

## FRAME YOUR NEEDS AND ENVIRONMENT

# Describe the challenge

1 Who are you trying to help? // [Answer...](#)

2 What do they need?

3 Why do they need it?

4 What are some possible reasons why those needs aren't being met?

5 What are some of your initial ideas for addressing these challenges?

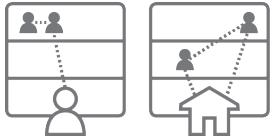
6 Using the information above, craft a single guiding statement for what you are trying to accomplish with this project.



FRAME YOUR NEEDS AND ENVIRONMENT

# List the bottlenecks

1 What are all the reasons the needs of your users aren't being met?	2 Assign a category to each of these bottlenecks.
// Answer...	// Answer...



## FRAME YOUR NEEDS AND ENVIRONMENT

# Map out the surrounding system

### 1 Identify all the users and institutions that are in some way connected to the issue you identified.

Place an icon for each of them on the next page, and distribute them across the governance levels indicated — local, regional, national, and international. Feel free to use the icons below.



Child or individual



Community, family, or marginalized group



Front-line worker or community worker



Health center, school, or service provider



Government official or NGO staff



Governing body or NGO

### 2 Draw lines between all the users and institutions that are formally or informally connected in some way.

Examples of connections:

- Chains of command
- Decision-making cycles
- Funding
- Social or familial links
- Customer-provider relationships

### 3 Mark the bottlenecks in your map — anything that could be making it harder for your users to get what they need.

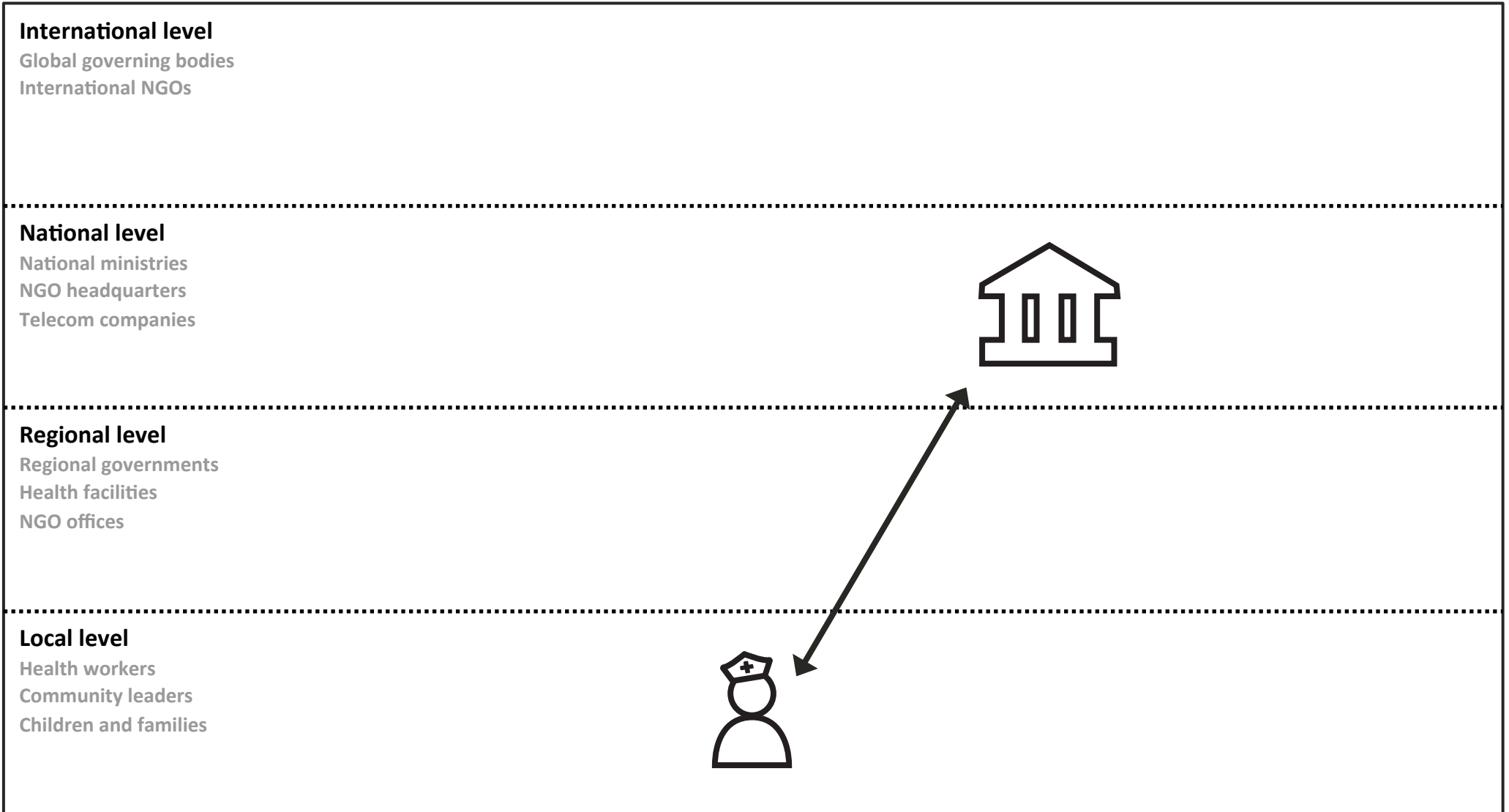
Examples of bottlenecks:

