

ToGo - Online Instructional Manuals Concept



New Media Concepts For World Health Organization, Spring 2009
Media Lab, University of Art and Design Helsinki

Auvinen Virva

Hyyppä Kati

Juutilainen Juulia

Choo Yen Teng

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I. INTRODUCTION

This report describes the ToGo Manuals concept developed in the New Media Concepts for World Health Organization (WHO) course. The course was organized during spring 2009 by the Media Lab of the University of Art and Design Helsinki and supported by the Foreign Ministry of Finland.

The concept was developed by the following group of students: Virva Auvinen, Yen Teng Choo, Kati Hyyppä and Juulia Juutilainen. Several other people also contributed to the design process along the way. We want to thank our fellow course mates, teachers, visiting lecturers and WHO staff from the Health Action in Crises (HAC) department for their valuable input.

The ToGo Manuals concept is essentially an online tool for WHO/HAC staff involved in field work. The tool provides instructions on equipment and procedures related to field work using photo essays and videos. Although the concept focuses on instructional manuals, the key features of the concept can be applied to other domains as well.

The report is divided in two main sections. The first one describes the process through which the concept was developed. The second part introduces the actual ToGo Manuals concept.



New Media Concepts for WHO

Study Project Exploring New Media Concepts for WHO's Health Action in Crises – Media Lab Helsinki

Description

2009 Teachers and coordinators:
Teemu Leinonen, Mari Tikkanen (<http://www.m4id.fi>) and visitors

Description:
Social media tools and services are revolutionizing how we communicate and work together. The private sector has already begun adopting these new ideas and techniques, however, the same transformation has yet to take place among the international development sector, particularly within the United Nations. The possibilities these tools provide for new, better ways for global agencies to collaborate, communicate and work in a field environment are immense, yet they have not been explored. The urgent need for innovative design thinking and creative, yet practical and feasible solutions and services, is great.

Drawing upon the experience, insight and needs of the World Health Organization's (WHO) Health Action in Crises (HAC), the project will seek to find solutions for increasing the effectiveness of WHO's emergency programme and communication by leveraging new/social media services, tools and technologies. This is a first attempt within the UN to incorporate new online technologies and services in this manner. In this study project we will thus explore the intersection between service design, media, digital tools and action (or the lack of it) through design research. The aim is to study the context in which WHO operates, define design challenges from this context, conduct participatory design with stakeholders and as the final deliverable present design concepts and prototypes.

The study project will last 15 weeks, starting January 16th and ending May 4th in a session presenting the concept and prototypes made. The final seminar with the presentation of the concepts will take place in Taik.

Learning outcomes:
Students will learn to define design challenges and outputs with the customer and to manage and implement a design consulting process. Students will also learn about design for international organizations operating globally and in challenging environments.

Assessment criteria:
Students are expected to attend at least 80% of class meetings and participate actively in the discussion/process. At the end of the study project, students must present their design concept.

Study material:
Will be provided within the study project.

Pages

- » About
- » Collaboration Wiki
- » Description
- » People
- » Schedule

Archives

- » April 2009
- » March 2009
- » Posts from 2006/2007

Categories

- » Amnesty: Activism (7)
- » Amnesty: Challenge (4)
- » Amnesty: Concept (2)
- » Amnesty: Exercise (5)
- » Announcement (51)
- » Content (9)
- » Lecture (5)
- » Reading/Benchmark (8)
- » WHO: Group 3 (6)
- » WHO: World Health Day (3)

Subscribe as RSS feeds

- » Entries only
- » Comments only
- » Entries and comments mixed

Links

- » World Health Organization
- » Media Lab Helsinki

Meta

- » Login

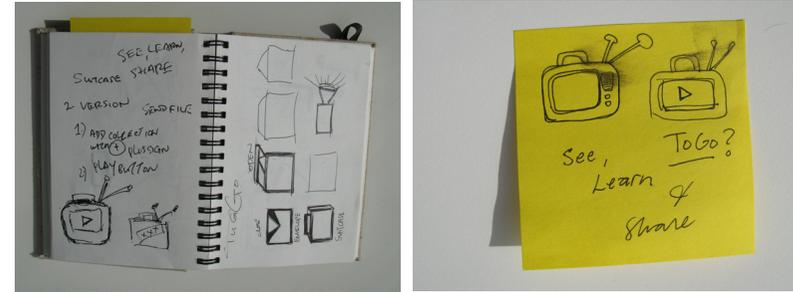
The course blog (www.mlab.taik.fi/thirdsector)

