Exploring the role of Digital for your Charity

Workshop 2

28th January, Joyce Borgs (CAST)

Resources

Planning your trustee interviews to identify what their needs and behaviours are so that you can identify possible solutions:

[Knowledge board worksheet](#) - helping you map what do you know about your 'problem', and what you need to find out. The knowledge board is referred to in the user research workbook

[Planning your user research](#) (trustee interviews) workbook - either make a copy (if you have a google drive) or download (under the file tab on the left). This is a workbook to help you plan service user interviews - you can probably be less formal with interviewing trustees.

[Online Design Hop](#) - free self serve online training which also acts as early project support. Gives a good introduction into digital and service design. You could do this course exploring how to better work with your board of trustees on your digital project. It covers things like user research, knowledge boards and idea generation with videos and tools.

[Loom](#) - a free tool to make screencasts (recordings of what you see on your computer monitor with voiceover) you can use this to talk through a presentation for trustees or show them a prototype or website.

[Human Connection in digital](#) - how to design for human connection in digital (also useful for staff and trustee meetings)

[Digital safeguarding](#) - excellent resource to help you design digital with safeguarding in mind

[Cyber security](#) - articles on cyber security

[Digital inclusion resources](#) - a list of organisations and resources that can help with digital inclusion

[Service recipes](#) - how to recipes of how other organisations have done digital such as taking bookings.

[Catalyst](#) - helping the sector to radically improve how digital is used. Free services and funding to transform social impact

Any questions or want to chat something through - joyce@wearecast.org.uk

CAST
Driving social change
with digital technology

We're here to radically improve how digital is used in charities

Free services and funding to transform social impact

Services

Our services and tools help you deliver more impact. All free.

Digital Candle

Get free expert advice on any digital challenge. 239 experts available.

Beyond

Powering nonprofits with design and digital skills

BEYOND
2020/21
FINANCIAL WELLBEING
EARLY YEARS

Service Recipes

Quickly implement digital solutions with these practical, proven recipes.

Service recipes for charities

Practical guides to help charities reuse and learn from one another's services.

Latest recipes

60 second introductions

Introductions
- Name
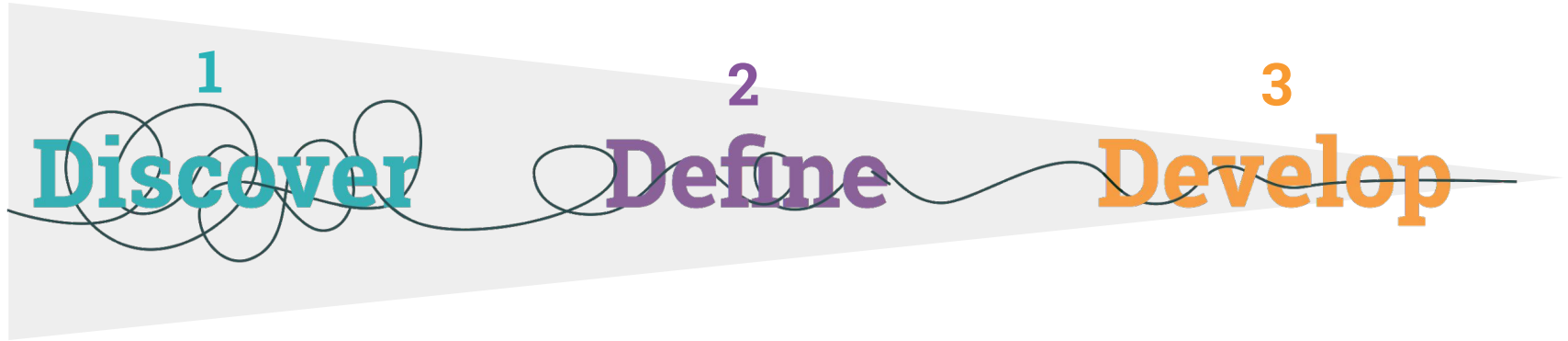- Role - staff or trustee
- Favourite music genre or band

What is 'digital'?

Applying the **culture** and **technologies** of the Internet-era to make our organisations more **resilient** and **responsive** to the changing expectations, needs and behaviours of the people we support.

Design process

1

Discover

2

Define

3

Develop

Identify the right problem

**Identify the right thing
to solve the problem**

Design the thing right

Interrogate problem space
through in-depth user
interviews and research

Refine the 'user needs
statement' (next slide), generate
ideas (slide 11) and test and
iterate with the target user group

Once you're confident this is the
right solution to the right
problem, develop and test again

User needs statements

As a project lead / trustee

When a digital project is in the discover/define/develop phase

I need...

So that...

1. Identify the problem

In breakout rooms:

1. Identify a note taker - take notes in doc (see chat)
2. As a group take 8 min to capture your experience to date. Review what's gone well and what you've missed. Any concerns or needs on the horizon?

