PLAYBOOK USABILITY STUDY

Digital Impact Alliance (DIAL)

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OVERVIEW

Playbooks

Comprehensive 'how to' guides allowing users to leverage digital technologies to solve diverse problems.

Primary Users

Content creators: DIAL staff or partners who are creating playbooks for others to use

Content consumers: DIAL partners looking for a guide on how to do their work (procurement professionals, government employees, donor agencies, & tech implementers)

Research Goal

Identify features to improve the readability, usability and interactivity of Playbooks.

METHODOLOGY

Stakeholder Kick-off
Met with stakeholder to better understand current process, opportunities and pain points.

Comparative Audit
Looked into several comparable tools to identify features, flows, processes and UI elements that could be valuable.

Feature Cards
Sketched and wrote small descriptions for potential new features to utilize.

Journey Map
Created a visual representation of users' current journey from identifying an issue that needs solving to their eventual success utilizing DIAL's Playbook.

Kano Analysis
Survey sent to content creators to help determine what features users' value the most.

USER JOURNEY MAP

The user journey map was built to better understand what users go through to then improve the quality of their user experience.
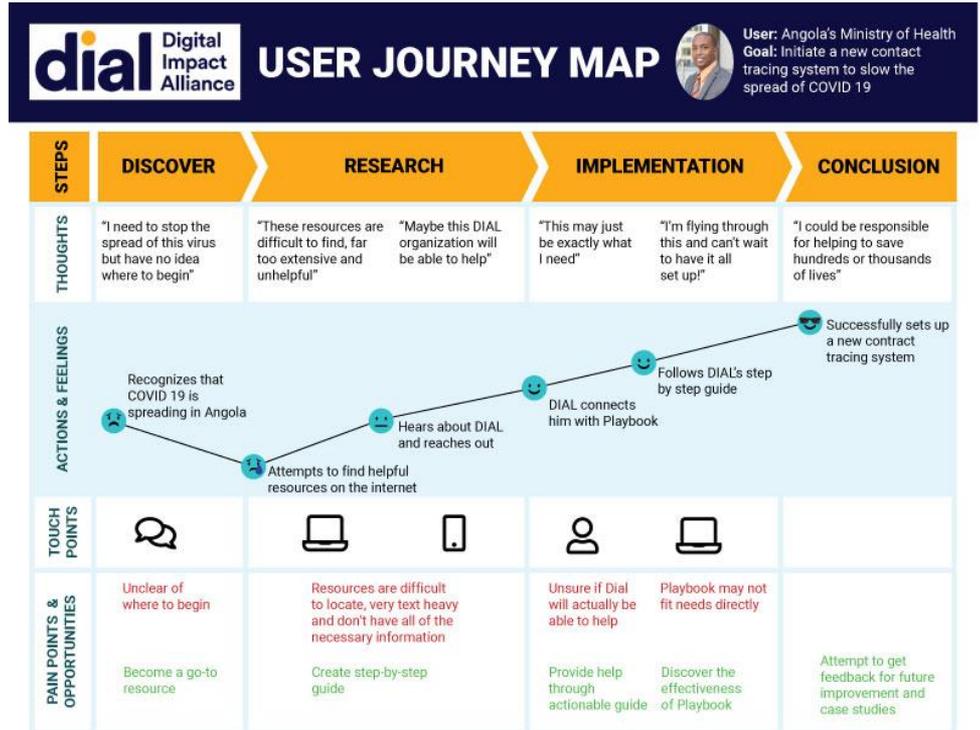
KEY FEATURES

KEY FEATURES OVERVIEW

KEY PLAYBOOK FEATURE	SHORT DESCRIPTION	Est. Development Time
Landing Page	Provide users with the most important information in a succinct way	4 hours
Navigation	Make it easy for users to navigate through the Playbook's modules	12 hours
Custom PDF Download	Allow users to download the Playbook and work offline	8 hours
User Feedback	Allow users to provide feedback to improve the overall user experience	6 hours
Back-end Alert Updates	Set alerts to ensure Playbooks are reviewed for necessary updates	6 hours

PLAYBOOK LANDING PAGE

The following features provide clarity and will help to eliminate frustrations as users first arrive on a Playbook.

