



# 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.

The screenshot displays the Digital Impact Alliance website interface. At the top, a dark red header contains the logo 'Digital Impact Alliance' and the tagline 'Catalog of Digital Solutions'. On the right side of the header, there are links for 'COVID-19 Resources', 'About', 'Sign Up', 'Login', and 'Help'. Below the header, a breadcrumb trail reads 'Home / Playbooks / CRVS Playbook'. A 'Create PDF' button is visible in the top right corner of the content area. The main content area features a dark header with a book icon and a navigation menu with items: 'Preparation', 'Analysis & Design', 'Implementation', and 'Admin Data'. The main body of the page is white and features a large teal hexagon with the number '1' inside, indicating the first section. Below this, there are three columns of text: 'WHAT IS THE GUIDEBOOK?', 'WHO IS THE GUIDEBOOK FOR?', and 'THREE KEY PRINCIPLES'. The 'What is the guidebook?' section contains a paragraph describing the Civil Registration and Vital Statistics Digitisation Guidebook (CRVS-DGB) as an online resource for countries to plan, analyse, design and implement digitized systems and automated processes for CRVS. It also mentions that the guidebook responds to the need expressed by countries in Africa to develop effective, scalable and sustainable CRVS systems and to maximise the impact of ICT investments. The final paragraph states that the CRVS Digitisation Guidebook is an integral part of the CRVS strengthening support offered to African countries by the African Programme for the Accelerated Improvement of CRVS (APAI-CRVS) and should be used in conjunction with the development of a national CRVS strategic plan and work programme.

# 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**

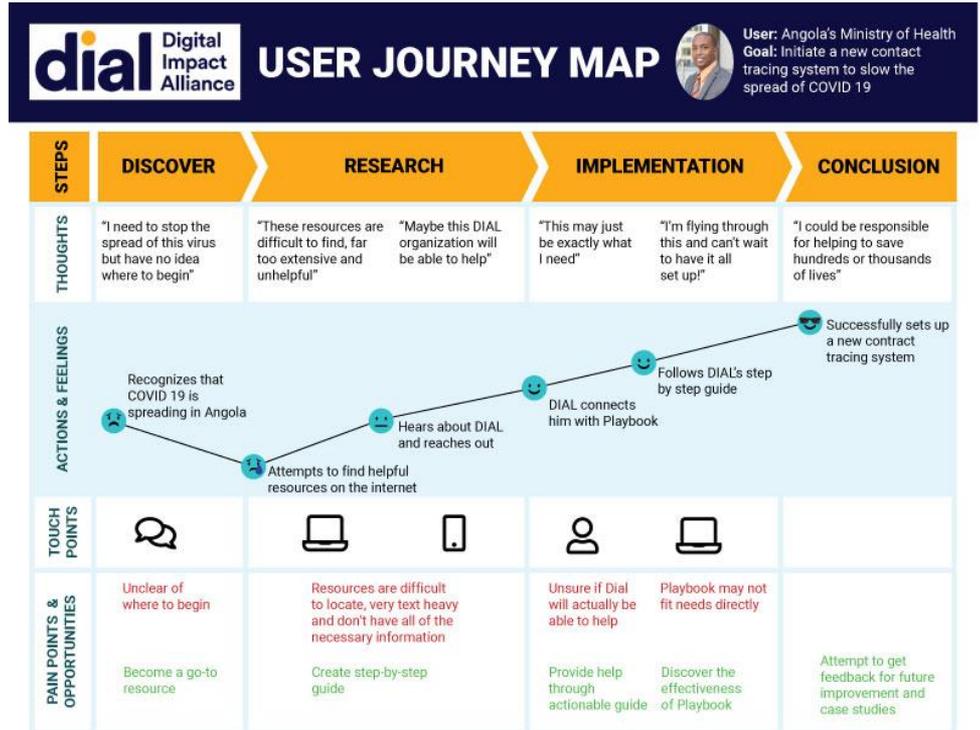
Created a visual representation of users' current journey from identifying an issue that needs solving to their eventual success utilizing DIAL's Playbook.

## **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
<b>Landing Page</b>	Provide users with the most important information in a succinct way	4 hours
<b>Navigation</b>	Make it easy for users to navigate through the Playbook's modules	12 hours
<b>Custom PDF Download</b>	Allow users to download the Playbook and work offline	8 hours
<b>User Feedback</b>	Allow users to provide feedback to improve the overall user experience	6 hours
<b>Back-end Alert Updates</b>	Set alerts to ensure Playbooks are reviewed for necessary updates	6 hours

# PLAYBOOK LANDING PAGE

The screenshot shows the landing page for the 'Mobile Data for Development Playbook'. The header includes the 'dial Digital Impact Alliance PLAYBOOKS' logo and navigation links for HOME, ABOUT, CATALOGUE, SIGN UP, and HELP. A left sidebar lists modules from 1 to 8. The main content area is titled 'Mobile Data for Development Playbook' and 'Module 1: Introduction'. It features three numbered callouts: 1. 'What is mobile data for development?' with a paragraph of text. 2. 'Who is the mobile data for development Playbook for?' with a paragraph of text. 3. 'Prerequisites' with a bulleted list of prerequisite numbers. At the bottom, there are two buttons: 'Download PDF' and '1.1 Module Overview ->'.

