

DATE XX

Reuse and Improve

Build for
Sustainability



Principles *for* Digital Development



Principles *for* Digital Development



Design with the User



Understand the Existing
Ecosystem



Design For Scale



Build For Sustainability



Be Data Driven



Use Open Standards, Open Data,
Open Source and Open Innovation



Reuse and Improve



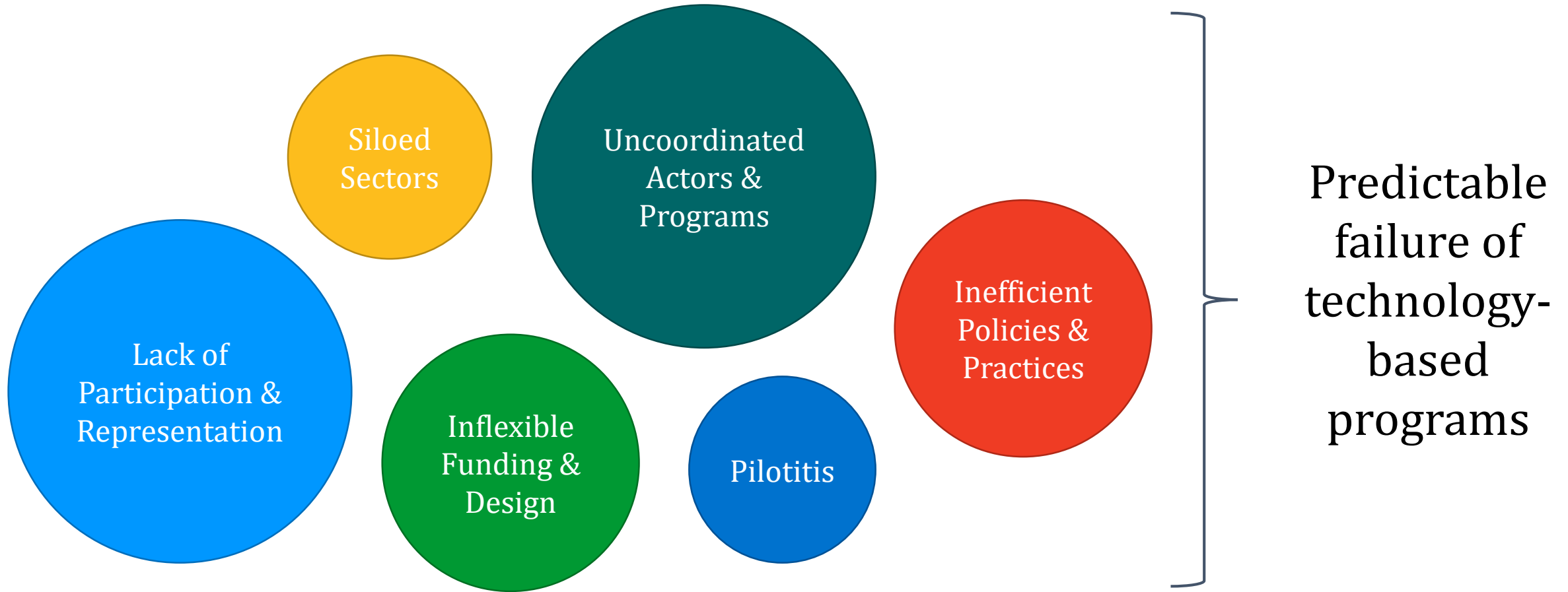
Address Privacy and Security



Be Collaborative



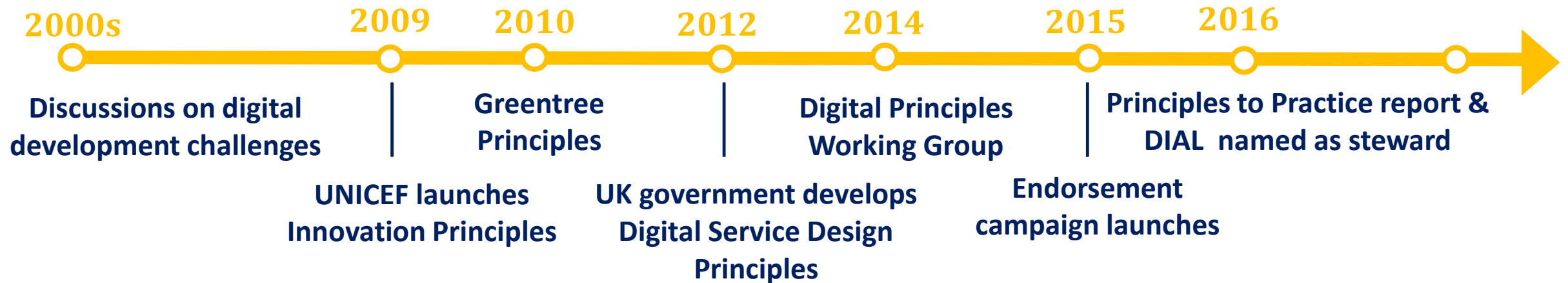
Why Digital Principles?



