

White Labelling – Qu'est ce que c'est?

November 2018



Outline

This document outlines the objectives and operational steps that Global Health Networks may be interested to set out to design and implement a high-performance, totally secure and interactive digital work space based on the P4H Network's Web portal, in order to enable digital collaboration between the stakeholders and their broader ecosystem. More particularly, this document clarifies:

- The process by which the P4H Web platform with its breadth and depth of functionalities can be replicated and offered to sister global health networks to use with their visual identity, content and users (this process is called white labelling).
- The increasing drive across networks to fast track digitization, to entice collaborative knowledge co-production and joint activities with a wide range of stakeholders, while striving to continuously improve services and demonstrate added-value.
- The methodological framework drawn up by the P4H Network for the design and roll out of a digital web portal for sister global health networks. It focuses more specifically on the discovery workshop which will be held in Geneva in order to clarify users' personas, expectations and methods of work, in order to design; structure; plan; and schedule the implementation of a state-of-the-art Web platform.

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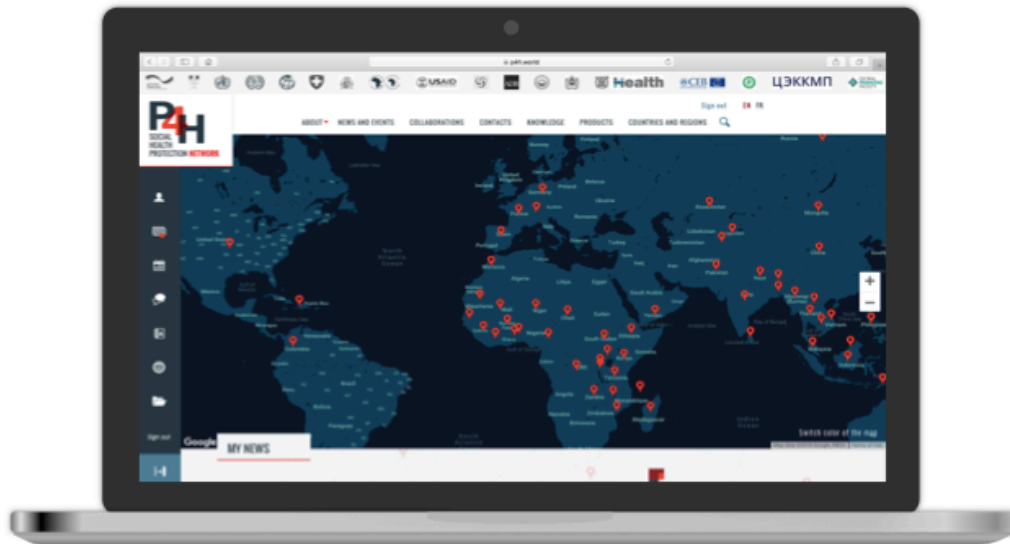
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Backdrop and method of work



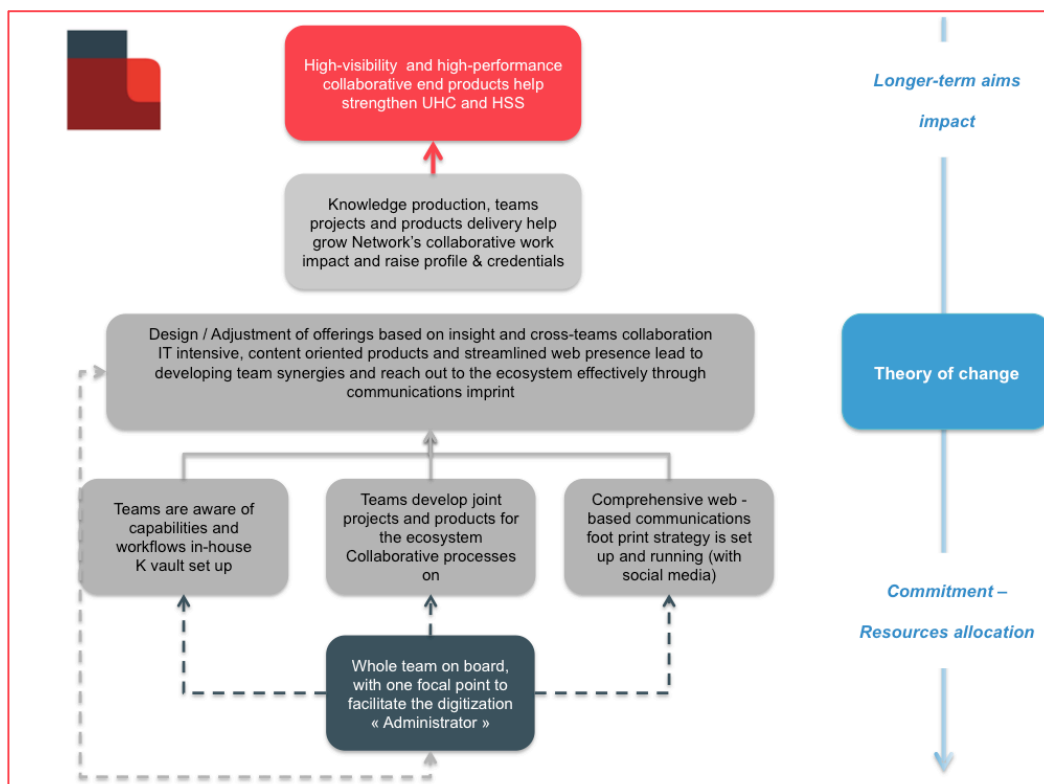
Understanding white labelling

- The P4H Network for health financing & economics is committed to helping sister global health networks digitize their work processes to reach new levels of performance in engaging their ecosystems, developing or co-producing knowledge, and collaborating with a wide range of networks and stakeholders across global health.
- If you are one of them, welcome! This is where we tell you what we could do for you to help you do better what you do best: **Networking**. With a digital edge!
- The P4H Network has created a state-of-the-art Web platform that incorporates innovative functionalities to allow the management of collaborative activities; network and broker as well as co-produce knowledge; develop contacts and interactions amongst others.
- This digital work space was designed according to the principles of white labelling, i.e. with a capacity to be entirely replicated (wireframes, IT architecture and the whole of the functionalities) and made available to sister networks in the global health arena as part of the commitment to progressing towards UHC.
- This product is in line with the P4H Network's mandate to empower global collaboration across the global health community and enable sister global health networks to develop effective, high-performance digital work spaces to bolster the engagement of their stakeholders as well as increase their footprint in their respective areas of specialisation.
- The P4H Network is therefore in the process of supporting so far 9 global health networks developing their own platforms using the availability of the P4H Web platform and spanning.
- White labelling means that your Network will be offered a new, free, blank, independent web portal based on the architecture and the functionalities available on the P4H Platform.
- It is important to specify that the platform, support and mentoring is offered by the P4H Network: there is no catch! This is an important contribution to the digitization of global health networks undertaken by the P4H Network to help sister networks fast track progress of their ecosystems to progress towards UHC as a common objective.



Assumptions

- The P4H Network offers a web platform to its sister networks on a non-profit basis, free of charge. The purpose is to help networks engage the global health community and share insight as well as co-produce knowledge, collaborate and establish contacts so as to progress towards UHC. Yes, really. Free of charge. We simply believe in the virtue of collaboration.
- The P4H Network hopes that this can also be the premise of more collaboration between Networks, enabling them to share their experience and strive to continuously improve UX through regular exchanges and improvements to their platforms.
- The Platform offered by the P4H Network requires ownership by the beneficiary network, which will be responsible for the transfer of its visual identity, the migration of its data as well as any changes, amendments or modifications to the design and functionalities.
- In addition, and as for all web platforms, networks are responsible for the hosting and the maintenance of their platforms (update, security patches, regular maintenance checks for instance). However, the P4H Networks is happy to offer mentoring or assistance if needed.
- Hereunder is the theory of change that the P4H Network surmises apply to all networks across global health sharing a similar commitment to engaging a wide range of stakeholders and achieving health systems strengthening for Universal Health Coverage (UHC).





