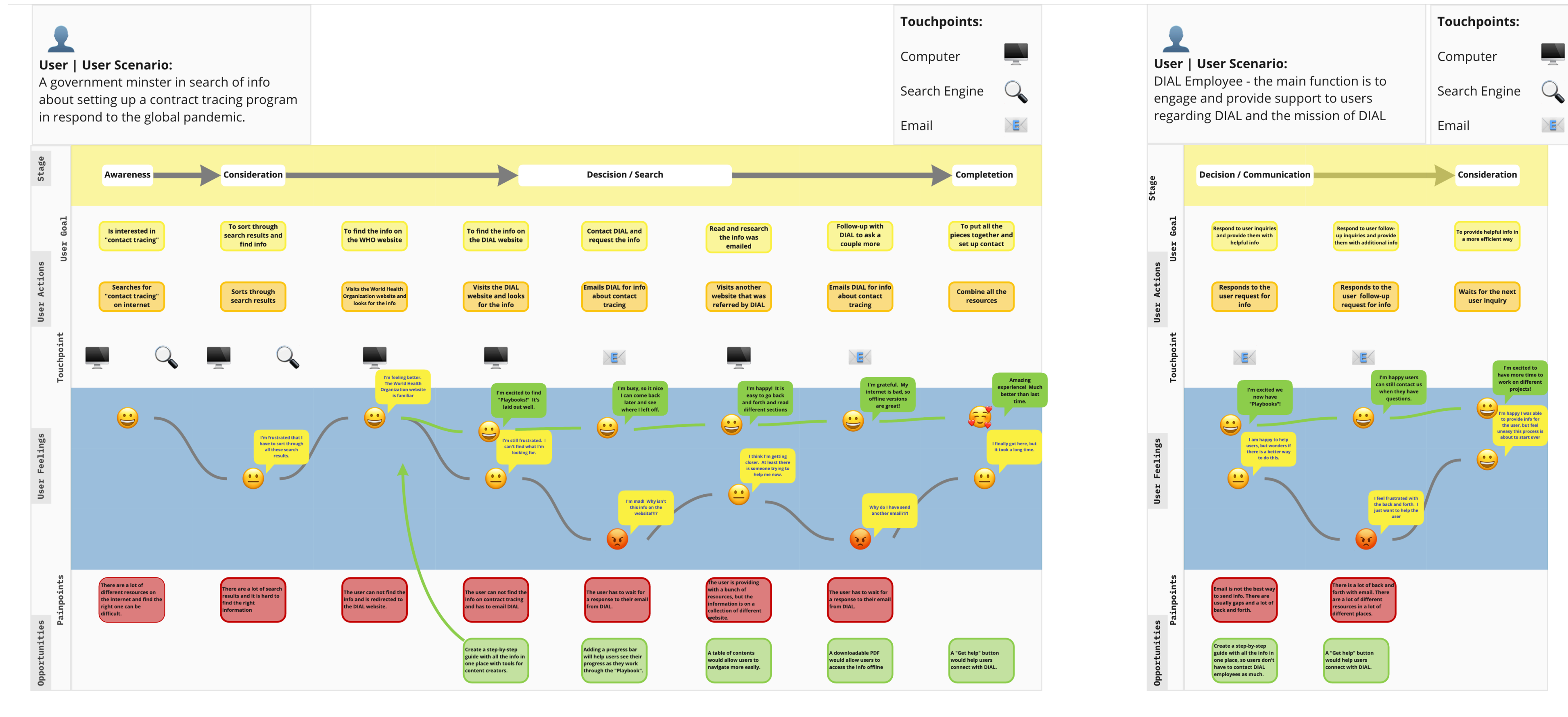
Feature Wireframes

Small Changes. Big Results.