*“Principles are valuable because they **synthesize existing guidance** in order to create a **common vision** about how to **institutionalize lessons learned** in the use of digital technologies to support development.”*

Early History of the Digital Principles

- Early discussions on why practitioners were seeing failures in digital programming
- Early iteration of the Digital Principles created in 2010 by 40 mHealth orgs as the Greentree Principles
- Principles for Digital Development working group convened 9 times over the course of one year – over 200 stakeholders involved



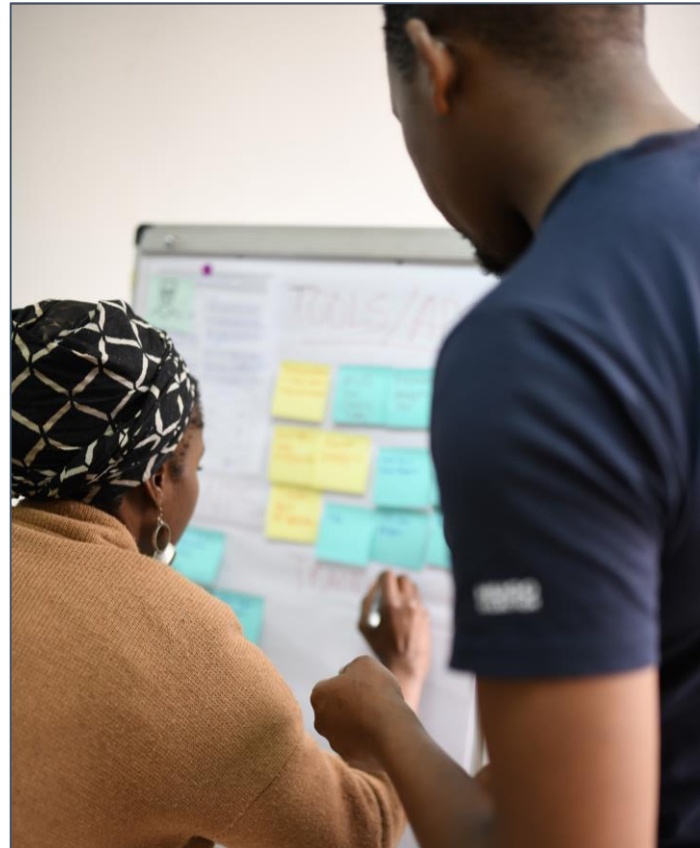
- Endorsement campaign headed by USAID to drive buy-in so that Digital Principles would not fall by the wayside
- From Principles to Practice report launched in 2016 reflecting the input of over 500 interviewees
- DIAL name steward of the Digital Principles to be responsible for coordinating the community and developing resources to help ensure best practice

DIAL Stewardship

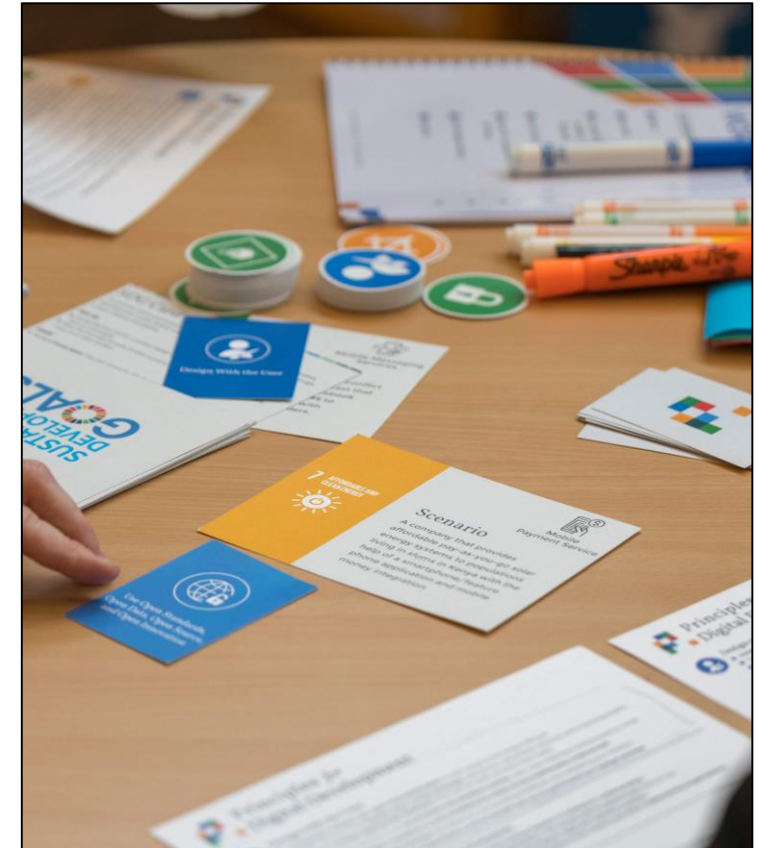
Promote awareness,
endorsement and adoption