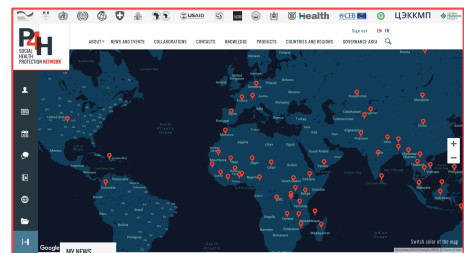
Main functionalities at a glance



A 360° networking tool

- The Web platform is a digital tool that enables enhancement of Network users’ experience as well as engagement through a range of functionalities to manage product co-development; collaborative activities; relationship and networking growth; and knowledge co-production.
- **PARK approach.** This is the PARK approach (Product development –Activities management – Relationship growing – Knowledge co-production) designed by P4H and incorporated in the digital platform for the benefits of all global health networks. This translates in a wealth of functionalities which are summarised hereunder:

- **Security & Confidentiality.** The platform offers a level of security that marries extremely personalised settings (right-based pathways for categories of users; granular level decision of who can access and/or edit content) with a user-friendly approach: based on their level of permission, users will see only what they have to see; however, there is no “closed door.”



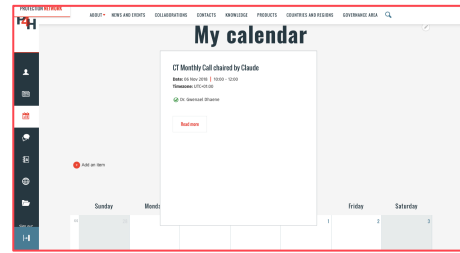
Restricted areas are simply invisible, as the exemple above where the “governance” tab is seen by the governing body members only (no frustration for users but guaranteed confidentiality is the key for platform owners!).

- **Personal Dashboard.** The platform is built around an individual pathway tailored to match every user’s expectations: a personal, right-based and user-friendly dashboard to manage preferences and activities. Every user is first invited to define their priorities: projects they want to join, countries and regions they wish to follow in order to populate their own “news” page as well as their calendar.



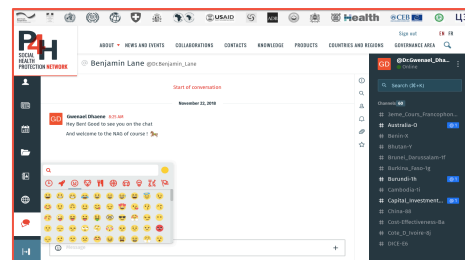
Their personal dashboard will reflect these personal preferences: news, events, projects & address book as well as a chat to engage with individuals as well as groups.

■ **Smart calendar (Synch.).** Real time insight sharing at global and local levels matters to a global ecosystem. In order to facilitate co-ordination of events, meetings or get-together, a calendar that synchronises with any devices (from your laptop to your smartphone or tablet, irrespective of software or operating system) is enshrined in the dashboard. It features all the events pertaining to the geographical, thematic and product as well as project-related preferences defined by users.



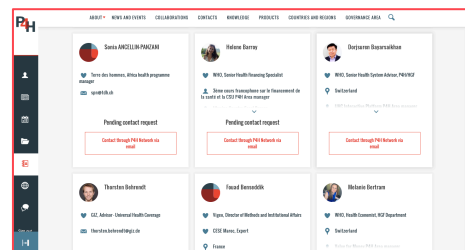
Clicking on any event will enable to indicate participation or to decline, and to check who is attending the event.

■ **WhatsApp® type chat.** The platform also managed successfully to tackle the “empty forums” issues, i.e. specific dialogue areas which remain empty and do not entice interactive exchanges with users. The platform features a proprietary in-house WhatsApp® type chat, complete with emojis and the possibility to attach pics, documents and whatnot. In sum, every user can interact with every other user or every group on the platform (there is a dedicated chat space for every page) at all times.



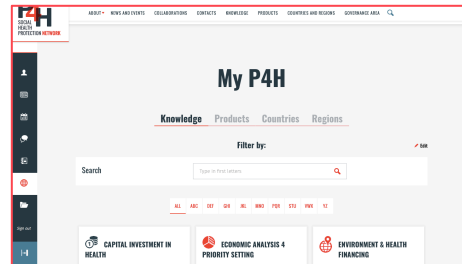
This unique functionality developed specifically for the platform also offers a fading window on the desktop of each user (similar to the email notification) to draw attention onto new chats, based upon the preferences of the user. Interaction is complete, live, instantaneous and has never been so simple and intuitive!

■ **Personal address book.** Users can own and grow their personal address book. They can use the general “contact” tab to check out names, organisations and countries of activities of 1200+ registered users, they can send them requests to connect in order to access more professional and contact details, in a similar way to LinkedIn®: they build on their dashboard, i.e. their personal address or contact book with their own community.

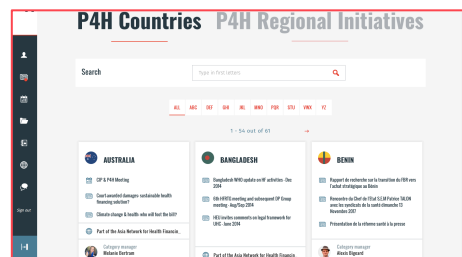


Once accepted, they can correspond and use the personal chat to reach out, share documents or insight, send emails either through the platform or outside, if they agree to share email addresses with contacts. Oh, and on all functions of the dashboard, a red spot on the icons will indicate whenever something new (e.g. contact, event) is waiting for you!

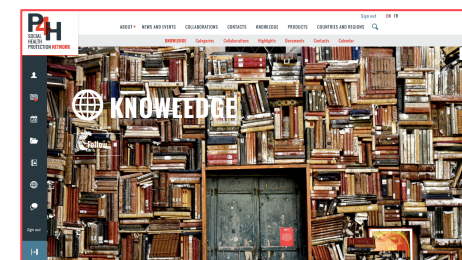
■ **My P4H space.** One of the good things about the dashboard on the left of the screen is that it also includes a shortcut (illustrated by a world icon) to My P4H, ie to all preferences defined by each user. In sum, a simple click enables users to check whole or part of the countries activities; knowledge areas; products; and news and events that they follow, based on the choices they have defined. Naturally, all other areas, data and information are accessible at all time using the top bar menu with its tabs (labelled collaboration, knowledge, products, countries and regions etc.)



■ **Universal Object.** Talking about the technical areas of the Web portal, the first thing to highlight is that the design of every space, be it a country page, a region page or a thematic area page (i.e. knowledge page or product page) is similar in its structure, layout and presentation. In fact, we call the design of these “wireframes” which is a web page, a Universal Object. The good thing is that users can navigate the entire web platform intuitively, understanding immediately what they will find on their page: overall presentation; infographics; sticky note with highlights; news and events; documents (everything with buttons to click and contribute of course); collaborations and an animated timeline with all the main landmarks of this area. By the way, the thumbnail above illustrates the list of countries and regions where the P4H Network is active. Every country features a stylised flag, the latest news and events, but also the picture and name of the “country space manager” who facilitates this space.



