USE CASE BRAINSTORM AND PRIORITIZATION

May 2016

Use Case Brainstorm and Prioritization:

Put your thinking caps on! This activity is for you to brainstorm different use cases for mHero that you think would be useful for communication between Ministries of Health and Health Workers. This activity is similar to how mHero users in Liberia and Sierra Leone have prioritized mHero Use Cases. The activity also incorporates aspects of "Design Thinking" to encourage a lot of ideation.

Here is how the activity will work. You will self-guide yourself through this activity so be mindful of the time limits set for each section of the activity. The overall activity should take about 40 minutes.

First you will identify your priorities for using mHero. This will help frame your brainstorming session to make it more meaningful.

Then, you will be given you some parameters to help fuel your brainstorming. This will provide you with some guidance in creating ideas for the different use cases. Once you get started brainstorming we encourage you to not spend too much time on each use case. Rapidly write down as many that come to mind. Open your mind!

While you brainstorm use cases, you will list them and briefly define the objective, the audience and the benefit of each use case. This will help you think through each use case a bit further.
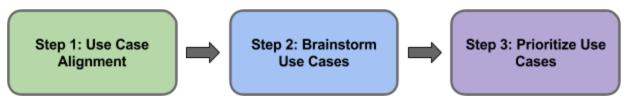
Finally, you will review again your prioritization criteria and look at the use cases you defined. Are these use cases really going to help you meet your needs? You'll conclude this activity ranking your top cases.

Activity outline:

| Step 1: Use Case Alignment | → | Step 2: Brainstorm Use Cases | → | Step 3: Prioritize Use Cases |

Definitions

Before we get started, let's go over a few definitions:

A **workflow** is a set of interactions with a contact. Flows are executed from top to bottom and always alternate between performing and action (such as sending a message) and evaluating a contact's response (such as using their response to go to the next appropriate action/question. When using mHero, a workflow is typically entered into RapidPro.

A **short code** is a shortened telephone number used for sending SMS messages. When using mHero, a short code is obtained by a local Mobile Network Operator in country.

A **use case** is a list of actions or event steps, typically defining the interactions between a role and a system, to achieve a goal. A use case for mHero would include the description of the SMS messages to be sent, which health workers they would be sent to and what health information gap the information will satisfy.

Step 1: Use Case Alignment

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First, we want you to align the needs of your health system with ways you could use mHero. This may be alignment in health services for a certain area or alignment in supporting the distribution of health workers. Whatever the area, you will need to look at your communication and information needs and think about how mHero might help you. Here are some questions you might think to ask:

- What are the priorities within your department, project, or team?
- How can mHero facilitate improving your access to more information to help you better support health workers or health services?

- What are your challenges to getting information you need to do your job?
- What reports do you have to write or submit to your supervisors?
- Is there information currently not collected in your routine health information systems that you'd like to have?

Everyone's priorities are going to be different. If you are working in the HR Directorate, your priorities will differ from someone supporting HIV/AIDS programs.

To start this activity write down TWO priorities of why you want to use mHero. For example, you might want to find out what types of MNCH challenges are faced at facilities Or you might want to learn why there are delays in reporting attendance for health workers. No matter what great ideas you have in utilizing a system like mHero, they should also be linked to your organization. Write down your two priorities on a sheet of paper as you'll be referring to them throughout this activity.

Use Case Priorities:

1. _____

2. _____

Step 2: Brainstorm

Step 2: Brainstorm Use Cases

There are many different types of use cases. We'd like you to think about use cases in the following categories:

- One time messages sent to health workers
- Two way communication between health workers and Ministries of Health
- Trigger words for health workers to initiate communication needs

Here are a few examples of each of these categories.

A **one time mHero message** would be a unique message sent to health workers from the Ministry of Health. It could be something such as wishing a health worker happy birthday (this data can be found in iHRIS) or a reminder to district HMIS staff that DHIS 2 bi-monthly reports are due.

mHero two-way communication between Ministries of Health and health workers have been the most popular ways for Ministries to collect information from health workers. Two-way communication workflows ask health workers questions and health workers respond to these messages to provide data to the Ministry. Responses to questions can trigger different questions so that the information collected is as relevant as possible. This could be a request to follow up on commodity supplies at a specific facility or an inquiry to a cadre of health workers about their recent in-service training. Click here to see specific workflows for supporting central level human resource data systems or here to read through different use cases about family planning services.

mHero trigger words are set up for health workers to text the mHero short code a specific word to trigger a workflow. Trigger words can be utilized if health workers know the short code, trigger word and what kind of information will be communicated using that trigger word. mHero administrators have to be sure the workflows are setup to accept those trigger words as well as ensure that health workers know that mHero is setup to function using those trigger words. An illustrative example could be the health worker texts the short code "payment". This could initiate a flow from the central level mHero asking questions about a health worker's payment such as "Did you receive your payment" or "Did you experience a bank error when receiving your payment." Trigger word workflows can also be setup to provide health workers with more information about a topic of interest. For example, if a health worker wanted more information about Ebola, they could text "ebola" to the mHero short code. This could initiate a workflow that sends them texts with pertinent Ebola information or a short knowledge quiz about Ebola.

Now let's start brainstorming use cases! You'll be given a category and asked to develop 3 use cases for each category. For each use case we would like you to give the use case a **Name**, and write down the **Objective**, the **Audience** and the **Benefit** of the use case. You will not need to develop a workflow for the use cases - just define as many as you can. The goal at the end of this exercise is to brainstorm at least 10-12 different use cases. You may never use these use cases but what you'll find in doing this exercise is that once you start brainstorming, you'll learn that you probably have a lot of ideas for uses of mHero.

Ready? Click here to get started!

http://files.www.mhero.org/toolbox-resources/UseCaseBrainstormActivityWorksheet.docx

Step 3: Prioritize Your Use Cases

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Now it's time to prioritize your use cases. Why is it important to prioritize use cases? You likely have a long list of use cases and with each use case, time and resources will be spent to develop the workflows, collect the data from health workers and analyze that data. Suddenly each use case can become a lot of work. Here are some criteria you can use to prioritize your use case needs:

- Resource availability: do you have the resources to make changes to programs once you determine what is needed to improve the program?
- Impact: in what ways will having this data improve the health system? how much impact will acting on this data have?
- Size of the problem: how widespread is the problem? How many people will a solution or change impact? Do you want to tackle a small or large problem?
- Feasibility: how feasible will be it be to act on the data collected by mHero about this particular issue?

Go here to access sheet:

http://files.www.mhero.org/toolbox-resources/Use_Case_Prioritization_Activity_Worksheet_excel.xlsx

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This information is made possible by the generous support of the American people through the United States Agency for International Development (USAID). The contents are the responsibility of IntraHealth International and do not necessarily reflect the views of USAID or the United States Government.