II. CONCEPT DESIGN PROCESS

We developed the ToGo Manuals concept through the following phases:

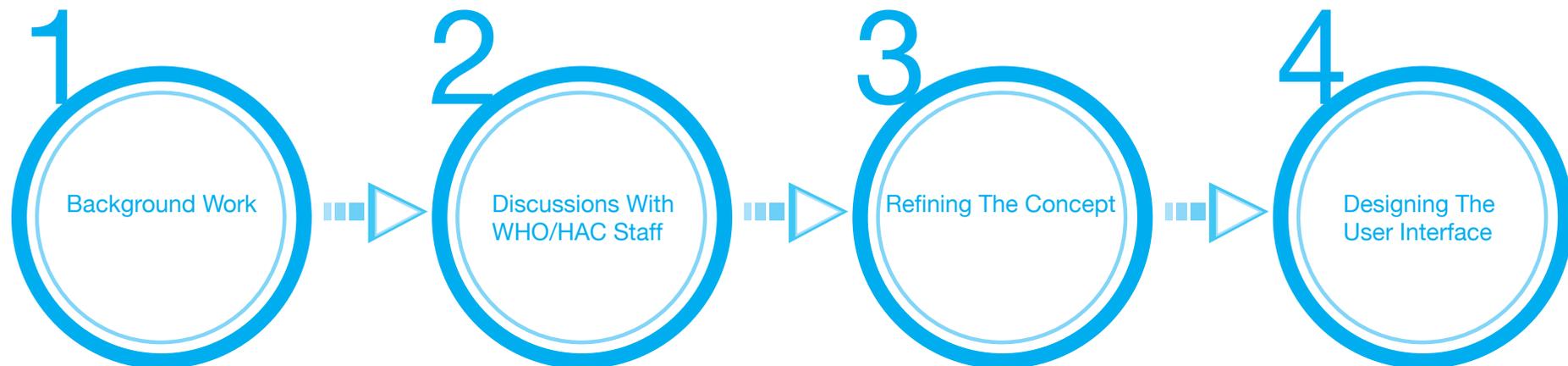
1. Background work
2. Discussions with WHO/HAC staff
3. Refining the concept
4. Designing the user interface

Each of these phases is described briefly in the remainder of this section.



See. Learn. Share.

From sketches to the final concept



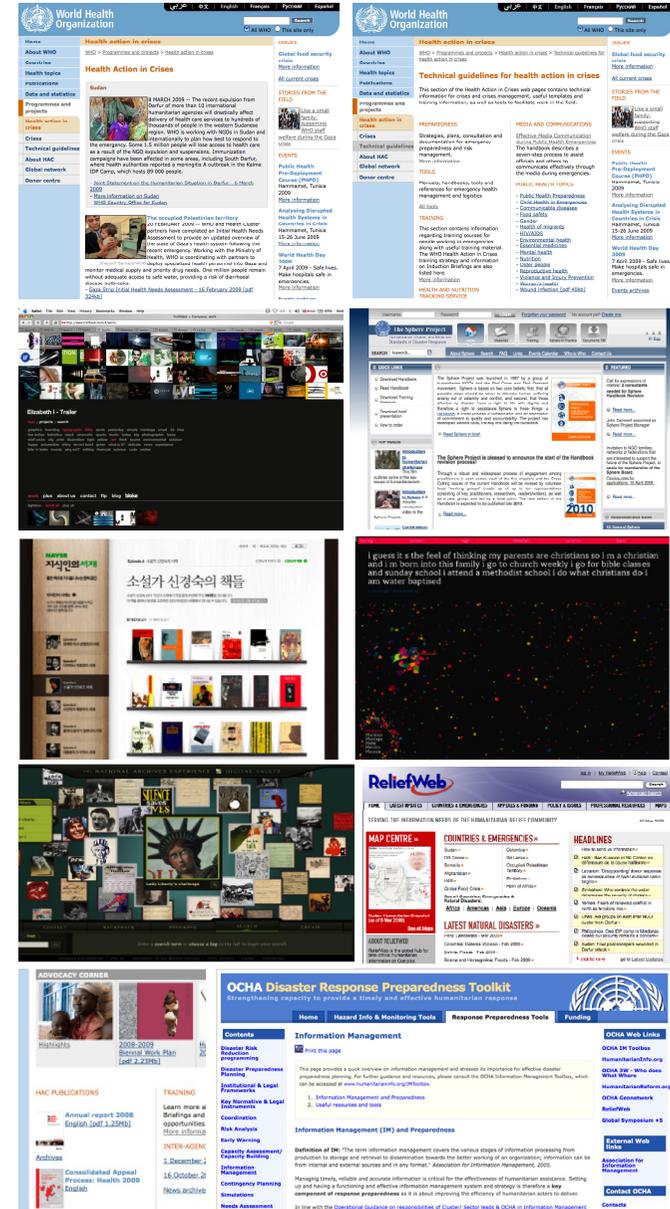
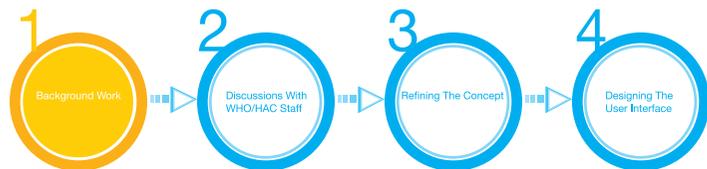
1. Background work