Facilitate community
dialogue and engagement



Produce how-to guidance
and resources

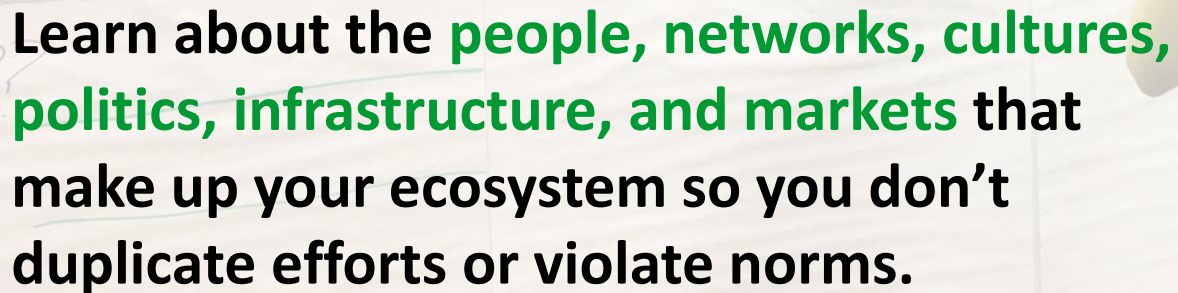


WHAT ARE THE DIGITAL PRINCIPLES?



Design with the User

Build digital tools to better address the specific context, culture, behaviors, and expectations by **involving users from the beginning.**





Design for Scale

Think **beyond a pilot** and make choices that will enable widespread adoption later