- Infrastructure gaps
- Communication gaps
- Lack of funding
- People who can't/won't fulfill their responsibilities
- Lack of user knowledge about existing services



## FRAME YOUR NEEDS AND ENVIRONMENT

# Map out the surrounding system





## FRAME YOUR NEEDS AND ENVIRONMENT

# Understand your users

User name	Role and responsibilities	Connection to issue	Needs

Repeat grid as many times as necessary to fill in all users from the system map.



# Validate! Your needs and environment

1 Organize a call with your project team, national partners, and front-line workers/contacts.

2 Take a photo, scan, or photocopy of your system map, and send it to everyone in advance.

3 Share the guiding statement of your project.

4 Review your system map.

5 State all the bottlenecks.

6 State all your users.

7 If needed, refer back to your full activities as you go to provide additional details.

8 Take notes during the call and revise your information later; or revise together as you discuss.



## DESIGN A FUTURE STATE SOLUTION

# Map out a more ideal system

### 1 Identify who/what would be involved in addressing the main issue, and map out a more ideal system.

Review **Map out the surrounding system** and re-draw the system map to reflect any changes in people or institutions that would lead to the user's needs being met. Follow the same governance levels, and use the icons below.



Child or individual



Community, family, or marginalized group



Front-line worker or community worker



Health center, school, or service provider



Government official or NGO staff



Governing body or NGO

### 2 Identify ways to resolve current bottlenecks by improving, adding, or redirecting existing connections.

Examples of connections:

- Chains of command
- Decision-making cycles
- Funding
- Social or familial links
- Customer-provider relationships