These wireframes illustrate 4 feature recommendations designed to improve the user experience as a content consumer.
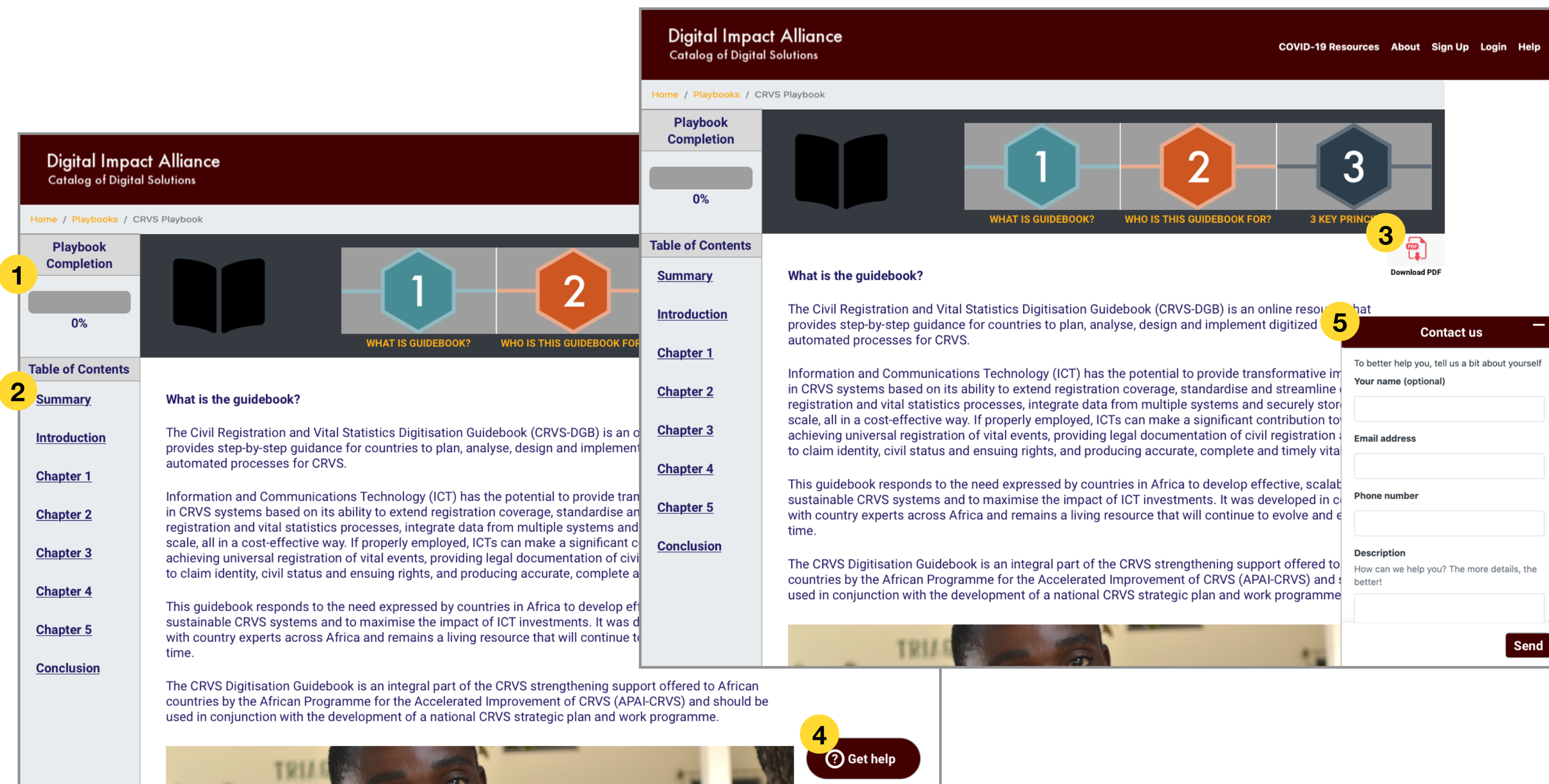
Estimated Time: 20-24 hours

Annotations

1 **Progress Bar** - users will be able to see their progress as they work through a "Playbook"

2 **Table of Contents** - to help users easily and quickly navigate through a "Playbook". You click on specific chapters to jump forward or back

3 **Downloadable PDF** - worried about not having service? Users on the go can click and download a "Playbook"

4 **Get Help** - this floating button gives users quick access to help

5 **Send an Email** - just click on "Get help" and this form pops up, so you can send a quick message to ask a question