Build for Sustainability

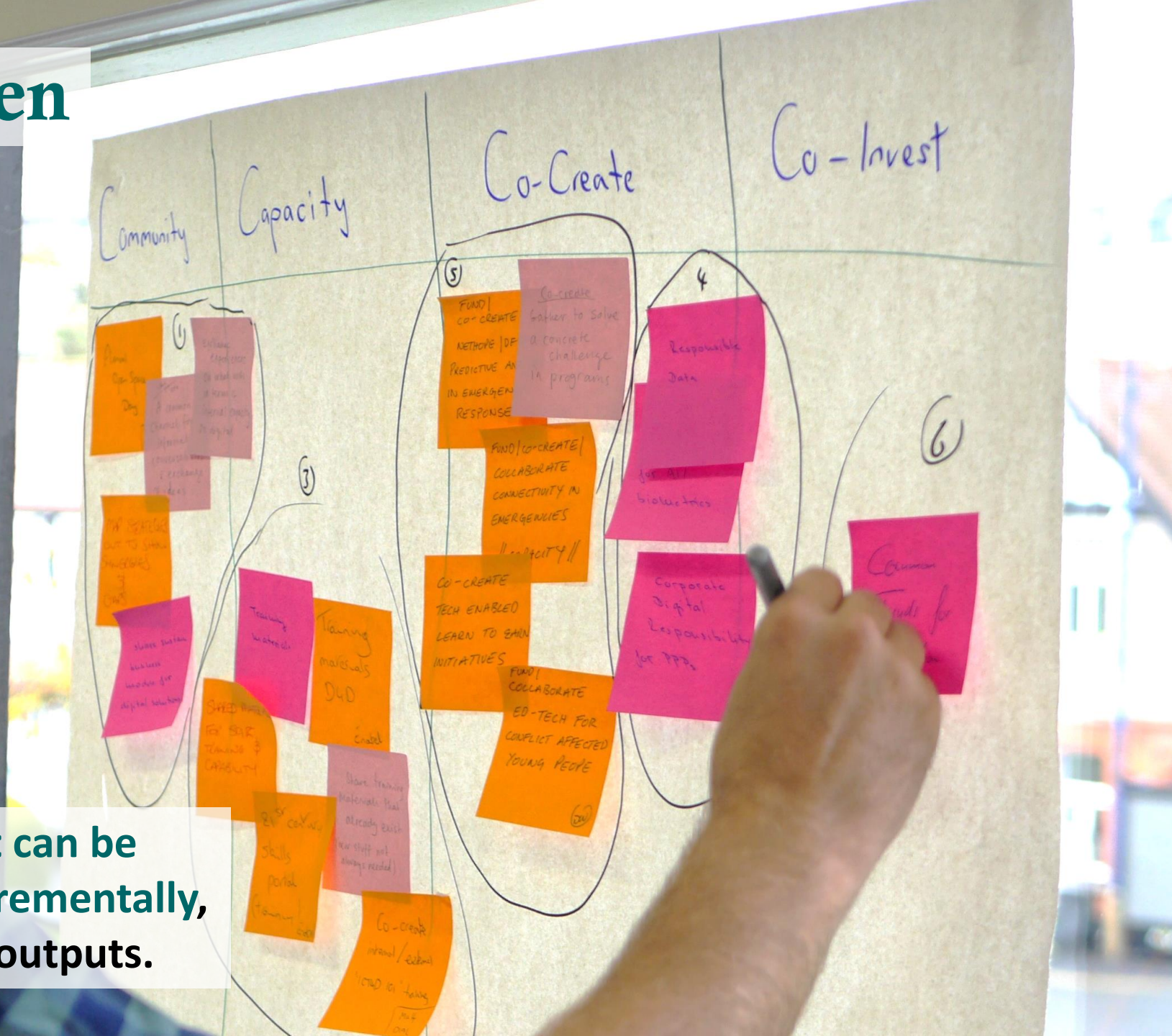
Collaborate with stakeholders to **define what sustainability and long-term ownership looks like**, then develop a plan for how to achieve it.





Be Data Driven

Design programs so that impact can be measured continuously and incrementally, focusing on outcomes, not just outputs.





Use Open Standards, Open Data, Open Source and Open Innovation

Take advantage of existing investments in technology when you are able to **increase collaboration and prevent duplication** of work.



Reuse and Improve

Assess what resources are currently available, iterate on them to improve applicability or quality, and use them as they are to meet program goals.





Address Privacy and Security

Keep the **best interests of end users and individuals** whose data are collected at the forefront. Pretend like it is your information and handle it accordingly.










Be Collaborative

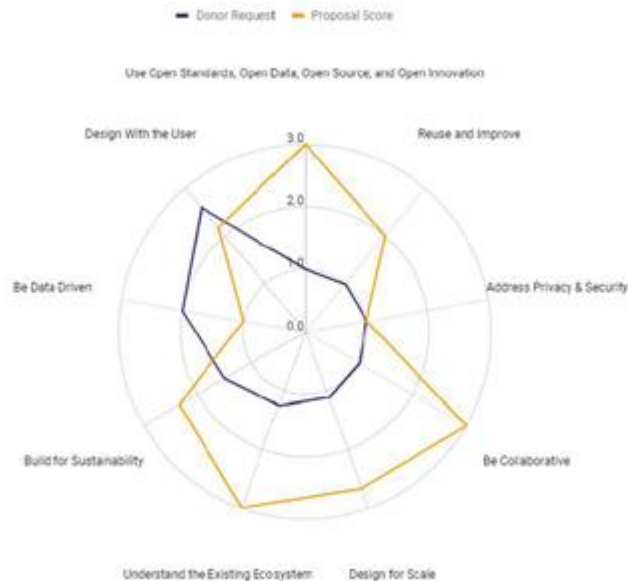











Seek out opportunities to partner with others, **sharing information, insights, strategies, and resources** to ensure the collective success of the community.

