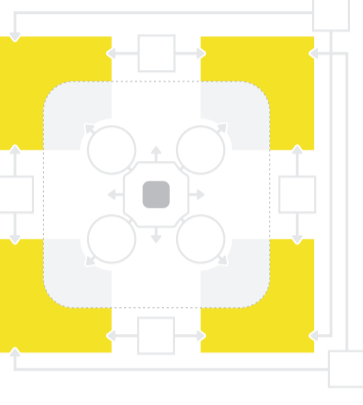
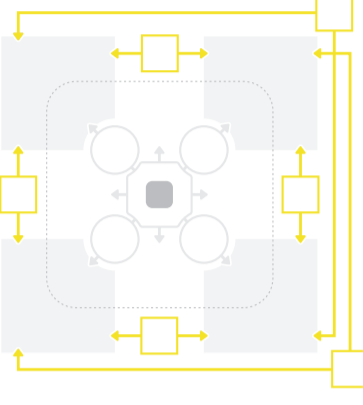
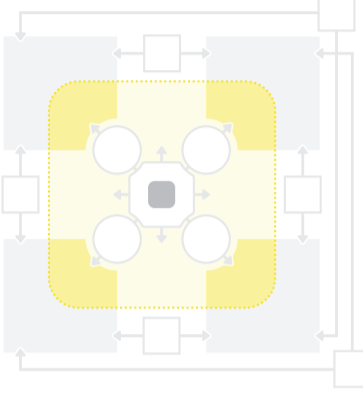


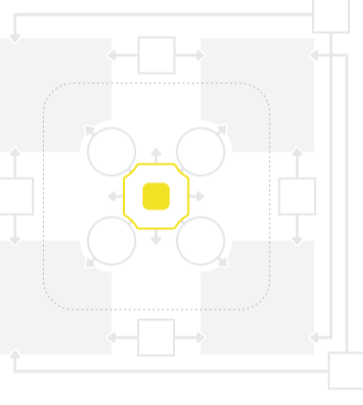
Ecosystem Placement & Impact

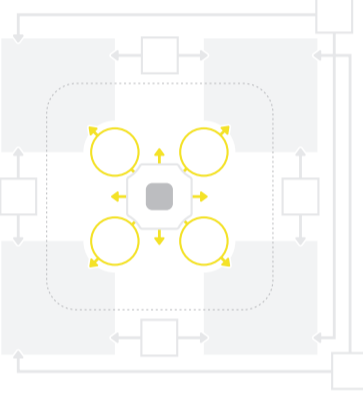
Use this facilitation tool to identify the environment in which your product will operate, and how it will interact with it. Follow the steps below to identify all components and actors of the surrounding ecosystem. Brainstorm collaboratively, facilitate a conversation and ensure team members, partners and other stakeholders alike participate in this activity.

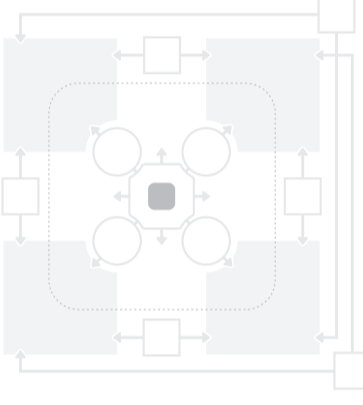
- 

1 Stakeholders
What are the main actors in the ecosystem you will be operating in?
Distribute them between socio-economic, political, crisis response and media areas. How are actors in the same category working with each other?
- 

2 Relationships
What are the relationships between the different groups? How are the political actors interacting with responders or the media?
Take a moment to define the key connections that maintain the system.
- 

3 Online presence
Map the online presence of the actors in the four groups. Include in the spaces in between any other relevant online presence that is not part of the main groups but might still affect the system.
- 