Initial concept idea: “Sharing tacit knowledge“

Our initial concept idea, which arose during our course meetings, was related to improving sharing tacit knowledge among WHO/HAC staff. We envisioned some kind of internal online tool, that would facilitate sharing of field experiences, practical tips or other useful information.

Reviewing websites

With our initial concept idea in mind, we familiarized ourselves with the WHO website. We learned about the current materials and tools provided by WHO, and HAC in particular. We also reviewed other websites, which helped us in mapping humanitarian online sources. In addition to this, we explored interesting state-of-the-art social media services for inspiration.



Some of the reviewed websites

2. Discussions with WHO/HAC staff

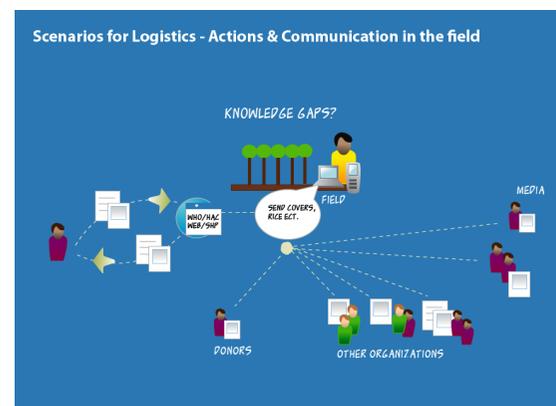
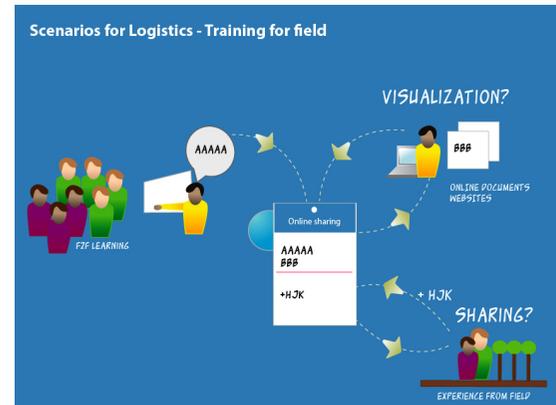
Initial feedback on the concept idea

After the background work phase, we received some useful feedback on our initial concept idea from Paul Garwood and Leila Parkkali from HAC. This helped us in understanding the work of HAC staff better, and identifying potential users for an online knowledge sharing tool.

Visit to WHO headquarters

In the end of March, we got to travel to the WHO headquarters in Geneva to meet the HAC staff. We had a memorable and informative day in the headquarters, which included discussions with people working in different areas such as Logistics, External Relations, Inter-agency Issues, Global Health Cluster and Water, Sanitation and Health.

We discussed in particular gaps in current knowledge sharing and how visual media such as photos and videos could be used more extensively for sharing information.



March 27th: Mapping the knowledge sharing needs of HAC

Focusing the concept idea: Online manual tool

Several interesting concept ideas came up during the conversations with the HAC staff in Geneva. We learned that knowledge sharing tools and audiovisual media could be utilized for example in training staff as well as when communicating internally between WHO units or externally with donors.