### 3 Look at your new connections and consider which of these might be facilitated by RapidPro, and in what ways.

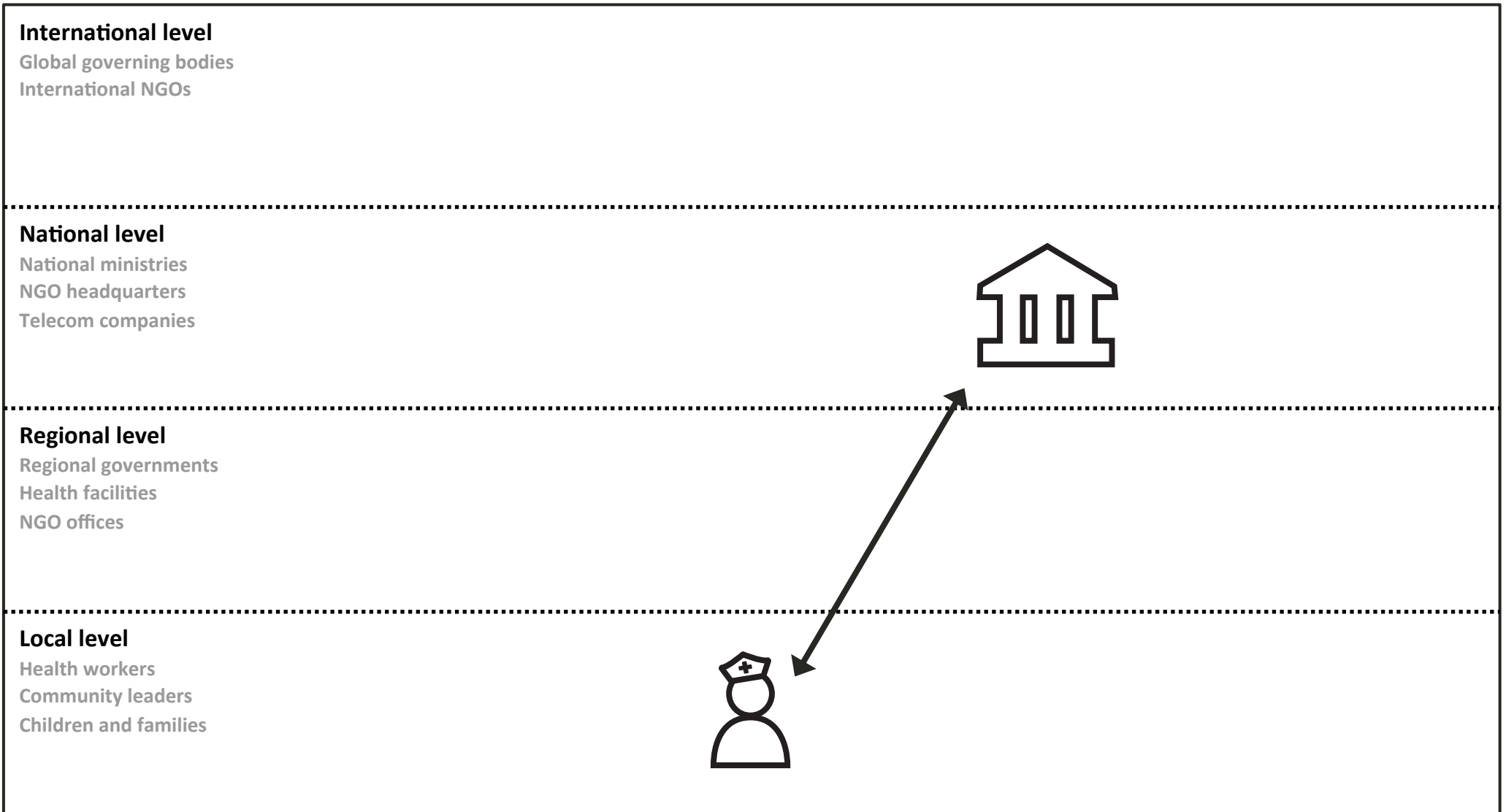
Examples of functions supported by RapidPro:

- Client education & behavior change communications
- Registries and vital events tracking
- Data collection and reporting
- Reminders
- Worker planning and scheduling
- Supply chain management
- Other



DESIGN A FUTURE STATE SOLUTION

# Map out a more ideal system





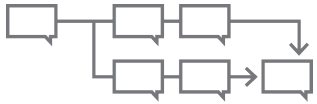


## DESIGN A FUTURE STATE SOLUTION

# Assign user responsibilities

User name	New role	New responsibilities	Achievability

Repeat grid as many times as necessary to fill in all users from the system map.