Creative Corner

These wireframes illustrate possible templates for content creators, providing them with a space to create the "Playbook" within the website with a balance of flexibility and usability, while creating the foundation for a content framework that evolves as the platform does.
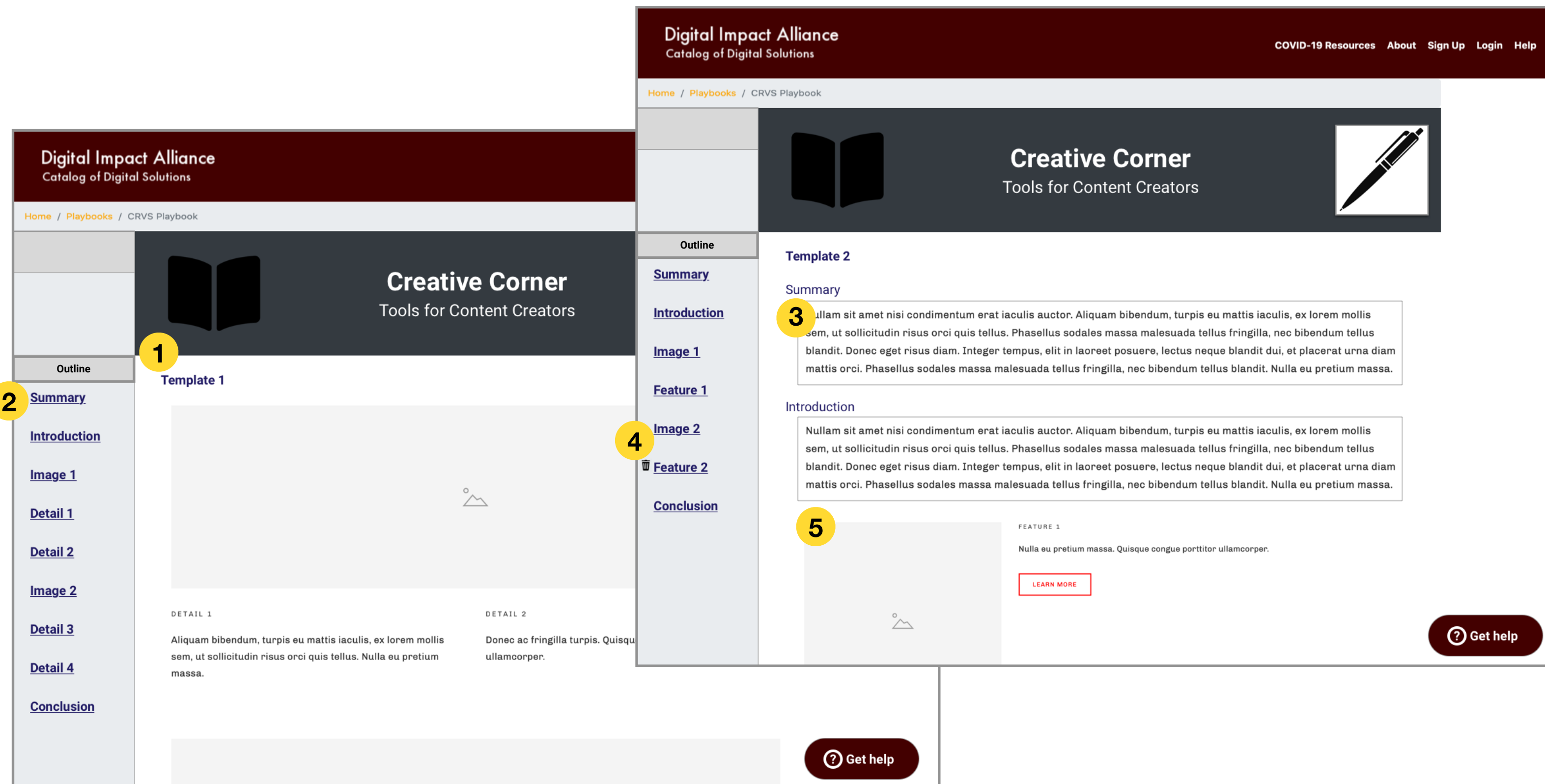
Estimated Time: 24-30 hours

Annotations

1 **Templates** - content creators would have basic templates they could use to start writing a "Playbook". They could select one based on subject.

2 **Outline** - to help guide content creators in the different sections that a "Playbook" might need.

3 **Text Sections** - allows content creators to write in the website. This starts to create a framework, so that content can easily be managed as the platform evolves.

4 **Flexibility** - hover over the different sections to bring up the trash can icon, so you can add and delete sections.

5 **Image Sections** - allow content creators to upload charts, graphs, and images to enrich the "Playbook"

Additional Features

- **Language Selection**

    In the Playbook, there would be a language selection feature located at the top of the page. It would be a drop down menu with language options. (Estimated time: 4 hours)

- **Video Guide for Content Creators**

    This feature would be a step-by-step guide to help new content creators get started with Playbooks. It would walk-through all the new tools for content creators, including the new templates features. It would present outlines for Playbooks, so that the materials were consistent. (Estimated time: 2 hours)

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Thank you.

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Appendix

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Kano Model

The results of the survey were analyzed to create a Kano Model. Features were then prioritized by functionality and satisfaction.

Feature Categories

Legend:
- Playbook Finder
- Language Selection
- Playbook Navigation & Table of Contents
- PDF Tracking and Checklist
- Video Guide: How to
- Quick Guide
- Customizable PDF Download
- Playbook Module Progress Indicator
- Reviews & Feedback
- Playbooks Community Portal
- Content Preview Editor
- Playbook Builder
- Content Creation Templates

| Feature | Continuous Analysis | | | |
	Dysfunctional (X)	Functional (Y)	Importance (Z)	Category
F1	1.50	2.50	6.25	A
F2	2.00	3.50	6.75	A
F3	4.00	3.50	8.75	P
F4	0.50	1.50	5.75	I
F5	2.50	4.00	6.50	P
F6	1.25	3.00	6.50	A
F7	1.00	4.00	7.67	A
F8	3.00	4.00	7.25	P
F9	1.50	1.50	6.50	I
F10	1.33	2.67	5.67	A
F11	1.50	2.50	7.25	A
F12	2.00	3.00	6.50	A
F13	3.00	2.50	7.25	P