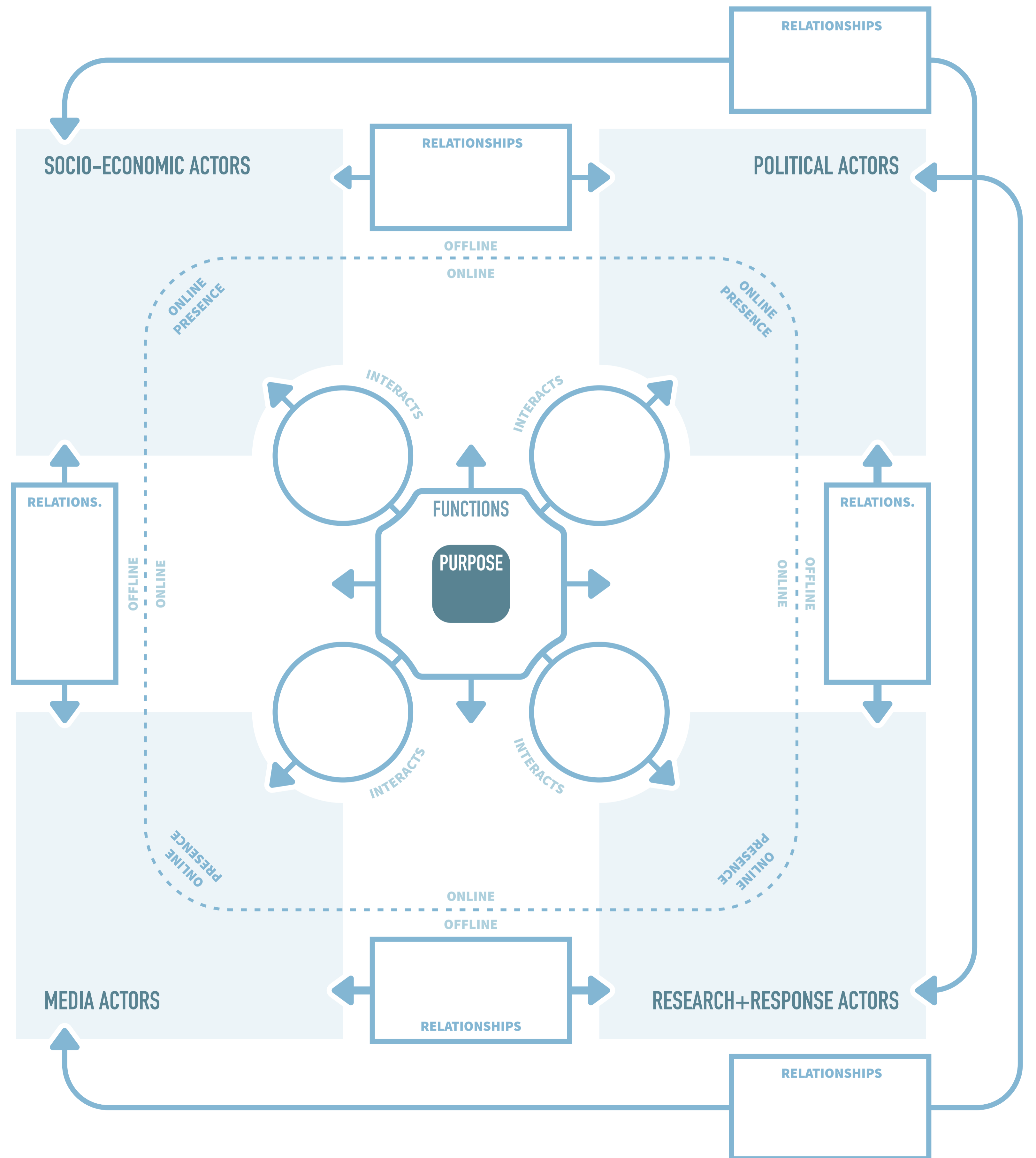
4 The Product
Place the core mission and values of your organization in the 'Purpose' box.
Include features, functionalities and services your product will be providing in the 'Function' box, and ensure both levels align and work together.
- 

5 Interactions
How will these functionalities be interacting with the actors and online presence of each group? How will they interact with other actors mapped outside of the main groups?
- 

6 Iterate
Are your product functionalities serving each group appropriately? Are they contributing in a way that serves and aligns with your mission? Revisit any steps as needed and iterate new versions.

NOTES, IDEAS & QUESTIONS

Write here any ideas, comments, unanswered questions and key issues you come across to discuss further in the following exercises.



Audience needs & Product adaptability

Use this facilitation tool to explore how your product will adapt to the shifting needs of your audience as the situation evolves. To do this, define your audience, the trends that are likely to shape the emergency, and test your product features and ideas against them.

1 Define Target Audience Based on the discussions from the previous activity determine your target audience (i.e. most impactful stakeholders, highest need, etc.)