# Build out a communications flow

**1**

**Choose a communications channel.** Choose a new RapidPro connection from *Imagine a more ideal system*.

**2**

**What type of RapidPro connection is this?**

**3**

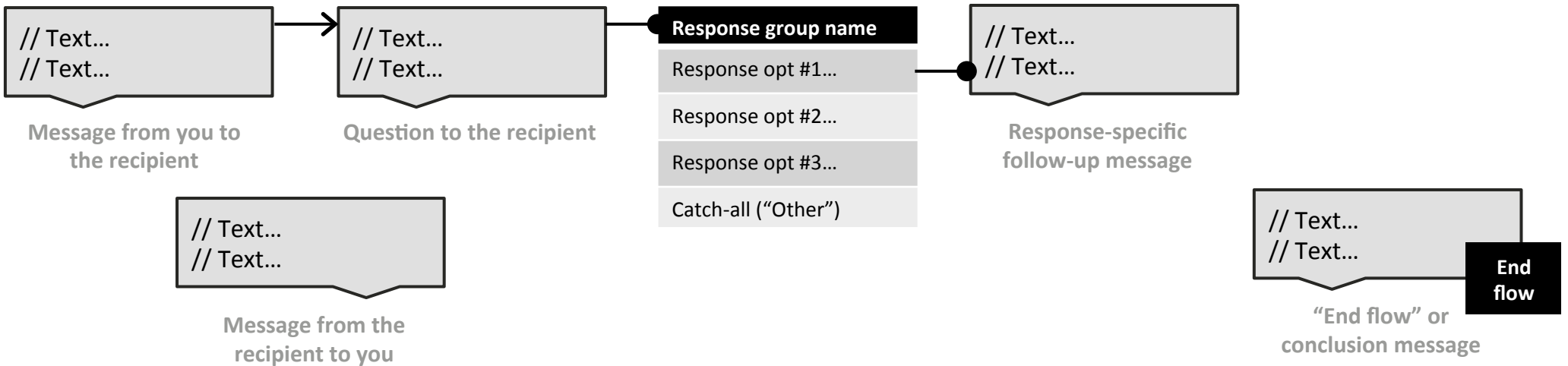
**Which users are involved in this channel?**

**4**

**What needs to be accomplished?**

**5**

**Use the message types below to create your flow on the next page.**

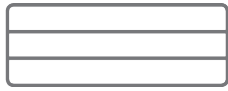




DESIGN A FUTURE STATE SOLUTION

## Build out a communications flow

**6** Create a RapidPro flow.



# Validate! Your future state solution

**1** Organize a call with your project team, national partners, and front-line workers/contacts.

**2** Take a photo, scan, or photocopy of your new activities and send them to everyone in advance.

**3** Discuss with everyone the decisions and discoveries made while working on your activities. Use the questions below to help refine your future state strategy and build consensus.

1. Are there any aspects of the ideal system map that are unrealistic?

// Answer...

2. Have we missed any opportunities in the ideal system map?

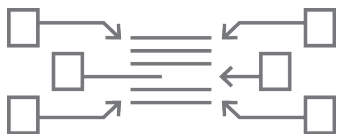
3. Do the new user responsibilities seem realistic? Are we missing any roles or responsibilities?

4. Are these communications flows understandable? Do you think they would get responses?

5.

6.

**4** Revise everything as necessary until together you arrive at an agreement on your strategy.



## PLAN THE IMPLEMENTATION LOGISTICS

# Gather background information

1

### Companies, ministries, and organizations

Telecommunications companies in your area(s):

// Answer

Government ministries that might want/need to be involved:

// Answer

NGOs engaged in similar work:

// Answer

2

### Processes

Where will you get these mobile numbers?

// Answer

If you will be advertising/marketing, how do you plan to do so?

// Answer

How do you set up shortcodes through local telecommunications providers?

// Answer

3

### Costs

Cost of sending one SMS message?

// Answer

Cost of receiving one SMS message?

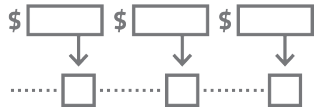
// Answer

Any reduced rates available for sending out large bundles of messages?

// Answer

Have you heard of any other initiatives or precedents where pricing deals were arranged with telecoms providers?

// Answer



PLAN THE IMPLEMENTATION LOGISTICS

# Estimate costs

1

**Choose a communications channel.** Choose a new RapidPro connection from *Imagine a more ideal system.*

2

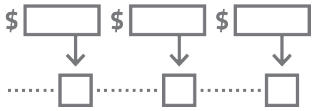
Scale	How many districts/ cities will you reach?	How many centers/schools per district/city?	How many workers/ students per center/school?
At the start of your project...			
One year from now...			

