

Digital-Enabled Engagement

Interactive Design Activity

Audience Profile #1: Angelica, Female Small/Medium Enterprise (SME) owner, Philippines

TECH:

- Owns smartphone, but doesn't have a data plan
- Uses wi-fi to access the internet while at her store
- Sends over 50 SMS a day
- Uses WhatsApp to communicate with children when she has wi-fi
- Listens to religious radio all day

LIFE:

- Spends 12-14 hours a day at the store, 6 days a week
- Has two children working abroad in the UAE

PROJECT INTERACTIONS:

- Is active in SME training program
- Lives 1 hour from program office and main training center
- Receives check-in visits from her SME mentor every other month
- Has strong opinions about services, usually complains to family
- Doesn't have faith that anything will ever change and feels powerless

Objective #1: Collect feedback from Angelica to improve service delivery of government subsidies to SMEs

PROJECT BACKGROUND:

- Some do-gooder techies came in and started a service map a while ago and it failed when geo-tagged reports didn't get any response from service providers
- Project has initial buy-in from service providers to create response mechanisms this time
- People are unlikely to spend their own money to submit feedback

ANGELICA BACKGROUND:

- Is active in SME training program
- Lives 1 hour from program office and main training center
- Receives check-in visits from her SME mentor every other month

Audience Profile #2: Ahmed, male Palestinian Political Youth Leader, West Bank

TECH:

- Has a basic mobile handset (no smartphone, no 3G)
- Sends ~20 SMS and makes 10 1-2 minute phone calls a day
- Has a personal laptop and uses public wi-fi connections (university/coffee shops/internet cafes)
- Is a VERY active social media user on Facebook and Twitter
- Maintains Facebook page for the youth organization he leads, as well as his own personal page

LIFE:

- Spends 4-6 hours a day at the internet café/coffee shop
- Lives in Ramallah and is currently entering his third year at Birzeit University (20 min commute)
- Loves Arab Idol winner, Muhammad Assif

PROJECT INTERACTIONS:

- Is semi-active in programmatic activities (attends occasional trainings and sometimes other activities), but is very busy with school and organizational leadership
- Doesn't have strong relationships with other program participants from other cities in West Bank
- Has attended training before and has benefited from the knowledge gained
- Receives invitation via word-of-mouth from other program participants, but inconsistently

Objective #2: Get Ahmed to attend a training on evidence-based political advocacy

PROJECT BACKGROUND:

- Project would like to collect RSVPs, but it is difficult to gather information from local partners publicizing the training
- Project has all contact information for all previous training participants
- Most participants need at least 1 week notice to ensure availability

AHMED BACKGROUND:

- Is semi-active in programmatic activities (attends occasional trainings and sometimes other activities)
- Doesn't have strong relationships with other program participants from other cities in West Bank
- Has attended training before and has benefited from the knowledge gained

Audience Profile #3: Joseph, rural farmer, Liberia

TECH:

- Has a basic mobile phone that he mainly uses to make business-related calls (i.e. arrange sales, check prices with buyer, etc.)
- Has two sim cards – leaves MTN sim in his phone 90% of the time and exchanges it for Cellcom when making calls to Cellcom numbers
- Listens to local radio shows in the evening

PROJECT INTERACTIONS:

- Belongs to a farmer association (partner of the project), but never participated in project activities
- Lives 4 hours from the project office
- Has limited knowledge on relevant topic but is hesitant to engage in educational programming because of time management concerns
- Unsure of how much benefit he stands to gain from program activities

LIFE:

- Spends the day at his farm and the evening at village center with his friends
- His children are in school and attend ½ days
- Worried about a recent crop disease outbreak
- Is not confident in his English ability, does not read – depends on his children to read SMS, etc.



Objective #3: Increase Joseph's knowledge about the use of fertilizers

PROJECT BACKGROUND:

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- Project has struggled to engage participants in knowledge sharing component due to unclear communication around value proposition
- Project has existing training, guidebooks and other materials on the topic that can be adapted to new formats
- Project works with numerous local partners that have expertise and community networks

JOSEPH BACKGROUND:

- Belongs to a farmer association (partner of the project), but never participated in project activities
- Lives 4 hours from the project office



Audience Profile #4: David, urban young male, Nigeria

TECH:

- Owns smartphone, but doesn't have a data plan
- Uses wi-fi to access the internet while at university
- Is an extremely active Facebook user and runs a student life Facebook page for the university
- Uses WhatsApp to communicate with friends when he has wi-fi
- Rarely makes phone calls, only to family and girlfriend back in village

PROJECT INTERACTIONS:

- David has heard programme-funded HIV/AIDS awareness songs on radio and seen ad campaigns on his way to university
- His university is a programme partner
- Has little knowledge about new HIV/AIDS prevention laws allowing for free access to counseling and testing
- Maintains strong cultural ties to traditional rural values
- Knows people in his village who have died of AIDS

LIFE:

- Spends 10 hours a day at university, five days a week
- Travels to village for holidays and harvest season
- Works evenings in a local shop to earn money for school

Objective #4: Raise David's awareness about new laws passed on HIV/AIDS prevention

PROJECT BACKGROUND:

- Programme has been struggling to measure the impact of its communications campaigns mostly run via radio and in print media/billboards
- Programme is interested in exploring other types of ICTs but doesn't know where to begin

DAVID BACKGROUND:

- David has heard programme-funded HIV/AIDS awareness songs on radio and seen ad campaigns on his way to university
- His university is a programme partner

Audience Profile #5: Naima, community health worker in rural Indonesia

TECH:

- Has one tablet she uses to collect information and sync when back in wifi range and a basic mobile “brick” phone she uses for all other communications
- Connectivity is limited in a lot of the villages she visits
- Naima gets SMS push updates from the regional health center but often misses them due to lack of connectivity

PROJECT INTERACTIONS:

- Has heard about the project from her manager, other CHWs and through flyers in her main clinic
- Has limited knowledge on outbreak monitoring but is hesitant to engage in training programming because of time management concerns
- Unsure of how much benefit she stands to gain from program activities, given lack of outbreaks in her region

LIFE:

- Naima enjoys listening to the radio in her downtime, which isn’t much - she spends ~60 hours/week in transport moving from village to village in her area
- Naima meets up with other CHWs in her area weekly to review skills, share stories and update statistics
- Naima has basic literacy but often has problems navigating the reporting requirements of her job

Objective #5: Get Naima aware of and actively engaged in CHW training program on outbreak monitoring

PROJECT BACKGROUND:

- Project works with Ministry of Health to train CHW networks in target areas on outbreak monitoring
- Project has struggled to incentivize already-busy CHWs to attend more trainings
- Project is eager to explore digital means of training and skill-building support

NAIMA BACKGROUND:

- Has heard about the project from her manager, other CHWs at their weekly meeting, and through flyers in her main clinic

Interactive Design Activity

Response Template

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- What key pieces of information did you learn about this persona relevant to the design of a digital intervention?
 - *How can s/he access information?*
 - *How does s/he access information?*
 - *What type(s) of technology does s/he use in daily life?*
 - *What are their cultural/familial contexts that might influence digital tool selection?*
 - *What offline networks/communities do they engage with?*
 - *What online networks/communities do they engage with?*
 - *Do they have mobility or access constraints?*
 - *...and so on and so forth!*
 - Given these insights into your target audience, what types of technology tools would you consider/avoid to use in meeting your programmatic objectives and why?