The concept idea that we decided to focus on was related to training staff involved in field work. Together with the HAC staff, we developed an idea of an online manual tool that would instruct people in the use of field equipment via videos and photo essays. The tool would also encourage people in sharing their experiences by enabling them to add comments and tips to the manuals, and even to create manuals of their own.

The idea of an online instructional manual tool was discussed first with the logistics staff, and addressed also in the conversations with other HAC staff. We also got valuable input regarding the feasibility of the concept from the staff working with Web tools, who also helped in brainstorming potential features for the manual tool.

In addition to the discussions, we got a demonstration of the Information Telecommunication Kit used by the field staff. This helped us in understanding better for what kind of equipment audiovisual manuals could be used. During the demonstration, we took photos of the equipment and shot a video showing how a satellite terminal connection is set-up.



Demonstration of the Information Telecommunication Kit



3. Refining the concept

Identifying key features

After our visit in Geneva, we went through our notes and listed the functions that seemed useful to have in an online manual tool based on our discussions with the WHO/HAC staff. Categorizing and prioritizing these functions helped us in identifying the key features to be included in our concept, which are explained in more detail in the next sections.

We also created a brief example manual of how to set-up a connection with a satellite terminal using the photo and video materials gathered in Geneva.

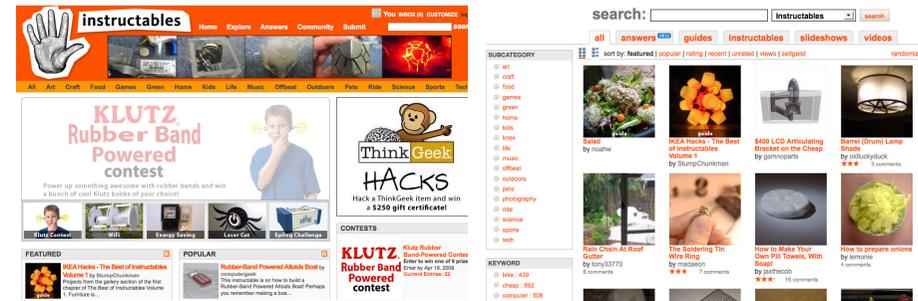
Benchmarking photo and video manuals

As there are currently several websites that provide instructional audiovisual material, we reviewed some of these to find ideas and good user interface solutions. For example the following websites served as our inspiration:

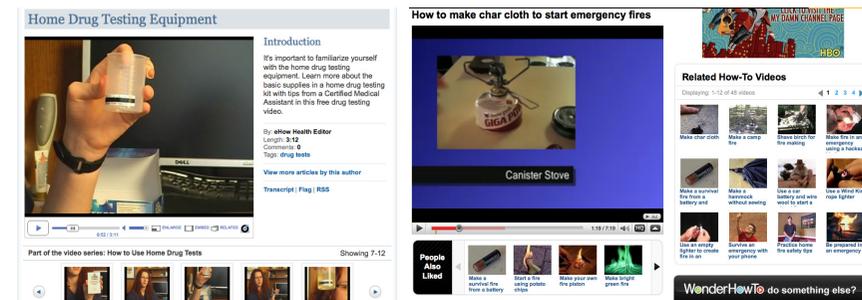
- Instructables (www.instructables.com)
- Expert Village (www.expertvillage.com)
- HowCast (www.howcast.com)
- WonderHowTo (www.wonderhowto.com)