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**

# PLAYBOOK NAVIGATION

The screenshot displays the website's navigation and content for the 'Mobile Data for Development Playbook'. At the top, the 'dial Digital Impact Alliance PLAYBOOKS' logo is on the left, and navigation links for 'HOME', 'ABOUT', 'CATALOGUE', 'SIGN UP', and 'HELP' are on the right. A sidebar on the left lists eight modules, with 'Module 2: Stakeholders' highlighted in green. The main content area shows the title 'Mobile Data for Development Playbook' and 'Module 2: Stakeholders' in green. Below this is a section titled 'What you'll learn in Module 2: Stakeholders' with a list of four bullet points. At the bottom, there are three buttons: '← 1.1 Module Overview', 'Download PDF', and '2.1: Key Stakeholders →'.

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**

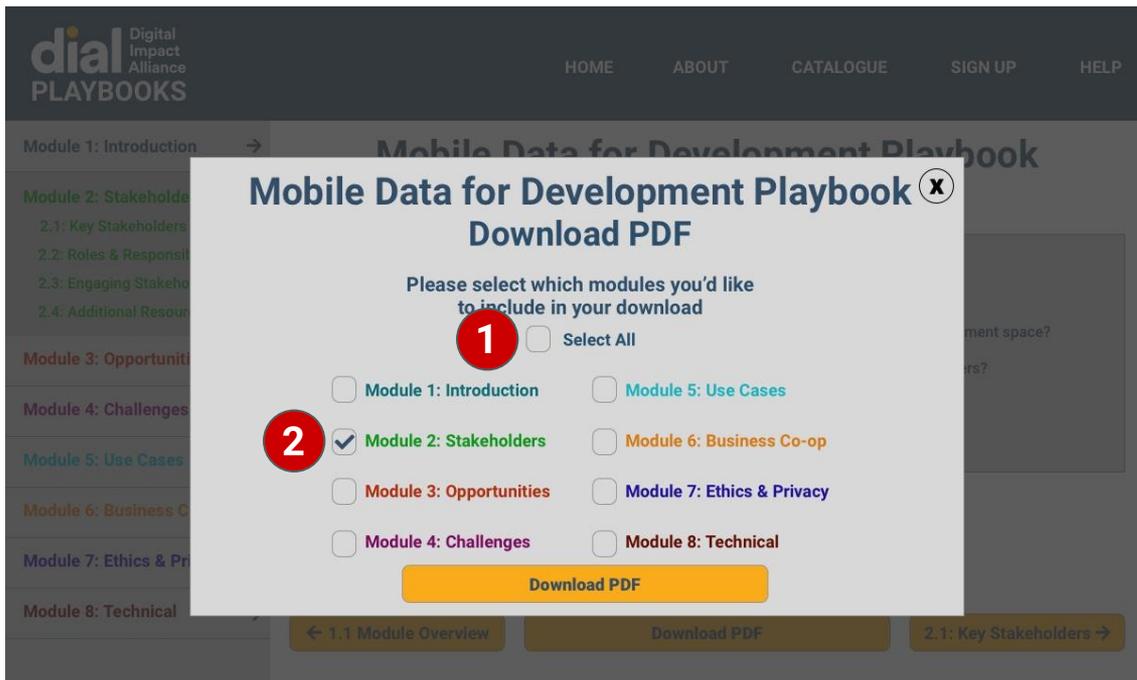
# PLAYBOOK NAVIGATION 2

The screenshot shows a web application interface for the Digital Impact Alliance Playbooks. At the top, there is a dark blue navigation bar with the logo 'dial Digital Impact Alliance PLAYBOOKS' on the left and menu items 'HOME', 'ABOUT', 'CATALOGUE', 'SIGN UP', and 'HELP' on the right. Below the navigation bar, the main content area is titled 'Mobile Data for Development Playbook' and 'Module 1.1: Module Overview'. On the left side, there is a vertical list of module links: 'Module 1: Introduction' (with a dropdown arrow), 'Module 2: Stakeholders', 'Module 3: Opportunities', 'Module 4: Challenges', 'Module 5: Use Cases', 'Module 6: Business Co-op', 'Module 7: Ethics & Privacy', and 'Module 8: Technical'. The main content area displays a grid of eight module cards, each with a title, an icon, and a colored bar at the bottom. The cards are: 'Module 1: Introduction' (teal bar, person and screen icon), 'Module 2: Stakeholders' (green bar, three people icon), 'Module 3: Opportunities' (red bar, lightbulb icon), 'Module 4: Challenges' (purple bar, mountain icon), 'Module 5: Use Cases' (cyan bar, briefcase icon), 'Module 6: Business Co-op' (orange bar, person in suit icon), 'Module 7: Ethics & Privacy' (dark blue bar, person with magnifying glass icon), and 'Module 8: Technical' (dark red bar, gears icon). At the bottom of the grid, there are three buttons: '← 1: Introduction', 'Download PDF', and '2: Stakeholders →'.