1 Succinctly state what the Playbook is supposed to be used for

2 Succinctly state who the Playbook was built for

3 Provide prerequisites

Est. Development: 4 Hours

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dial Digital Impact Alliance
PLAYBOOKS

HOME   ABOUT   CATALOGUE   SIGN UP   HELP

Module 1: Introduction ↓
1.1: Module Overview

Module 2: Stakeholders →

Module 3: Opportunities →

Module 4: Challenges →

Module 5: Use Cases →

Module 6: Business Co-op →

Module 7: Ethics & Privacy →

Module 8: Technical →

Mobile Data for Development Playbook
Module 1: Introduction

1 What is mobile data for development?
Mobile Phone Network Data for Development' is an accessible synthesis of a growing body of research on mobile phone data analysis in development or humanitarian contexts.

2 Who is the mobile data for development Playbook for?
The mobile data for development Playbook was built for government agencies interested in tracking mobile data for the purposes of developing resources to help their country.

3 Prerequisites
• Prerequisite number 1
• Prerequisite number 2

[Download PDF]   [1.1 Module Overview →]

PLAYBOOK NAVIGATION

The following features will make navigating within a Playbook easy and intuitive for users.

1 A sidebar navigation showing all modules will allow users to easily move throughout the modules and drop-down modules will remove unnecessary clutter

2 Previous and Next buttons showcasing the sub-module will ensure additional easy navigation
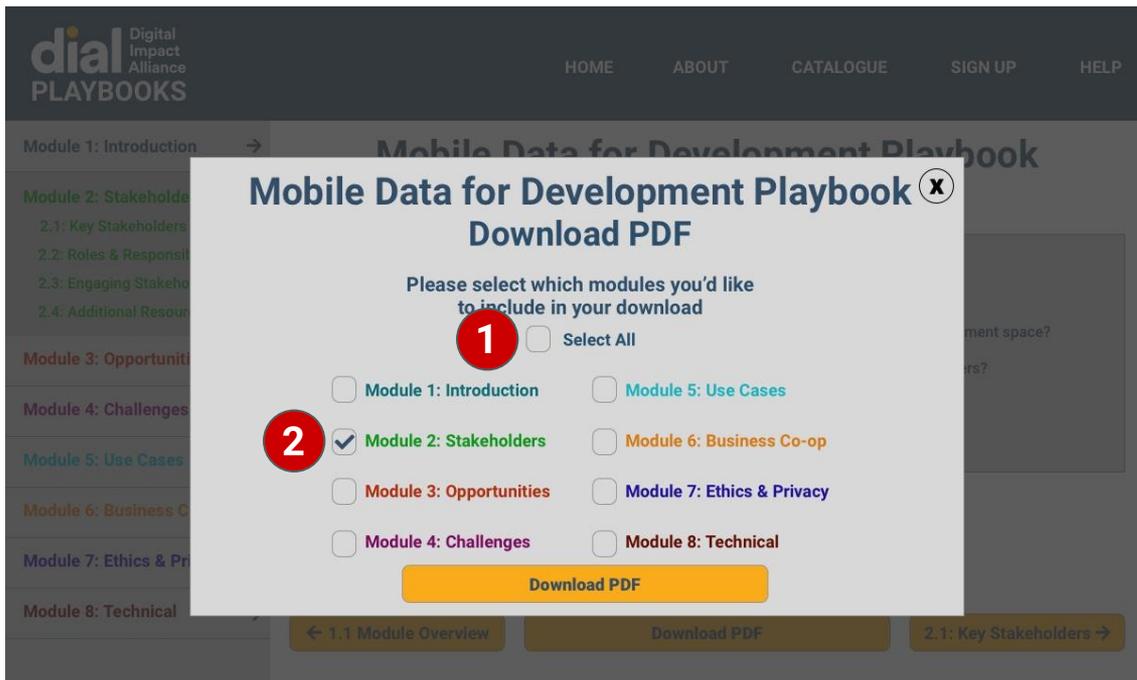
Est. Development: 10 Hours

PLAYBOOK NAVIGATION 2

3 Color-coding modules will make it easier for users to recognize and recall where they are throughout the Playbook

Est. Development: 2 Hours

CUSTOM PDF DOWNLOAD

Giving users the ability to download a specific module or the entire Playbook depending on their need will allow users to solve their problem without the need to be online.