Identifying key features for our concept



Instructables website that provides do-it-yourself photo essays



Expert Village and WonderHowTo websites that contain how to videos

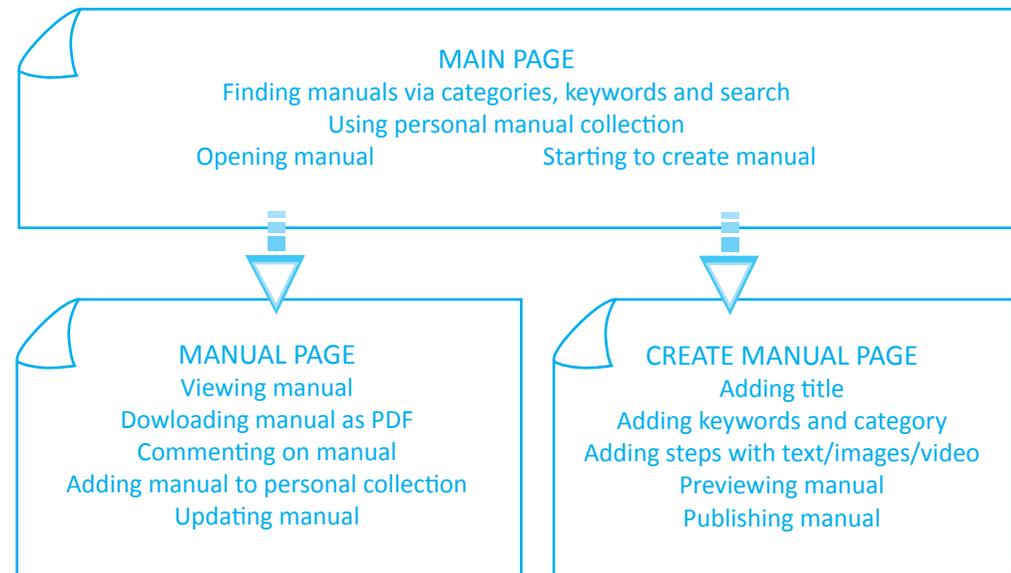
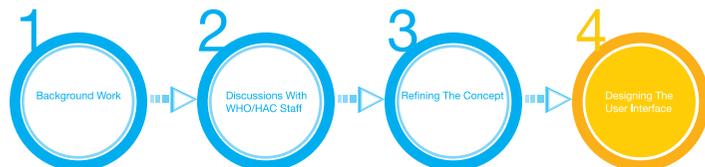
4. Designing the User Interface

User interface screens

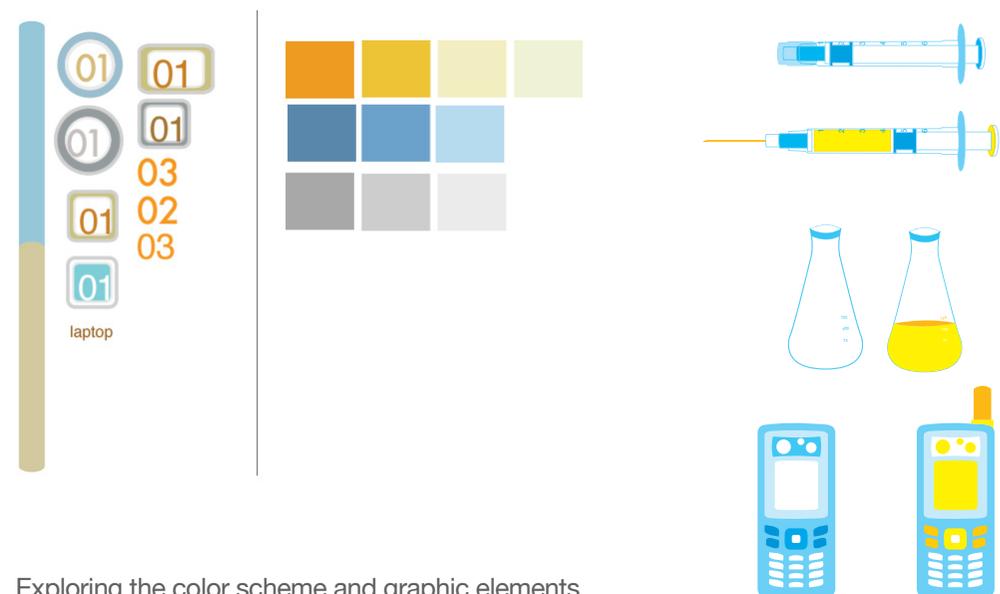
In order to give a concrete picture of our concept, we decided to design a few static user interface (UI) screens that would give an overview of the main functions envisioned for the online manual tool. The purpose of the screens was also to demonstrate a potential graphical UI for the tool. Based on our earlier categorization of the key features to be included in our concept, we chose to design the following three UI screens: main page, manual page and create manual page.

Sketching the interface: Wireframes and looks

Our initial sketches of the three UI screens were simple wireframes that served the purpose of finding the right places for the planned UI elements. After iterating the sketches on paper, we proceeded to making initial visual looks for the UI. Regarding the UI colors, our designs were inspired from the official WHO color scheme. The icons were designed with a classic but fresh look in mind.

