UNESCO Guidelines for Digital Inclusion for Low-skilled and Low-literate People

Resources

Design with all the users, focusing on their needs and context

Resources

- Principles for Digital Development. www.digitalprinciples.org
- The Field Guide to Human-Centered Design (IDEO.org). www.designkit.org
- Creating scalable, engaging mobile solutions for agriculture (GSMA). www.gsma.com/mobilefordevelopment/programmes/magri/creating-scalable-mobile-solutions
- mHealth Design Toolkit: Ten principles to launch, develop and scale mobile health services in emerging markets (GSMA). www.gsma.com/mobilefordevelopment/programmes/mhealth/mhealth-design-toolkit
- mHealth Gender Toolkit: Key principles and tips for reaching women (GSMA). www.gsma.com/mobilefordevelopment/wp-content/uploads/2017/09/GSMA_mHealthGenderToolkit_2-08-17.pdf
- Framework for Context Analysis of Technologies in Social Change Projects (Social Impact Lab). docs.google.com/document/d/13LxzwmZldXwYPtk3IPPmz85XWYXwq5_4o6JC0NRWotg/edit#heading=h.92iqc36bfg7
- Integrating Mobiles into Development Projects (USAID). www.fhi360.org/sites/default/files/media/documents/2M4DHandbook_August2014-New.pdf
- Digital Wallet Adoption For The Oral Segment In India: Concept Development For Mowo (Mobile Wallet For Oral) (MicroSave). www.microsave.net/files/pdf/DWA_Research_Concept_Development_for_MoWO.pdf
- Add example(s) of each core element above, e.g. persona, user journey maps, etc.

Focus on users' digital skills and competences

Resources

- DigComp 2.1: The Digital Competence Framework for Citizens with eight proficiency levels and examples of use (European Commission). ec.europa.eu/jrc/en/publication/eur-scientific-and-technical-research-reports/digcomp-21-digital-competence-framework-citizens-eight-proficiency-levels-and-examples-use
- 8 digital skills we must teach our children (World Economic Forum). www.weforum.org/agenda/2016/06/8-digital-skills-we-must-teach-our-children/
- Self-Assessment Toolkit for designing quality e-learning products (ECB Check). www.ecb-check.net/criteria-2/
- Mobile Internet Skills Training Toolkit: A guide for training people in basic mobile internet skills, in India (GSMA). www.gsma.com/mobilefordevelopment/programmes/connected-society/mistt

Ensure content is understandable and relevant for low-skilled and low-literate users

Resources

- Making Content Meaningful: A Guide to Adapting Existing Global Health Content for Different Audiences (K4Health and USAID).

http://www.mhealthknowledge.org/sites/default/files/16-386-making-content-meaningful.pdf
- Four-part blog series on techniques and learnings for effective and impactful content development (GSMA). www.gsma.com/mobilefordevelopment/author/pkagotho
- Simply Put: A guide for creating easy-to-understand materials (U.S. Centers for Disease Control and Prevention). www.cdc.gov/healthliteracy/pdf/Simply_Put.pdf
- Creating scalable, engaging mobile solutions for agriculture: A study of six content services in the mNutrition Initiative portfolio (GSMA). www.gsma.com/mobilefordevelopment/programmes/magri/creating-scalable-mobile-solutions#report
- Nutrition Knowledge Bank (CABI). www.cabi.org/nutritionkb

Utilize appropriate media and tailor user interfaces for low-skilled and low-literate users

Resources

- Designing for Low-literacy Users: a Framework for Analysis of User-Centred Design Methods by Maira Brandao Carvalho: - https://pdfs.semanticscholar.org/8e9e/0e7826b8904845a87b08a6b745f9b7cd0bef.pdf
- Applying Behavioural Science to UX Design by Leonard Chen Part 1 and Part 2
- Interaction Design.org - a global Interaction Designers Community and Knowledge Pool - https://www.interaction-design.org/ Their Literature Section - https://www.interaction-design.org/literature

Ensure initial and ongoing training and support

Constantly monitor, measure and improve

Resources

- A World That Counts: Mobilising the Data Revolution for Sustainable Development. 2014 (Prepared by the Independent Expert Advisory Group on a Data Revolution for Sustainable Development). http://www.undatarevolution.org/wp-content/uploads/2014/11/A-World-That-Counts.pdf. It includes Basic Principles for the Data Revolution for Sustainable Development.