1 The Select All button will allow users to select all modules with a single click

2 Depending on where users are in the Playbook when they hit the Download PDF button will determine which module will come pre-selected
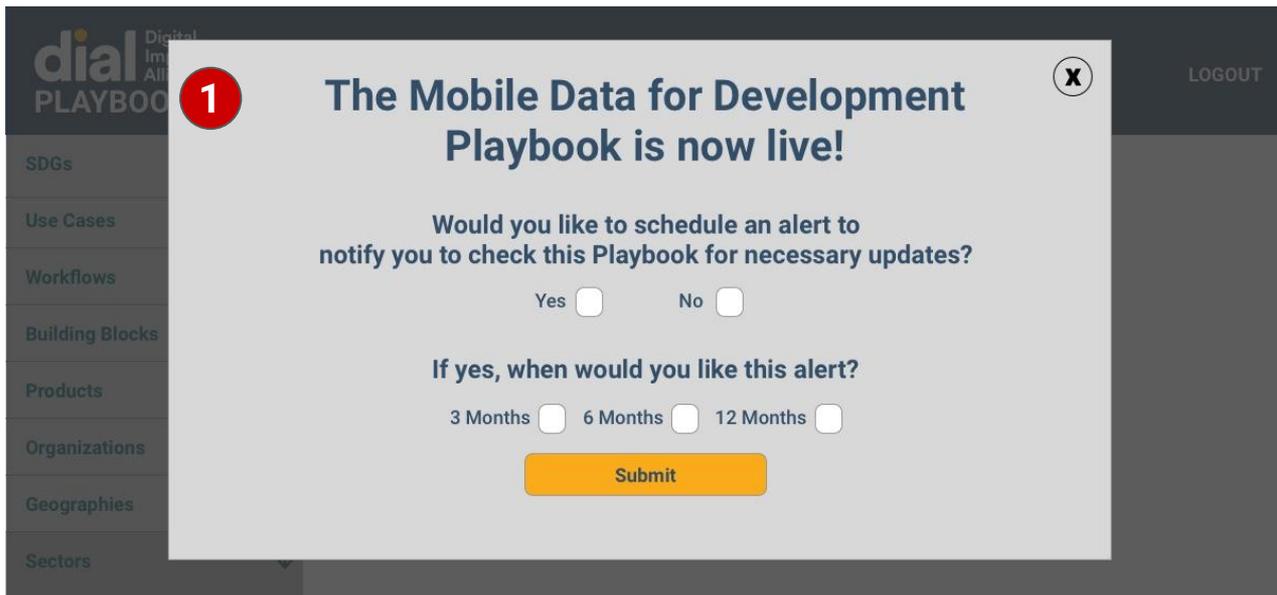
Est. Development: 4 Hours

PLAYBOOK FEEDBACK

1 Asking for feedback once users have completed a Playbook will help DIAL gain insights directly from their users and help improve usability going forward.

Est. Development: 6 Hours

BACK-END ALERT UPDATE

1 Once a Playbook has been been added content creators will be able to schedule an alert update to let them know to review the Playbook for necessary updates over the course of time.

Est. Development: 6 Hours

PHASE 2 FEATURES

Feature: Creating Multiple Templates - Est. Development 24 Hours

Feature: Drag and Drop Website Builder - Est. Development 24+ Hours

Both of these options would enhance the work content creators will be doing on the back-end while putting a Playbook together. Once complete, either feature would speed up development time and save money.

However, at this stage my recommendation would be to wait until DIAL has completed and watched users utilize their Playbooks to get a better feel for what elements should be incorporated in a drag-and-drop website builder or Playbook template.

THANK YOU