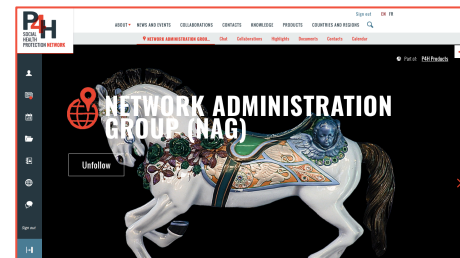
■ **Knowledge Area.** Another area of paramount importance to networks such as P4H is the co-production of knowledge on a range of thematic areas pertaining to the network’s mandate. This can be done through the Knowledge tab and by following the topical spaces of interest, such as HTA or Capital investment in health for instance. Country data and experience on these themes are also available in these knowledge spaces. Communities can exchange, work together and edit documents, chat, engage, and circulate insight through these pages which are also universal objects, i.e. extremely easy to navigate.



■ **Products.** Now the pathway probably appears simple and the different areas of the Web platform respond to intuitive orientation. This is the case for Products, an area where stakeholders can interact, contribute and take stock of products developed under the auspices of the P4H network to help policy and decision makers in health: this is the case for the Leadership for UHC programme or the Political Economy Gauge (PEG) to bolster better health stewardship.



■ **Network Administration Group (NAG).** Another important product is the NAG, an inter-network co-ordination group garnering insight from all the global health network sharing a similar digital presence based on the P4H web platform. The NAG initiative stems from the need of the Networks to work on the continuous improvement of their platform. This is your case? You are interested in joining the NAG? Check the documentation available on www.p4h.world/nag or contact us directly to know more.



“The more the merrier” could easily define the spirit underpinning the NAG. Or rather, given the ambition of our networks: “united we stand”. Through the NAG, a lot can be achieved in terms of digital excellence, which we believe is part of the future of the networks’ contribution to #HealthForAll.



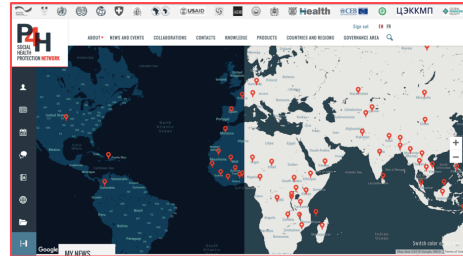
Streamlining engagement

■ Other functionalities aim at a twofold objective: they both simplify time and network administration management and they enable leaps forward in terms of stakeholders engagement. In sum, they shift networking to another level:

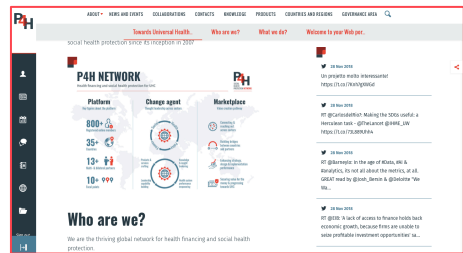
- one that is enticing for your ecosystem, and at the same time
- one that saves your time and provides effective support to deliver outstanding networking services in a timely manner.

■ Hereunder are illustrations of these “goodies” which purpose is to make your life easier if you manage a Web platform, and reach out more easily to your stakeholders. The P4H experience demonstrated an unexpected (we are being honest here) growth of 40% of registered users for the first year only: digital interactivity does work! Here is why:

Your platform is your presentation. The platform is a versatile presentation space which you can use to introduce the idiosyncrasies of your network (who you are, who are your constituents, what your activities are). It is infographic-intensive, rich in pictures, integrated animations and videos and make for a gripping presentation platform. In fact, coupled with a situational video centred on the P4H Network, it has quickly replaced the many slideshow versions we used to introduce our network. You can select a few landing pages like the one with a map which colour settings you can change thanks to a very handy switch to adjust to lighting settings (see on the picture opposite). You can also run presentation, keynote or courses by using a specific page which you share with the participants: it works wonders and helps you capitalize on this particular community.

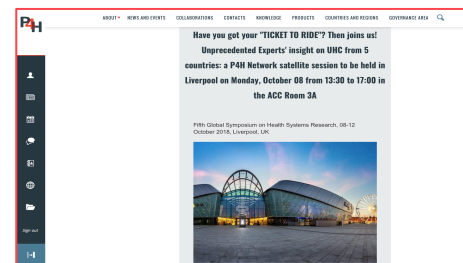


Social medial footprint link. In addition to news articles, the web platform synchronises your social media footprint, which means that all your tweets, linkedin messages or facebook posts are automatically populating the “news” part of your platform, then enabling users to sort news by type (including or excluding social media feed).

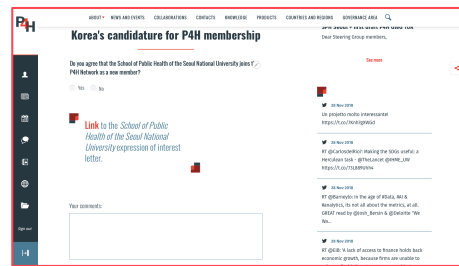


It provides a comprehensive access to your content but also ensures that there is always a recent post on your platform, without having to wait longer periods of time for an article to be available. In addition, any insight from the Web portal can potentially be shared on social media as well, provided users have the right permission.

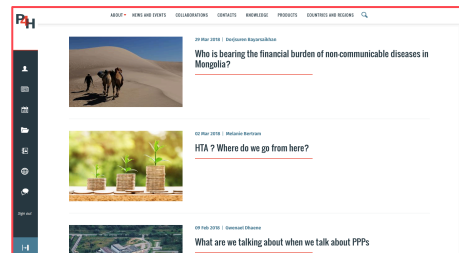
Hot off the press: Automated Newsflash & Newsletters. The ultimate timesaver to reach out regularly to all or part of your users is a series of templates that you can fill by simply selecting existing content (say, news between certain dates, or a particular event) and sending it by email to a bespoke selection of users: all of them, or the members of a particular space, such as the followers of a country page or a thematic space. It takes two minutes, and entails very little input to ensure regular outreach to your stakeholders. Be it an invite, a reminder for an event, a monthly newsletter, or simply to underscore a news that you enshrine in a newsflash, you can even prepare and send it from your mobile phone on a stopover between two airports (believe us, this has been tested extensively by the P4H team!)



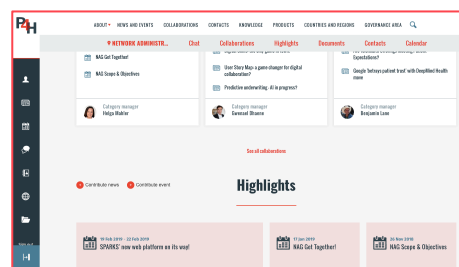
Fingers on the pulse: Instant survey. With a proprietary, in-house “SurveyMonkey®” type consultation function, your platform is the ideal tool to check on your stakeholders and empower their voice. You wish to ask the whole community of registered users about strategic options, or directions? Consult the followers of one space about ideas? Organise the governance of your Network and have governing members deciding on options? Instant survey is a state-of-the-art, simple to use module enabling you to ask a simple “yes or no” question or elaborate, have items, comments and suggestions fields. Digital interactivity and constant dialogue with your ecosystem do not get better than this very useful interface!



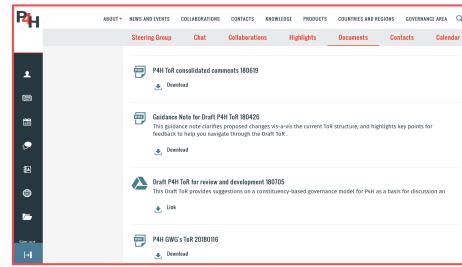
Give them a voice: Blogs. The blog function is an important. It enables a creative and informative space for users to express themselves, sharing expertise and operational experience. It feeds your knowledge base and allows cross-referencing with country spaces or knowledge and product spaces. It also incorporates a Tagcloud which grows the keywords pertaining to the topics covered, aligned with the remit of your work. This in turn means that users click on a word of interest and find all blog entries in relation.....and the icing on this cake is that the tagcloud will feed the Search Engine Optimisation (SEO): in sum, it will be analysed by search engines to reference your Web portal and increase your profile.