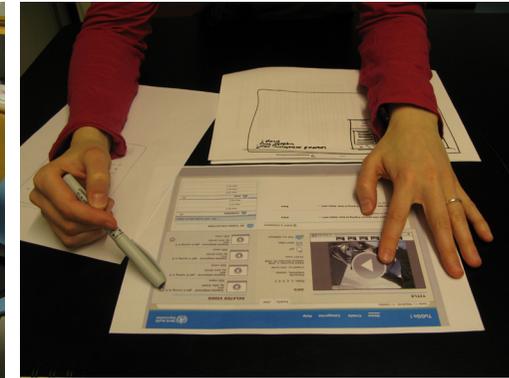


Preliminary information architecture for the user interface



Gathering feedback on the UI sketches

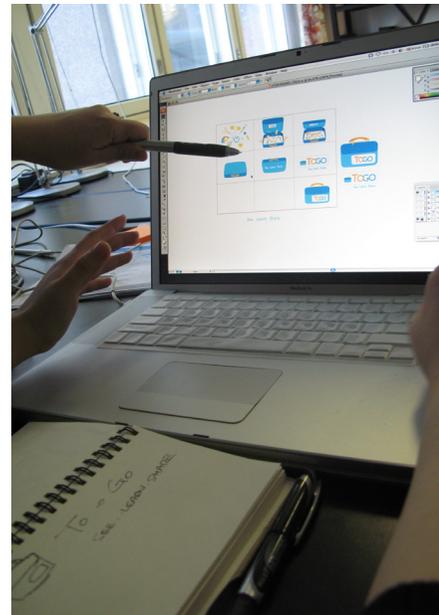
When the UI sketches were ready, we decided to gather feedback on them regarding usability and looks by organizing a paper prototyping session. An experienced Web designer from the Media Lab who was not familiar with our sketches participated in the session. In the beginning of the session, we asked her to imagine that she was leaving for a field assignment in a disaster area and needed to find instructions on how to set-up a satellite connection in the field. We then presented her with our UI main page on paper and asked her to tell how she would proceed and how she felt about the page. The other UI screens were explored similarly. This way we obtained a lot of useful feedback on our designs.



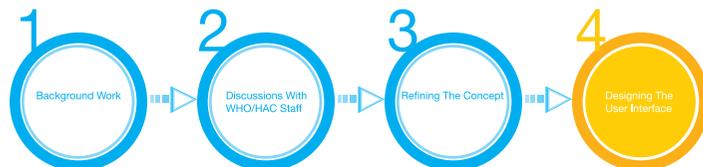
Paper prototyping session for obtaining feedback on the user interface

Finalizing UI designs

Based on the feedback obtained in the paper prototyping session, we improved our UI designs. We also finalized the general look-and-feel of the UI, which included revising the name and logo. We decided to call the tool “ToGo Manuals” and use a suitcase theme in the visuals to illustrate the purpose and portable nature of the manuals.



Deciding the final look-and-feel of our concept



III. FINAL TOGO MANUALS CONCEPT

The final ToGo Manuals concept can be described briefly as follows:

ToGo Manuals is an online tool for WHO/HAC staff involved in field work. ToGo Manuals provides instructional manuals of field equipment, procedures and supplies. The manuals are highly visual, consisting of either step-by-step photo essays or how to videos complemented with text, which helps in learning and memorizing things.

ToGo manuals can be viewed online or downloaded in portable format. Manuals can also be saved into a personal manual collection. Users can contribute to the ToGo manual collection by commenting on the manuals, updating them and creating new manuals based on their own field experiences.

The next sections describe the concept in more detail. The following are presented:

- Visualization of the key features of ToGo Manuals
- Example user interface screens illustrating one potential way to implement an interface for the concept
- Video that shows how the ToGo manuals can be used



See. Learn. Share.

The final typographic and iconic logos for the concept

Preparing to leave for field

A staff member who is leaving for field can learn about equipment, procedures and supplies. Manuals can also be saved in a personal collection.



Key Features of the ToGo Manuals concept

Users can access the ToGo Manuals from the WHO/HAC intranet. The manuals can also be used more publicly, but this requires consideration of who can add and edit the manuals in order to keep the content reliable.

ToGo manuals provide instructions on equipment, procedures and supplies used in field work. The manuals consist of photo essays and how to videos complemented with text. Users can participate in enriching the manual collection by editing and creating manuals.

In the field

A staff member working in the field can obtain instructions about equipment, procedures and supplies.