NAME: _____
AGE: _____
EDUCATION: _____
OCCUPATION: _____

GOALS: _____

CHALLENGES: _____

DIGITAL/ONLINE ACTIVITY: _____

DIGITAL/INFO LITERACY: _____

NAME: _____
AGE: _____
EDUCATION: _____
OCCUPATION: _____

GOALS: _____

CHALLENGES: _____

DIGITAL/ONLINE ACTIVITY: _____

DIGITAL/INFO LITERACY: _____

NAME: _____
AGE: _____
EDUCATION: _____
OCCUPATION: _____

GOALS: _____

CHALLENGES: _____

DIGITAL/ONLINE ACTIVITY: _____

DIGITAL/INFO LITERACY: _____

NAME: _____
AGE: _____
EDUCATION: _____
OCCUPATION: _____

GOALS: _____

CHALLENGES: _____

DIGITAL/ONLINE ACTIVITY: _____

DIGITAL/INFO LITERACY: _____

NAME: _____
AGE: _____
EDUCATION: _____
OCCUPATION: _____

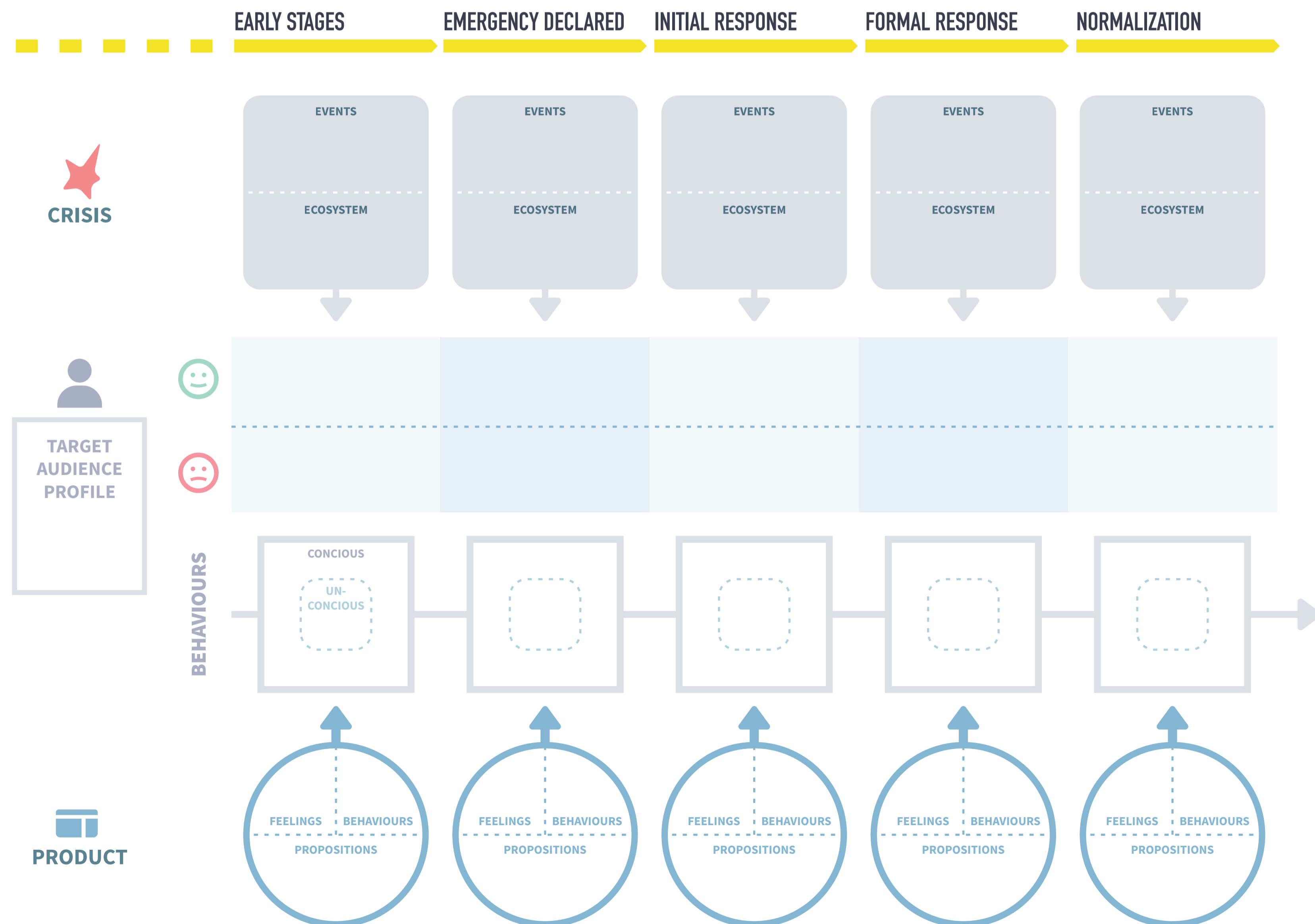
GOALS: _____

CHALLENGES: _____

DIGITAL/ONLINE ACTIVITY: _____

DIGITAL/INFO LITERACY: _____

3 Test & Iterate Bring all the information together. How are your users reacting to the environment and events? How will your proposal address their needs and behaviour at each stage?