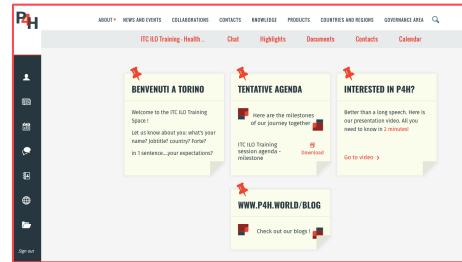
The more the merrier: users' contributions. The minute your users “follow” a space (whether a country or a thematic space for instance) they can easily contribute to the growth of the related knowledge but also help facilitate the activities of the communities in an extremely straightforward manner : on every page, round « + » buttons enables them to add a news, or an event, or else to add any type of content such as documents or media files. This way the spaces are kept lively and the sense of ownership is promoted amongst users : their contributions matter and make a real difference. Since terms and conditions have been electronically signed off by all users before they sign up for your platform (and their electronic signature stored as a pdf in a secured vault), the contributions are deemed to be respectful and appropriate. And as always, users can also leave comments on any news, event or add up, and support comments by using the thumb up icon developed for the platform! 🍷



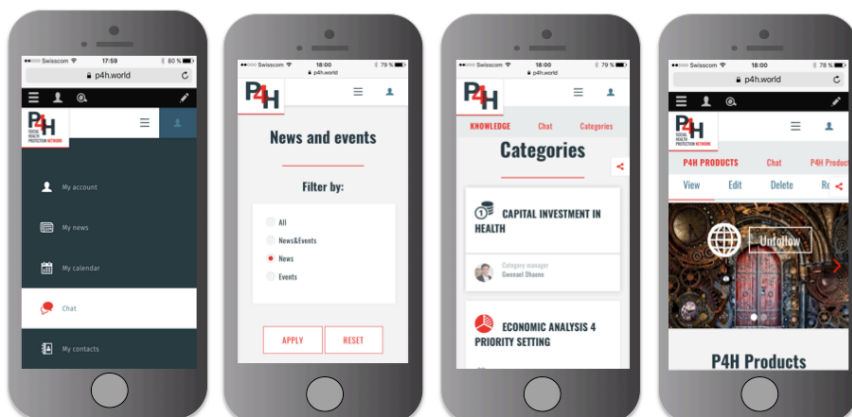
Knowledge co-production. In addition to the substantial ways to contribute to inflows of data, information and insight, users can co-produce knowledge by editing and structuring working documents together. As shown on the opposite picture, icons represent documents according to their type (e.g. PDF or Word documents). When the icon of an editing or share drive software is featured, users can work collaboratively to produce a unique input. There goes work in progress and co-operation on a very operational level. And as usual, this sort of collaboration can be reserved to a certain number of users working on sensitive materials, meaning that other users will simply not see that the document exists: confidentiality is paramount for the platform.



Quick info: stick it everywhere. Post its are also one of the goodies that prove effective in maintaining a high level of interaction and sharing real-time information with users. They allow to prompt any information, insight or guidance that needs to stand out and draw the attention of your community. Beyond the fun, your sticky notes allow you to include attachments: work programme, meeting agenda, concept note or even videos? A perfect versatile tool to highlight the essential, or simply to indicate that a space is under construction and will soon evolve.



Mobile accessibility. What also singles out the Web platform is a unique ability to manage spaces, projects or the whole platform through a sleek back-end that operates on any devices: laptops (PC or Mac), desktops, tablets or mobile phones (all OS and browsers). In fact, we decided not to develop a smartphone app as the mobile version of the platform works remarkably well on all smartphones, as shown below. Again, you can interact, work and even manage your Web platform and digital activities from your mobile, anywhere!

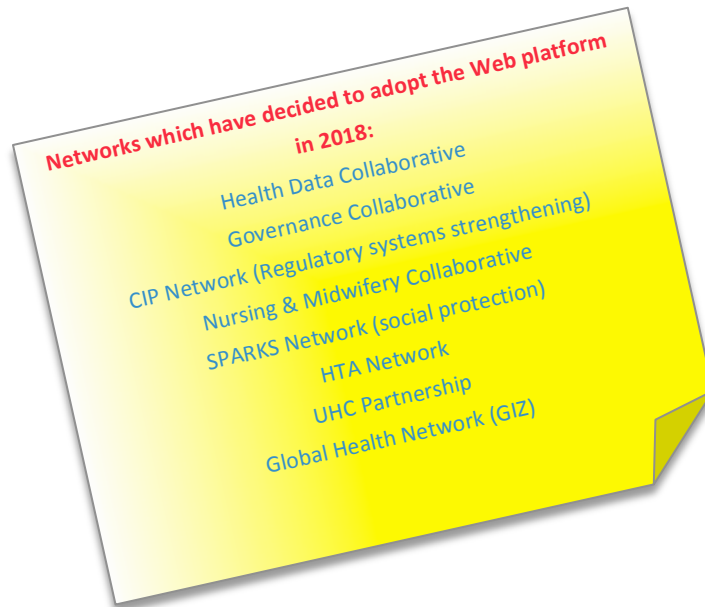




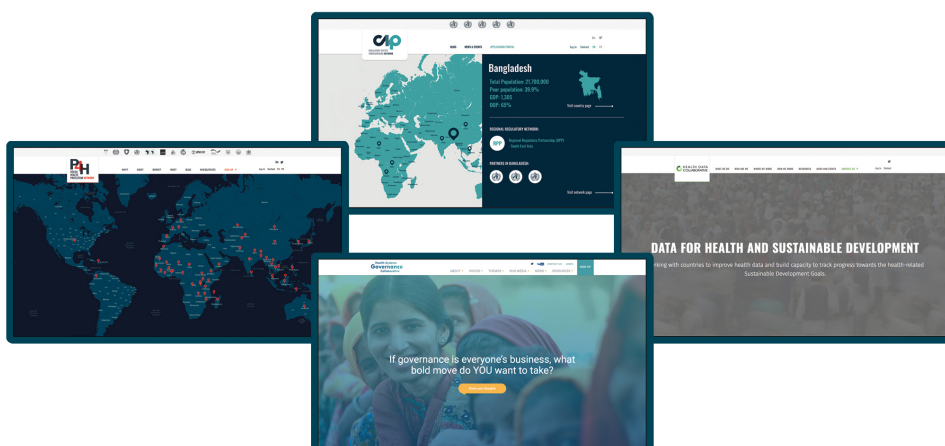
In a nutshell....what you get is a unique User's Experience – UX (summary):

- The Web platform is designed to foster quality work standards and process, improving project as well as activity management, while complying with the stringent copyrighted materials use and data confidentiality protection requirements from all member organizations and stakeholders. All users are therefore called to agree on terms and conditions prior to using the restricted space of the platform (and the agreement is stored electronically).
- Users will own their dashboard to define the areas of knowledge they are interested to follow, the community of users they want to interact and collaborative with, and what countries and regions they want to be involved with.
- The new web portal has been designed to empower members and stakeholders in accessing, diffusing, sharing knowledge. It also aims at proposing to network members a comprehensive perspective on the work activities, planning and ultimately link the different work streams together to amplify the efficiency, impact and added-value of the work achieved.
- It incorporates unprecedented functionalities such as a calendar that syncs with all devices; the possibility to have instant surveys on any topics to engage stakeholders; instant chat rooms to engage a worldwide audience; and completely secure, confidential spaces to co-edit, share and work on sensitive insights and documents.