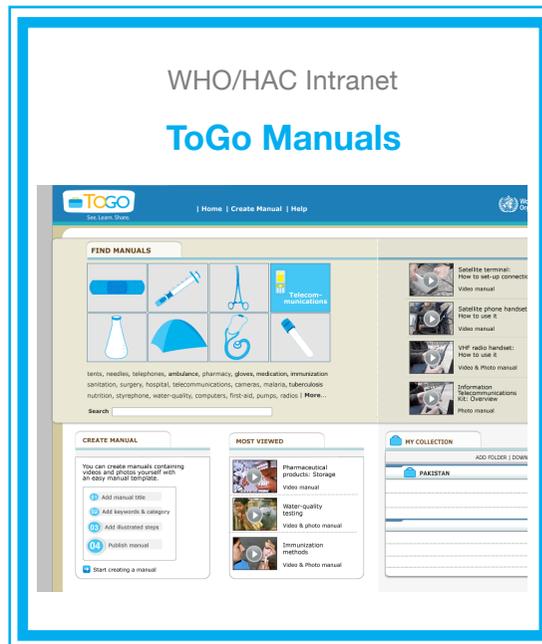
Lighter or mobile versions of manuals can be also viewed or downloaded (e.g. if limited data transfer).



Online and portable manuals

The online manuals can be downloaded as PDF files.

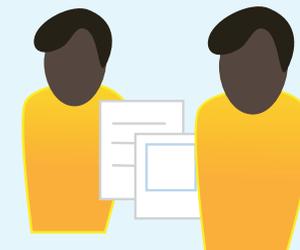
Printed PDF manuals can be folded into booklets.



After field experiences

Staff members can share their experiences by adding comments or tips to manuals.

They can tag and update manuals as well as create new manuals using an easy manual template and their own photos or videos.



ToGo Manuals User Interface - Main page



How the page works¹

On the main page, manuals can be browsed and searched using predefined manual categories, keywords or search field (1). The categories are shown here as icons which display text when mouse cursor is over them, but more textual presentation could also be used.

When user clicks a manual category or a keyword, or performs a search, the related manuals appear in a list, as is exemplified here with the "Telecommunications" category (2). The manuals shown in the list can be opened by clicking them.

User can also start creating a manual (3), open the most viewed manuals (4), and use her/his personal manual collection titled My Collection (5). User can gather several manuals under customizable folders in My Collection for later use by clicking a suitcase icon in the manual list on the main page (2), or on the actual manual page (see p.13).

¹ To see how the user interface is used in more detail, please watch our video ToGoManualsConcept.mov (see page 16).

² The photos in the most viewed manuals are from the WHO website (copyright: WHO/P. Virot).

ToGo Manuals User Interface - Manual page

The screenshot displays the ToGo Manuals User Interface for a manual titled "SATELLITE TERMINAL - How to set-up connection". The interface includes a video player with a play button (1), a progress bar (2), and a "Steps" navigation bar (3). The video content shows a person placing a satellite terminal on a surface, with text instructions: "1) Place the terminal Place the satellite terminal on the ground or other surface". Below the video are options to "Download PDF", "Add to My Collection", and "Send link".

The "INFO" section on the right provides details about the manual:

- Category:** Telecommunications
- Created:** By C. Goldman - 18.04.09
- Updated:** By J. Smith - 24.04.09
- Update manual** (5)
- Keywords:** telephones, satellite, terminal, communication
- Add Keywords** (6)

The "RELATED MANUALS" tab (7) is also visible. Below the video is a "COMMENTS & TIPS" section (4) with two comments:

- Keep the SIM card in a dry place as humidity damages it!** (Reply) By M. Parker - 3 months ago
- Remember the PIN code and keep it with you :)** (Reply) By B. Verde - 5 months ago

The "MY COLLECTION" section shows a folder named "PAKISTAN" and options to "ADD FOLDER" and "DOWNLOAD PDFs".

How the page works

The manual page opens when user has clicked a manual on the main page. A manual consists of step-by-step instructions illustrated with photos and/or video and text, as is exemplified here with the "Satellite Terminal - How to set-up connection" video manual. User can view a manual by pressing the "Play" button (1). The player shows the instructional steps one at a time, but user can also navigate between the steps in a desired order by clicking the step numbers below the player (2).

User can download the manual as a PDF file (see next page for an example), add it to her/his personal collection or send a link to the manual to others (3). User can also add comments and practical tips related to the manual, and reply to comments made by others (4).