2 Analyse Trends & Determine Key Scenarios*

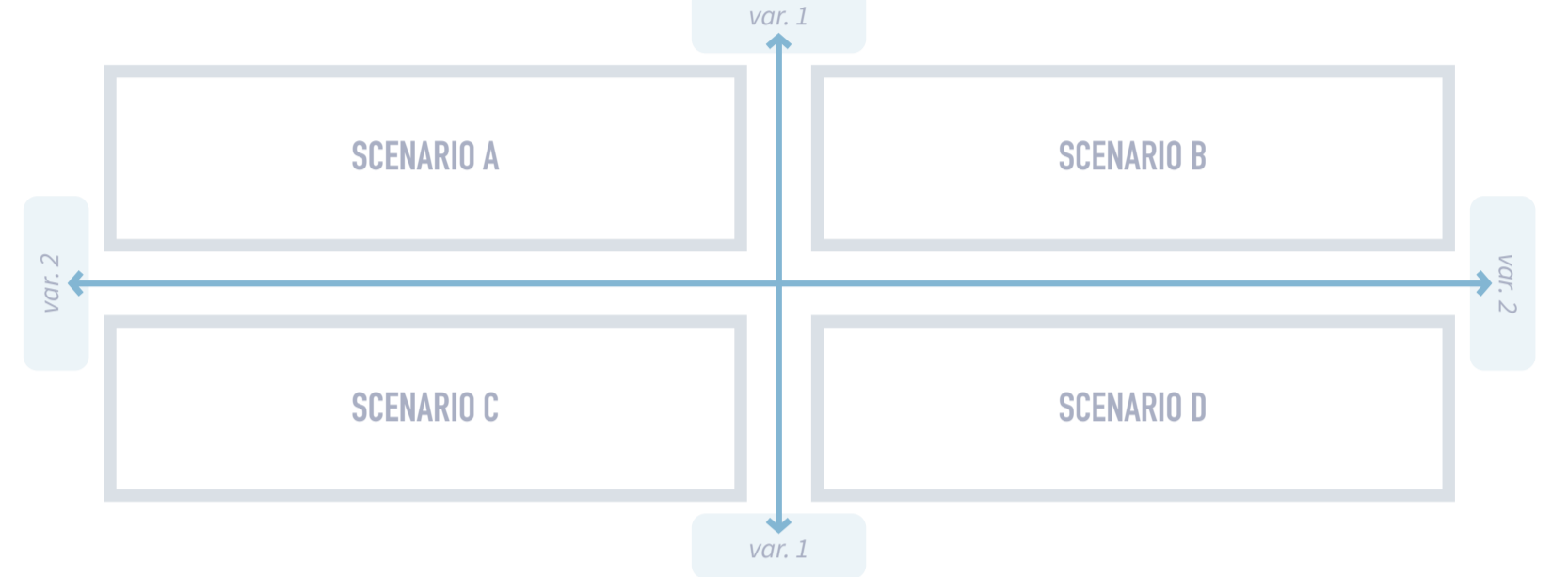
2.A STEEP-V ANALYSIS Map all relevant trends for each of the 6 key categories