- Networks will be able to secure an integrated, high-performance web portal which ergonomics attracts users, help disseminate knowledge, enhances co-operation, support reporting. In sum, the web portal overhaul will primarily respond to key priorities from an international network’s standpoint: manage products, activities, relationships and knowledge with the required levels of confidentiality, while ensuring a « no closed door » User’s experience (UX).
- It will shift the dissemination of insight available at granular and global levels; contribute to performance development; develop the network’s social footprint through intense flows of information and insight to influence, impact the larger global health ecosystem across relevant social media paired with the web portal.
- The Web portal is evolving continuously: in 2019 the P4H Network will meet with stakeholders and garner feedback from them as well as from other networks using a similar platform through the **NAG** and prepare **Phase II** of the Web platform development. This means that more creative modules (such as data visualisation or PDF button to generate country reports) will be designed and offered free of charge to networks.





Scope of work



Aims and objectives

- The aim of the Web portal developed by P4H to benefit global health networks is to provide a high-performance digital space to stakeholders in order to grow their capacity to co-produce and disseminate knowledge; manage projects and activities at global, regional and local levels; handle interactions in a confidential and protected manner; and create additional synergies through collaborative engagement.
- The design, delineation of functions and implementation of this Web platform starts with a discovery workshop. This will enable project owners and managers to delve into the users' definition, expectations and matching functionalities as well as to structure the project life cycle in order to ensure that all aspects of work pertaining to collaborative activities are enshrined in the Web platform, in a timely manner.
- The project matrix hereunder summarises the aims and objectives of digitizing networking activities. i.e. how to engage its stakeholders and co-produce knowledge, manage interactions as well as activities or projects based in different countries and regions of the world. The purpose of this matrix is therefore to provide a common backdrop and understanding to build a platform that is fully responsive to network's needs.

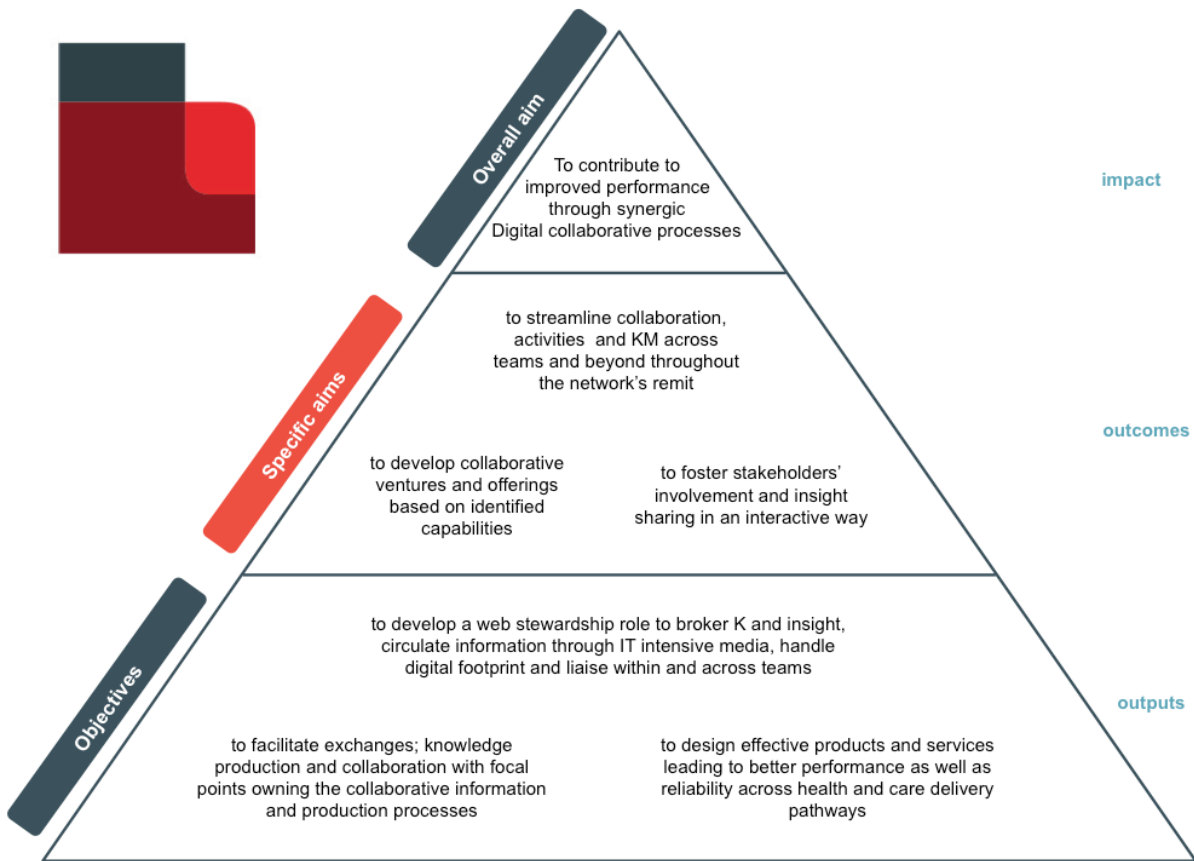


Expected outcomes

- The expected outcomes of the Web portal design and development process are twofold :
 - To point out specific personas, i.e. types of users around which needs and expectations the platform will be designed with the ultimate goal to respond to their needs;
 - To define a clear project framework, i.e. project owners and stakeholders, method of work, digitization of work processes, to enhance the network's ecosystem's engagement.
- The steps above are critical as the web platform is a product consisting in digitizing the environment as well as work functions of a Network around levels of permissions ; rights ; and access to functions in order to offer a unique user's experience (UX).
- The ergonomics as well as the personal level of definition of the services (as illustrated by the personal dashboard) drive the entire UX process.