Maturity Matrix for Proposal Design & Evaluation

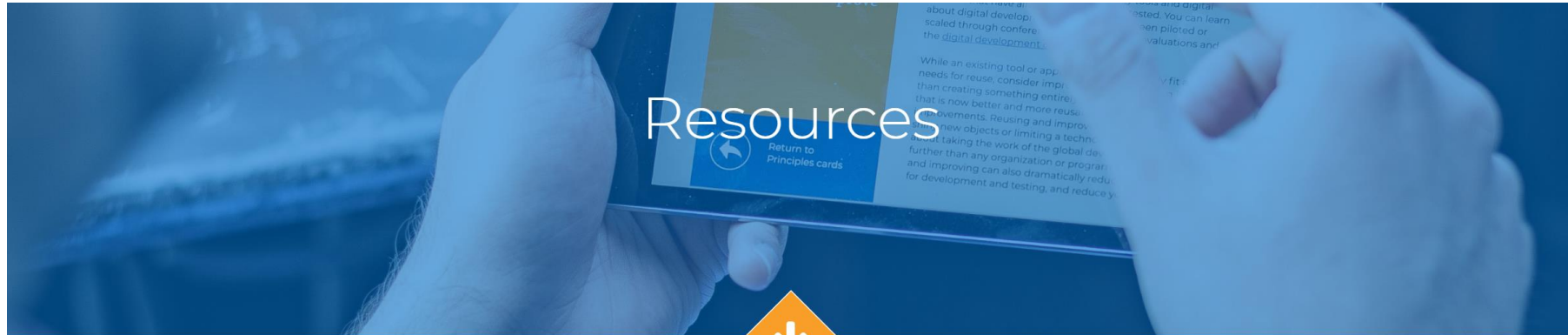
 **Maturity Matrix** vo.93

Donor Request	Proposal Score	Digital Principle	Alignment by Digital Principle		Low	Medium	High
			Phase	Activity	1	2	3
3	2	 Design With the User	Analyze & Plan	User Personas and Scenarios	Mentions user personas and recognizes importance.	Proposed personas include names, pictures, demographic characteristics, and motivations.	Personas also proposed to be included into user stories to simply and clearly describe what users need and why.
3	1	 Design With the User	Analyze & Plan	User Advisory Group (UAG)	Mentions UAG or a comparable Technical Working Group (TWG) that gives target users a voice throughout the project lifecycle.	Identifies how UAG will involve stakeholders in planning and decision-making processes at an earlier stage at a strategic level.	Mentions how UAG will avoid common missteps in setting up a TWG, and how to build capacity of UAG into decision making.
3	3	 Design With the User	Analyze & Plan	User Feedback	Identifies rudimentary and unspecific feedback mechanisms for engaging with users throughout the project.	Notes the value and need to get real-time or rapid feedback from the target user audience, but may not allow enough time to partner with users.	Identifies clear mechanisms for receiving rapid-response user feedback throughout every stage of the project, as well as sufficient time to partner with users.
3	1	 Design With the User	Analyze & Plan	Landscape Assessment	Mentions a landscape assessment, but does not account for specific geographic contexts, previous projects that are similar, and does not include relevant members of the digital development community.	Calls for a full landscape assessment, research, and active collaboration with communities and organizations operating in the field working on the proposal or project issues.	Has already conducted a preliminary desk review and research to ensure a shared understanding of the ecosystem, including a stakeholder map, actors, key influencers, critical dynamics, most important participants for survey data collection, and opportunities for measuring change.



Digital Principle	Donor Request	Proposal Score	Difference
 Use Open Standards, Open Data, Open Source, and Open Innovation	1.0	3.0	-2.0
 Reuse and Improve	1.0	2.0	-1.0
 Address Privacy & Security	1.0	1.0	0.0
 Be Collaborative	1.0	3.0	-2.0
 Design for Scale	1.1	2.7	-1.6
 Understand the Existing Ecosystem	1.3	3.0	-1.8
 Build for Sustainability	1.5	2.3	-0.8
 Be Data Driven	2.0	1.0	1.0
 Design With the User	2.6	2.2	0.4

Additional Resources




CASE STUDY

Case Study: Building a stronger civil society network

Overview: Bond is the UK network for organisations working in international development. Bond's mission is...

 Download Resource (pdf)


GUIDE

Guidance for Practicing the Principles for Digital Development in a...

Incorporating digital into development projects will have gender and inclusion implications. This guidance will help...


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CASE STUDY

Case study: farm.ink

Designing in response to farmer needs over mobile with farm.ink Principles Addressed: Be Data Driven,...

 Download Resource (pdf)


REPORT


CASE STUDY


CASE STUDY

FILTER BY

Resource Type

- ☐ Guide (55)
- ☐ Case Study (39)
- ☐ Tool (13)
- ☐ Report (4)
- ☐ Video (2)

Principle

- ☐ Design With the User (26)
- ☐ Understand the Existing Ecosystem (24)
- ☐ Design for Scale (23)
- ☐ Be Collaborative (22)
- ☐ Use Open Standards, Open Data, Open Source, and Open Innovation (22)

Get in Touch



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