SOCIAL	TECHNOLOGICAL	ECONOMIC	ENVIRONMENT	POLITICAL	VALUES

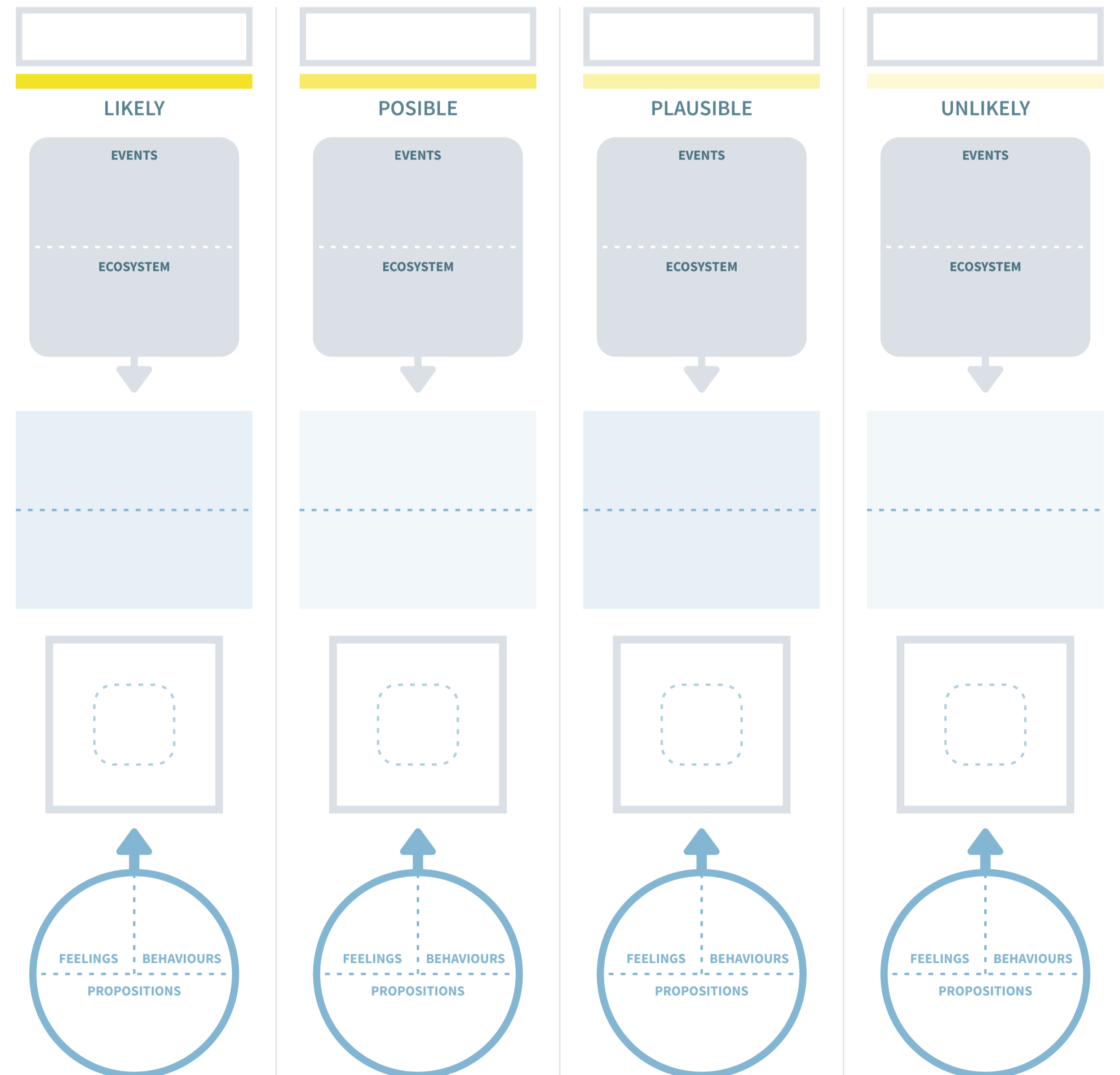
2.B KNOWN & UNKNOWNNS

KNOWN KNOWNNS	UNKNOWN KNOWNNS
KNOWN UNKNOWNNS	UNKNOWN UNKNOWNNS

2.C 2X2 SCENARIO GENERATION



4 Test Future States Using the scenarios generated, create possible future states and test your proposal against them



Organizational design & planning

Use this facilitation tool to coordinate with your team and plan the development of your DIDP. Pay special attention to the different possible implications of each design decision and the partners -both internal and external to your organization- that will support the implementation.

IDEAS BANK
 Place all your ideas from the previous exercise here.
 Choose the 5 with the highest impact.

WHO DOES WHAT?
 List here main tasks and link them to team members

Draft your team/organization organigram (reporting lines, relationships, collaborations, responsibilities, etc.)

	PROPOSAL Given feature, service, tool or initiative. Describe and/or sketch the proposition.	IMPACT How does it benefit users, the organization or partners? How does it change the larger ecosystem?	IMPLICATIONS What are the direct implications of implementing this proposal? List all technical (i.e. specialized knowledge, particular software, etc.) product (i.e. consequences for other aspects of the product), organizational (i.e. funding, hiring new capacity), and community (i.e. partners reaction, direct competition) implications.			
			TECHNICAL	PRODUCT	ORGANIZATIONAL	COMMUNITY
1						
2						
3						
4						
5						

IMPLEMENTATION
 Who will be responsible (R) for this proposal? Who will this person/team be relying on, both within the organization and externally?

When will this proposal have the highest impact? When should it be released? See where you're at, when will have to be ready, and estimate the time available. Plan implementation accordingly.

	EARLY STAGES	EMERGENCY DECLARED	INITIAL RESPONSE	FORMAL RESPONSE	NORMALIZATION	FUTURES
EXTERNAL INTERNAL						
EXTERNAL INTERNAL						
EXTERNAL INTERNAL						
EXTERNAL INTERNAL						
EXTERNAL INTERNAL						