3

Messages	How many messages will you <u>send</u> in a typical RapidPro flow?	How many messages will you <u>receive</u> in a typical RapidPro flow?	How frequently will you be initiating RapidPro flows?
See <i>Build out a communications flow: #6.</i>			

4

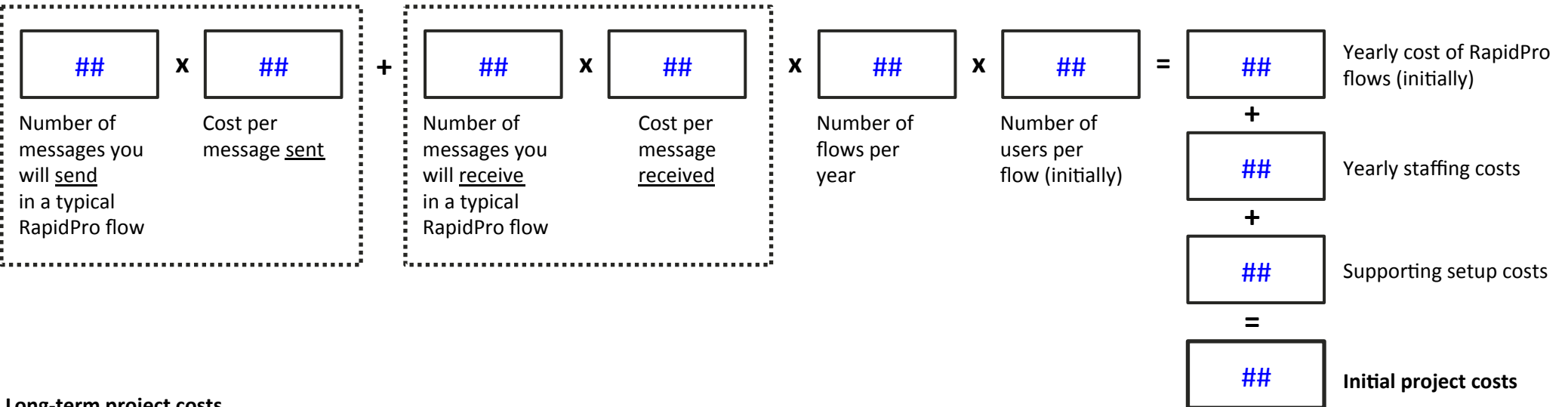
Supporting costs	# of employees	Annual salary per employee	Yearly staffing cost “# of employees” x “Annual salary per employee”	Initial setup costs
Web/cloud hosting				
Marketing/advertising				
Message writing				
Translation				
Monitoring/call center				

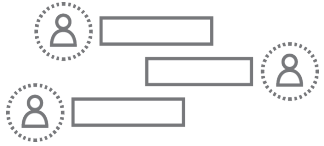


# Estimate costs

## 5 Financial estimates

### Initial project costs





PLAN THE IMPLEMENTATION LOGISTICS

# Assign owner responsibilities

Responsibility	Description	Assign an owner
<b>Determine the financial feasibility of your plan</b>	Costs can increase dramatically depending on the number of users, how frequently you reach out, and other negotiations.	
<b>Plan how to maintain your infrastructure</b>	Keeping a RapidPro project funded, maintained, and monitored over time will require a plan and stable underlying structure.	
<b>Develop a workplan</b>	Take your strategy and various calculations and build into an actionable set of steps and responsibilities.	
<b>Recreate everything in the RapidPro website</b>	Build real RapidPro flows, add dynamic flow features such as webhooks, and start setting up your analytics page.	
<b>Get the partners &amp; agreements you need</b>	Build the technical and financial agreements you need in order to get started, and begin initiating long-term partnerships.	
<b>Implementation and rollout!</b>	Start marketing campaigns to gather interest and spread knowledge of the smartcodes, then initiate your first messages.	





# Validate! Your implementation plan

**1** Organize a call with your project team, national partners, and front-line workers/contacts.

**2** Take a photo, scan, or photocopy of your new activities and send them to everyone in advance.

**3** Discuss your initial implementation ideas and finish building out a project plan together.

1. Do we think we can gather funds to cover the initial costs and maintain funding for this project in the long-run?

// Answer...

2. Where would this funding be coming from?

3. Do we all agree on what supporting costs would be necessary?

4. What is a rough timeline we would like to follow?

5. Does everyone understand and agree on what they are responsible for doing?

6. What are our next steps?

**4** Revise everything as necessary until together you arrive at an agreement on your strategy.