I'll let you know when time's up

[Breakout session notes](#)

2. User research with trustees

What are the 3 things you most want to know or check?

Find out about the other's needs by asking about their past experience and their behaviour.

Questions that are useful:
- Tell me more…?
- Take me through what happened…?
- Take me through a typical …..?
- Then what happened…?
- What digital tools do you currently use for what?

3. Idea generation

Take a piece of paper and fold it in half, then half again, then half again (you should have 8 rectangles).

a.   b.   c.   d.   CRAZY 8s!
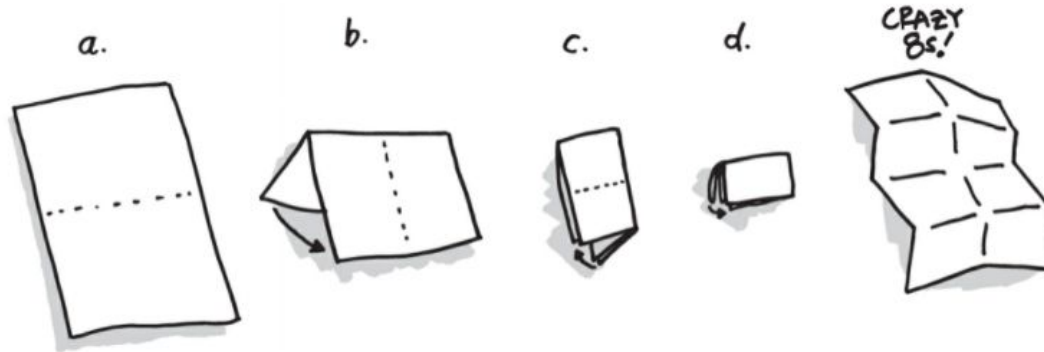
Generating ideas

1. Look at your user needs statement (slide 7)

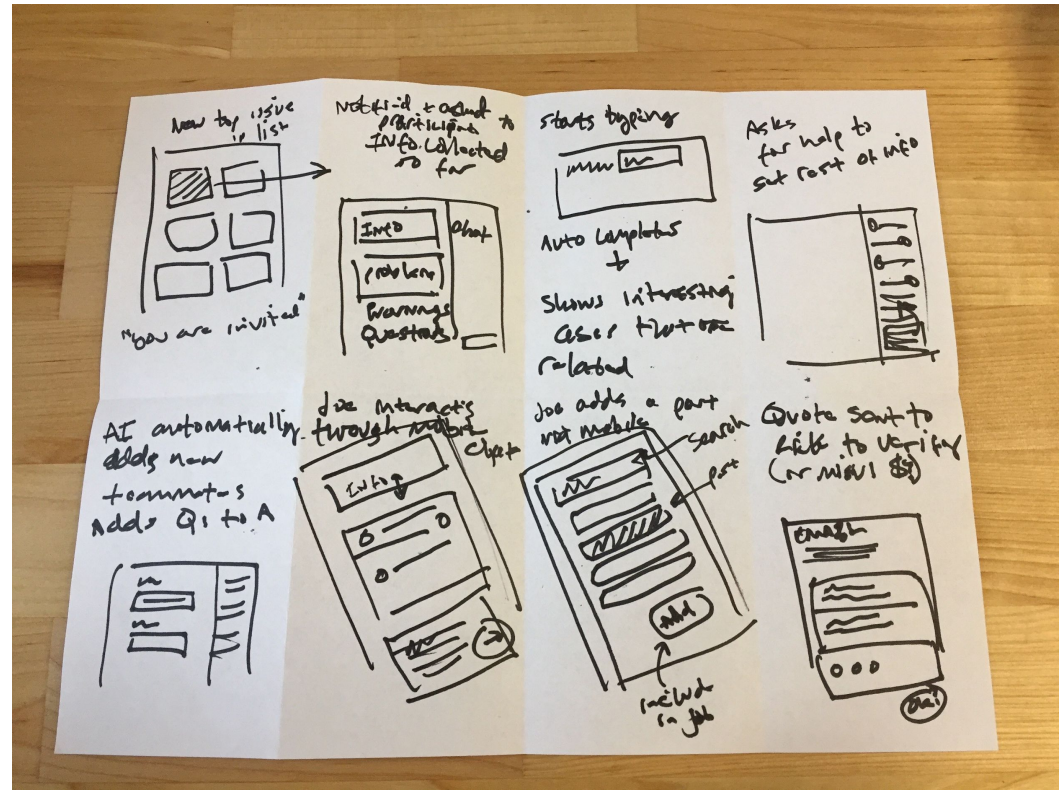2. Look at your what you've learned from you trustee interviews

3. Create **8** possible (different) solutions

Draw or write an idea in each box.

At the end of this exercise, you should end up with something like this…

The next step is to priorities and test the best idea out in the quickest and simplest way possible