Scope & Objectives - Weaver’s triangle



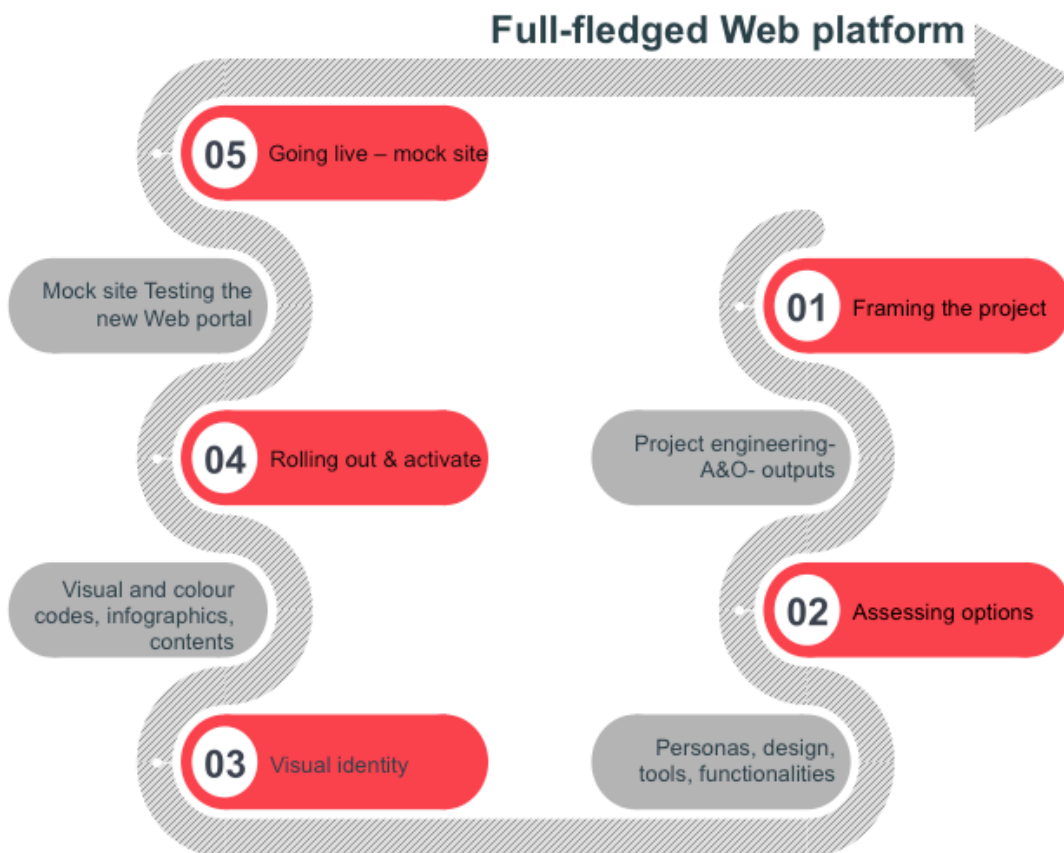
How can we help? P4H Work engagement

- The P4H Network is committed to mobilising its expertise in order to support the platform development for the benefit of sister networks. This is in accordance with the P4H Network’s mandate and products, to develop a Web portal for requesting networks based on the white labelling of the P4H web platform, i.e. preparing the IT infrastructure and wireframes, adjusting functionalities and structure the whole web space (including several sub-areas such as knowledge pages or country and regional pages);
- To prepare, organise and facilitate a discovery workshop in order to precisely define the personas, users’ expectations, functionalities, level of confidentiality and management requirement for the web platform which will then integrate the pool of compatible web platforms developed by the P4H Network in order to leverage collaboration across networks committed to UHC.

- In sum, global health networks can benefit from the support from the P4H Network and web design and development service providers to undertake the following tasks:
 - Convert the P4H web platform’ overall architecture into one using the requesting network’s visual identity once this identity and branding have been developed;
 - Design a set of mock pages to structure landing pages, public space and regional pages (country and regional pages) if applicable as well as knowledge page. Ensure potential content from existing network’s repositories or website is migrated over using the P4H platform structure;
 - Provide training to develop the full-fledged web portal with the main project owners and managers (on-site);
 - Accompany web portal administrators through one-on-one supporting sessions and more broadly through the NAG activities to bolster networks’ grasp on digitization and use of Web technologies to grow their footprint on their ecosystem.



Summary of steps: Where do we go from here?





UX : defining persona and fathoming users' expectations

- The Web platform offered to sister networks revolves around the identification of its primary users, its ecosystem and the expectations of its users in order to make the platform their own work space. This is ultimately what we call UX.
- While UX constantly evolves, which entails that networks have to work continuously towards the satisfaction of their users' needs, it is important to define a hierarchy of users in terms of importance, as well as a hierarchy of needs to be addressed through the Web platform's functionalities. This work is the foundation of the web working space.
- The definition of users and settings for UX starts at the outset of the project, by consulting stakeholders, engaging constituents as well as through a discovery workshop to frame the challenges and drivers of the web platform.



In addition....what to factor in on top of white labelling

- The Web platform that is offered to networks benefits from the overall architecture as well as the functionality modules of the P4H platform. Amongst the FAQs often heard when engaging with interested networks, here are the most popular:
 - Do I get a platform that is linked to the P4H platform?
X No. Your platform is independent, free, and closed to P4H or any other network.
 - Do I have to pay anything to get the P4H platform's architecture and functions?
X No. The whole platform and range of functionalities are offered for free. That is what is called white labelling. A little bit as though we have a great vehicle with all options....and we offer you a similar vehicle, only without the paint. You have to choose the paint, your passengers, and it is ready to undertake your own journey!
 - Do we get the full functionalities and goodies of the P4H platform?
✓ Yes. You get all the functionalities and modules encapsulated in the P4H Web platform, as well as the overall wireframes, which means that the whole IT infrastructure, functions, possibilities are yours. As well as new modules developed in the future!

- Do I have to pay for any changes to the structure or functionalities?

✓ **Yes.** If you change designs (more than putting your visual identity and content of course) you will need a designer. If you change functionalities you will need a developer. These services fall outside the scope of white labelling. We are happy to offer you what we have, feel free to complement it!

- Do we have to pay for hosting and maintenance?

✓ **Yes.** As for all websites across the world, you have to pay for hosting (ie a place on a server) and maintenance and security of the platform. We can help you getting quotes and assessment of these recurring costs which are limited.

- I am not a web nor an IT expert. Can you help me?

✓ **Yes.** We are delighted to provide you with our experience and to assist in any possible way to ensure your project is successful, brokering support to project management with the web developers and your team.

- Despite all of the above, I feel there must be a catch. Is there a catch?

✗ **No** and ✓ **Yes.** Let's be honest: we are excited about our product and genuinely happy to share it with other networks as a contribution to global public goods: we want to help you do better what you do best. Our hidden agenda? It is out there in the open actually: we hope that this will entice our teams to nurture a permanent dialogue, leading to collaborations.

- But.... Do we have to keep in touch?

✗ **No.** But that would be a missed opportunity. We hope to learn from you, work with you, and through the NAG and any other occasion, create synergies. No obligation nor pressure, but this is our hope. And it seems quite consistent with our shared commitment to making the SDGs a reality across the board!

- More questions will arise along the project's life cycle and the P4H Network as well as other networks with a similar experience of using this platform will be able to help. The Network Administration Group (NAG) set up by the P4H Network serves this very purpose: sharing experience and learning through peer consultation. Find it on www.p4H.world/nag



Discovery workshop working stages



Questionnaire : grasping personas

In order to prepare the discovery workshop, and given the tight time span of the workshop (a half-day to define the scope, framework and functionalities between project owners, managers and web developers followed by a half-day of presentation and feedback collection to the larger group of users) a checklist of standard interview questions has been designed by Web developers FFW Ltd.

This list of preparatory questions proves instrumental in guiding the thought process behind the Web platform design, personalisation and roll-out, ensuring that UX is the main driver of the project. It is available hereunder and will help guide stakeholders' interviews prior to the workshop.