The manual can be edited by updating it with new or complementary information (5). User can also add keywords to manual, which helps other users in finding manuals (6). Other manuals (or documents) related to the manual can also be accessed via the "Related manuals" tab (7).

ToGo Manuals - PDF and printed version of a manual

A PDF version of a photo/video manual can be downloaded from the manual page or from user's personal collection. When downloading a PDF, user could select what size of a document (s)he wants (small/large file), and what is included in the PDF (e.g. will other users' comments added to the manual be included). The PDF can be stored in devices such as memory sticks, sent via email and printed. A printed manual can be folded into a small booklet that fits easily in pocket.



Satellite Terminal

How To Set-up A Connection

Category:
Telecommunications

Created By:
C. Goldman - 18.04.09

Updated By:
J. Smith - 24.04.09



TOGO

Instructions Manual
PDF Version

01

Place The Terminal



Place the satellite terminal on the ground or other surface

02

Connect The Cable To The Terminal



Connect the data cable to the side of the satellite terminal

03

Connect The Cable To The Laptop



Connect the other end of the cable to the back of the laptop computer

01

02

03

ToGo Manuals User Interface - Manual creation page

How the page works

The page allows user to create manuals such as the one shown on page 13 with a simple template. The template can be opened from the top bar (1) or using the “Start creating a manual” button on the main page (see p. 12). The manual can describe e.g. how a piece of equipment is used or how a medical procedure conducted.

With the template, user can add a title and keywords to describe the manual, as well as select a suitable category for the manual - perhaps even add a new one if needed (2).

The instructional steps included in the manual are created with a “filmstrip template” (3). For each step, user can add text description and photos and/or video. Here photos/videos are added by dragging-and-dropping them (4), but there could also be a “Browse” button. User could also use one longer video for multiple steps by marking a keyframe for each step.

Once the manual is ready, user can preview it (5), and finally publish it (6) as a part of the ToGo Manuals collection so that others can use it.

Video of how ToGo Manuals are used

Using audiovisual media for conveying information is an important part of our concept. Therefore, we shot a video that shows a hypothetical use scenario of how WHO/HAC staff could use the ToGo Manuals. The video complements the static user interface screens.

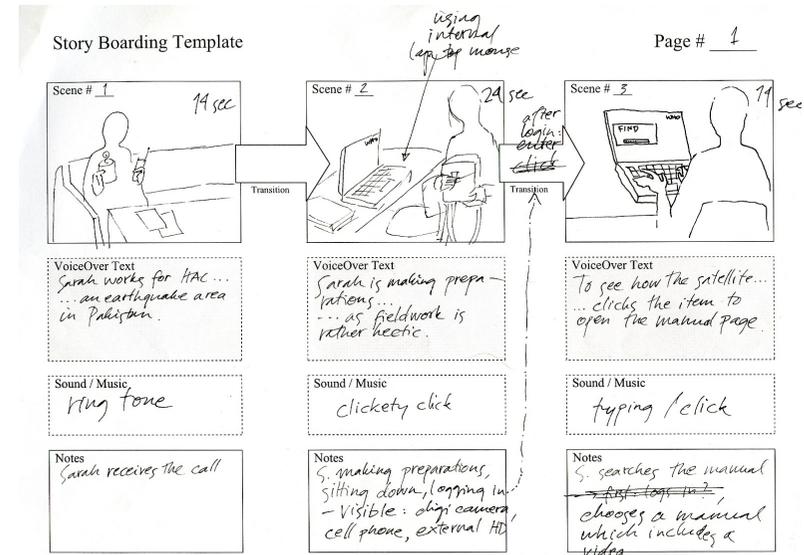
Synopsis of the video

HAC staff member Sarah is leaving for a field assignment on a short notice. She wants to find instructions for a satellite terminal that she needs to use in the field. On the ToGo pages, she finds and views a video manual for the terminal. She also downloads and prints a portable version of the manual. Sarah introduces the ToGo manual to her colleague Claudia, who then explores the pages and contributes to them by creating a new manual that relates to her field of expertise. ToGo features are demonstrated in the video with animated UI screens.

The name of the video file is [ToGoManualsConcept.mov](#). The video can be played with e.g. QuickTime player or VLC player. The latter can be downloaded at www.videolan.org/vlc/.



Storyboard sketch for the animation in the opening of the video



Storyboard for the video



Shooting the video



See. Learn. Share.