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

The screenshot shows a feedback form overlaid on a dark grey background. The form has a white background and a close button (an 'x' in a circle) in the top right corner. The title is 'You've Completed the Mobile Data for Development Playbook!'. Below the title is a request for feedback: 'Please take a moment to leave us your candid feedback as we strive to make improvements to our Playbooks.' The form contains three sections of questions, each with radio buttons for 'Yes' and 'No'. The first question is 'Did you find this guide helpful?'. The second question is 'If no, why not?' followed by a text input field. The third question is 'Did you find any sections difficult?'. Below this is a dropdown menu with 'Module 1' selected and a downward arrow. The final question is 'Please explain...' followed by another text input field. At the bottom of the form is an orange 'Submit' button. On the left side of the background, a sidebar menu is visible with items like 'Module 1: Intro', 'Module 2: Stake', 'Module 3: Oppor', 'Module 4: Challe', 'Module 5: Use C', 'Module 6: Busin', 'Module 7: Ethics', and 'Module 8: Techn'. The top right of the background shows 'UP' and 'HELP' links.

**You've Completed the Mobile Data for Development Playbook!**

Please take a moment to leave us your candid feedback as we strive to make improvements to our Playbooks.

Did you find this guide helpful?

Yes  No

If no, why not?

Did you find any sections difficult?

Yes  No

If yes, which?

Module 1

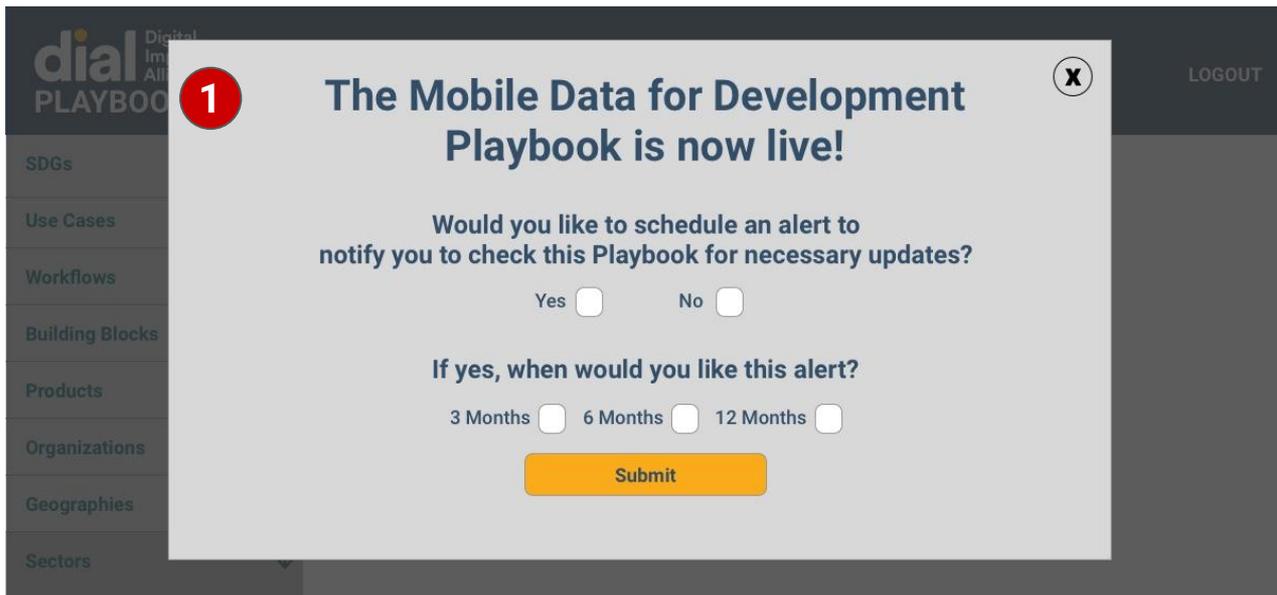
Please explain...

**Submit**

- 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



The screenshot shows a web application interface with a sidebar on the left containing navigation items: SDGs, Use Cases, Workflows, Building Blocks, Products, Organizations, Geographies, and Sectors. The main content area displays a modal dialog box with the following text and form elements:

**1** The Mobile Data for Development Playbook is now live! ✕

Would you like to schedule an alert to notify you to check this Playbook for necessary updates?

Yes  No

If yes, when would you like this alert?

3 Months  6 Months  12 Months

**Submit**

LOGOUT

- 1** Once a Playbook has 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