#	Question	Response	Comments
About you			
1	Job title?		
2	Area of expertise?		
3	Responsibilities?		
4	Daily tasks and procedures?		
5	Level of customer contact?		
6	Role in the project?		
Project background			
1	What's going on around you? Which opportunities, challenges or problems are we addressing with the web platform?		<i>Example: P&G is launching a new line of household cleaning products under the brand name, "D Earth". The marketing problem is the rapid rise of brands like Method that are capturing a younger market. Our business goal, therefore, is to create a product line that will appeal to this generation of new consumers.</i>
Target groups: who are we interacting with? An audience profile is more about how real people think, feel and behave than it is about numbers and percentages. The aim here is to paint a portrait of the audience - a verbal picture that the creative team can talk to and visualise. Go beyond basic age, location and gender data to humanise demographic details with insights and lifestyle information.			
1	Who are they?		
2	Where are they?		
3	How will we interact and communicate with them? Through which channels?		
4	Which type of data do we have about our target groups?		
5	What else do we need to know about them?		
6	How much do they know about us, our message, our mission etc.?		
How close can we get to the target groups?			
1	How do we learn more about the target group?		
2	Is it possible to observe them in real life?		
3	Do we fully understand their behaviour, their patterns and pain points?		
Focus: what's the most important thing to say, show or deliver?			
1	Identify the single most persuasive statement or proof of your capabilities. Keep it simple. Avoid generalities.		
Reasons why: what are the most compelling reasons to believe, to try, to interact?			
1	List the rational and emotional reasons for the target groups to believe what you say, to try the service/network, to use the service. Include all major points and evidence listed in order of relative importance to the consumer.		
What else might help our team?			
1	Here's where you can include consumer insights, memorable quotes, a description of the brand personality, terms of the direct response offer, result expectations, and mandatory elements such as the logo and website address. Sometimes the magic is in the detail and we like magic.		
Goals and needs			
Where suitable please list as many as you wish to			
1	What is the primary goal of the web platform?		
2	What in your opinion does the web platform need to provide to facilitate this?		
3	Which part of the platform meets this need? Web, email, social media, other?		
4	Are there any unmet needs we should address / ensure are included		
5	Are there any issues that need to be addressed by the web platform?		
6	Is the web platform missing something that would help you fulfil your role?		
Deeper understanding of the market place			
1	Who are your customers and users today, and how do you want that to be different in five years?		
2	Who are the biggest competitors and what worries you about them?		
3	How do you differentiate your products and services		
4	What three or four qualities do you want people to attribute to your company and your product?	1. 2. 3. 4.	
Brand and identity			
Please provide as much detail as you can or your existing branding and if you would like to see any changes to this? If so, any specifics about the areas you would like to see change in.			
1	Do you have brand guidelines you can share?		
2	Can you share your editorial guidelines?		
3	Do you have logo and styling that you can provide?		
4	What changes, if any, would you like to see to the current brand?		
5	Can you detail any aspirations you have for the 'look & feel' that would help guide us with the identity?		



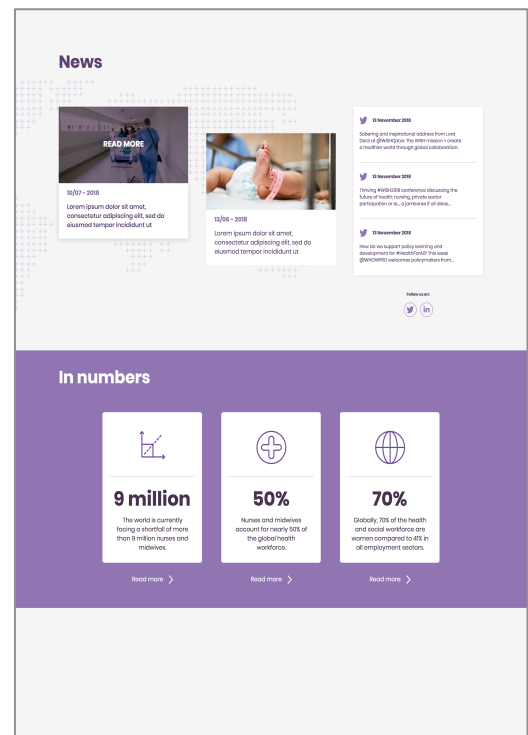
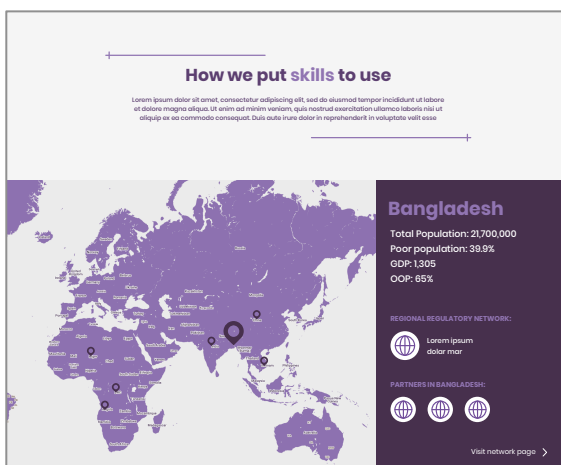
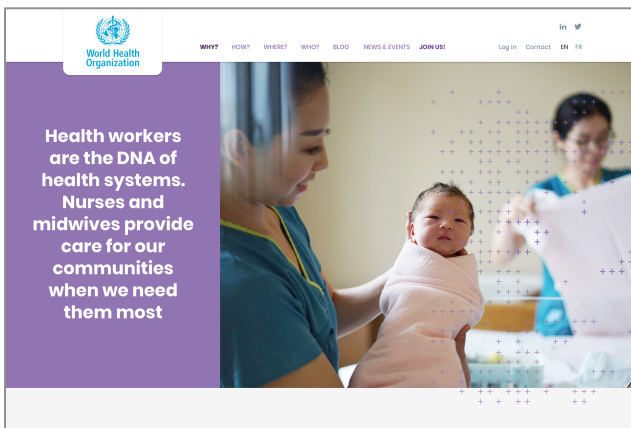
Preliminary consultations

- The preliminary consultations of stakeholders, constituents and any important partners whose opinion is deemed important to ensure a full success of the objectives set out for the web platform. Networks are encouraged to circulate them and muster feedback prior to the discovery workshop to validate the users' expectations and sort users' categories.



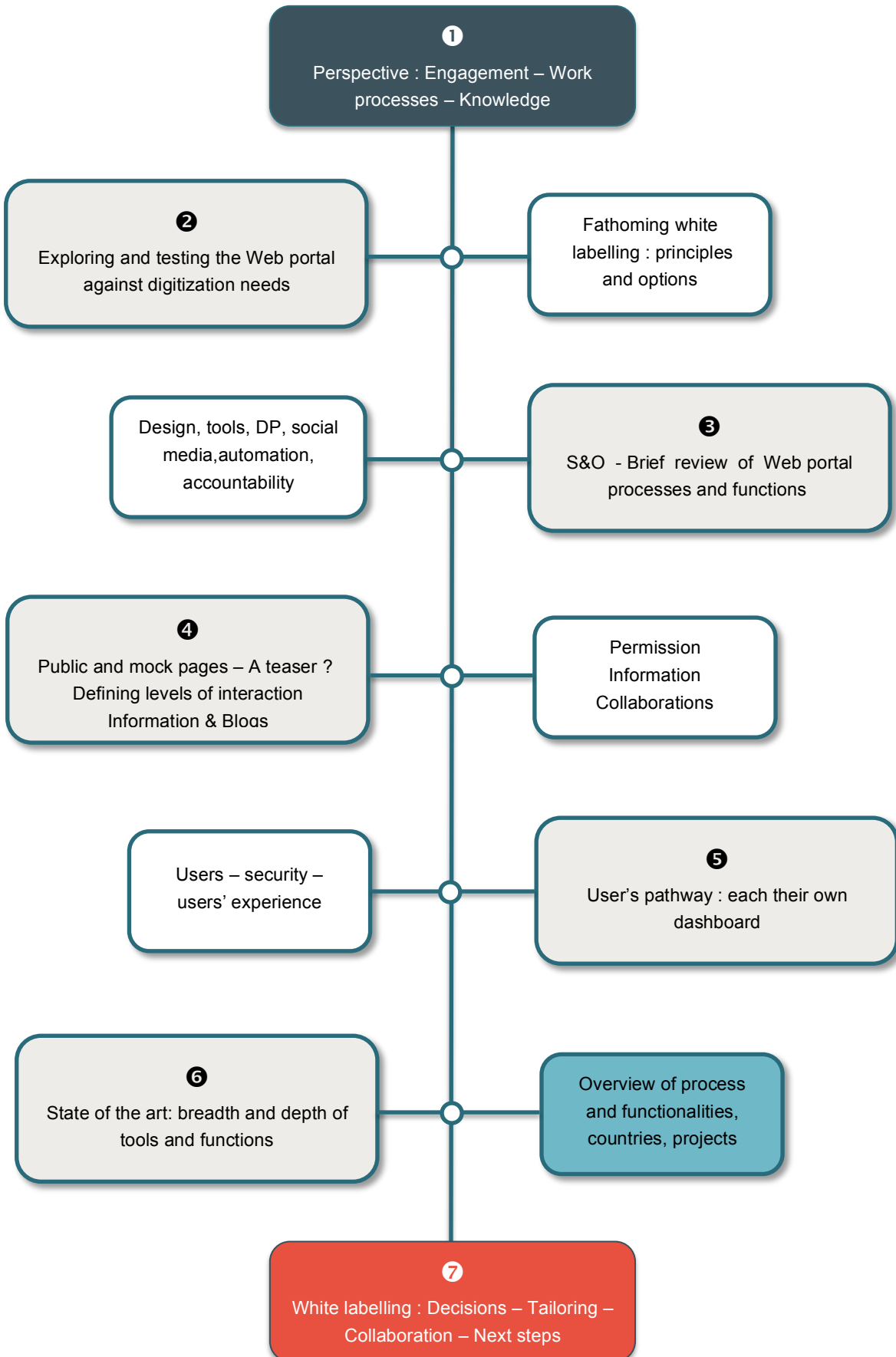
Preparation of the mock site

- In order to offer networks' stakeholders a better experience of the web platform and grasp its full potential, a set of « mock pages » will be prepared for the workshop, based on the network's visual identity.
- The mock pages will help catalyse feedback and illustrate practical use of the web platform, as well as ownership by main stakeholders. They look like the illustrations hereunder, prepared for the Nursing & Midwifery Collaborative. You can clearly see that while the DNA is similar between this platform and the P4H platform, each have their unique identity!





Discovery pathway: introducing digitization





Sizing up participation needs

- The purpose of the workshop is to delineate the Web platform and its related web spaces and functions in accordance with the categories of users as well as their expectations.
- This will be achieved through the analysis of questionnaires, work discussions with the Co-ordination team as well as feedback garnered from an open session with a broader group of stakeholders.



Expected outcomes of the workshop

- The primary outcome of the discovery workshop is to define the settings of the Web platform, based on a clear understanding of the types of users and their expectations (e.g. steering group members, co-ordination team, page managers, and member organizations).
- In addition, the workshop will enable to narrow down the project engineering phases and specify the necessary inputs, outputs as well as the indicative project life cycle.



Tentative workshop agenda

- The tentative agenda below has been prepared by FFW Ltd UK and main focal point and partner of the web development process for this project. It serves as a guide to work discussions and ensure all relevant project stages are covered.
- The Co-ordinator or Administrator of each Network will select the adequate focal points, partners and participants to the workshop.

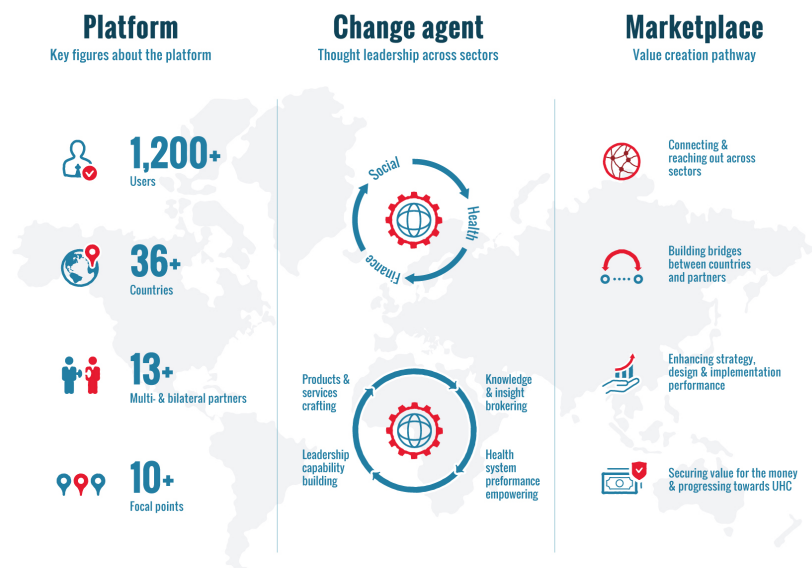
Item	Duration	Questions	Who
Introductions	15 mins	<ul style="list-style-type: none"> ▪ Introductions ▪ What do we want to get out of this workshop? ▪ Introduction to XXX brand ▪ Introduction to FFW 	
Vision, motivation, goals and ambitions	30 mins	<ul style="list-style-type: none"> ▪ Why are you building the system? ▪ What would you like to achieve? ▪ What is the motivation of the project? ▪ What is the vision of the project? ▪ What are the business needs of the project? ▪ What brings value to the organization? ▪ How is the project aligned with business strategy? ▪ What are the benefits for you and the people who will use it? 	
Current problems, shortcomings and frustrations	20 mins	<ul style="list-style-type: none"> ▪ What are the problems you are trying to solve? ▪ What are the pains of the current way of working currently? ▪ What's the dream state? ▪ Where do you want to go? 	
Understanding the users	30 mins	<ul style="list-style-type: none"> ▪ Who are going to be users of the system? ▪ What is the profile of external users? ▪ What is the profile of internal users? ▪ What are user needs ▪ What benefits they would get by using the product? ▪ Why would they use it? 	
Design walkthrough	90 mins	<ul style="list-style-type: none"> ▪ Understand users / personas ▪ Understand user journeys ▪ Understand components ▪ Understand user interactivity ▪ Questions and answers 	
Understanding systems integrations	60 mins	<ul style="list-style-type: none"> ▪ What other systems are in place (CRM/ERP/ESP)? ▪ Do systems have APIs? ▪ What is the roadmap for delivering APIs? ▪ Are you tied into any specific technologies? ▪ Questions and answers 	
Summary and next steps	10 mins	<ul style="list-style-type: none"> ▪ Check if everyone's goals for the workshop are covered ▪ Next steps 	

In a nutshell....this is it! This gives you a reasonably comprehensive idea of what the Web platform does and bring, how the process works and how the P4H Network can help. Now let's make your digital journey a reality and let's design and build your own Web platform!



In case you wondered....What is P4H?

- P4H is the global network dedicated to health financing & economics and social health protection for universal health coverage. It bolsters health systems performance through insight and knowledge brokerage, multidisciplinary co-ordination and policy dialogue advocacy. P4H is committed to promoting health systems strengthening, equitable access to quality services and financial risk protection. The P4H network supports the health related Sustainable Development Goals and the UHC targets specifically.
- P4H is a transformative network set up in 2007 upon a G8 initiative and comprises WHO, the ILO, the World Bank, the African Development Bank, the Asian Development Bank, the Council of Europe Development Bank, the Global Fund as well as China, France, Germany, Kazakhstan, Korea, Morocco, Russia, Spain, Switzerland and the USA.
- With collaborative activities across 37 countries and on the lookout for broader geographical distribution of its portfolio, there is increasing rationale to showcase how P4H has made a breakthrough as the global network working across health, finance and social protection sectors, filling three key roles: knowledge broker, market place and growth driver.
- This thought leadership is most tangible through its new web platform which encompasses new work processes and helps shifting up to more inclusive collaborative models, insight sharing and product development. Find out more on www.p4h.world.



Interested in knowing more? Check out our annual review: www.p4h.world/ar



Find us on :



www.P4H.world



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