TERMS OF REFERENCE

Self-Organisation Toolkit Web Design Consultant

Brief

We are looking for an exceptional web designer and potentially development consultant for a four-month assignment:

- Review and modify and existing activism tool kit into a user-friendly, youth-focused, interactive online tool kit for youth activists – with help from Plan International's Youth Movements team.
- Help to coordinate workshops with external youth activist partners to understand user journey
- Co-design methodology for said workshops
- Co-facilitate said workshops
- Collate findings from said workshops along with into a briefing package which a developer could then work from to build the website

To apply you should demonstrate:

- Strong experience leading human-centred design processes, including prototyping and piloting; particularly products and services for young people in Latin America.
- A strong understanding of digital technologies and storytelling for social impact
- Experience leading, designing, and/or managing projects focused on girls, young women, or youth more broadly
- A strong understanding of the youth influencing/advocacy landscape and the barriers young activists face in Latin America and experience working there (grassroots, local or INGO)

Background

The Diverse and Empowered Girls: Practical Guide for Girl Activists is a large document created by girls and young women from Latin America, Indonesia, Uganda, and India. It is designed as a toolkit for emerging girl and youth-led groups to prepare themselves to use their voices to work against injustices. The document sits at 135 pages and a total of 25 activities + explanations of concepts featured in the activities. It is a dense and tightly packed bundle of practical activities and guided discussions. The plan is to turn this document into an interactive online tool that can be used by girl groups as needed. Like a toolkit, it should be easily navigable, self-explanatory to use. The process to transform this into an interactive digital tool should follow a girl-centred design approach.
Project

Phase 1. Preparation and relationship building with youth-activists.

- Jan – Review and prepare concept for online version of the Self-Organisation Tool-kit
- Jan – Reach out to and connect with young people for user experience workshops**
- Jan – Hold initial calls with developer to create production timeline

Phase 2. Testing assumptions with young people

- Jan/Feb – Co-design methodology for workshop
- Feb/Mar – Co-facilitate relevant workshops with youth to test user experience
- Mar – Collate findings from workshop into package for developer to produce
  o Including a key list of functionalities and features necessary, i.e. the user can log in, the user can save data, etc.

Phase 3. Development and testing

- Mar/April – Develop online version of the tool
- May – Beta testing
- May/June – Prepare marketing plan**

Phase 4. Launch and marketing

- June/July – Launch
- June/July – Implement marketing plan**

**Performed by Plan International

Design Deliverables – Estimated at 48 hours (6 days work) total work

- By Jan 30, produce a detailed, recommended plan for what the online version of the Self-Organisation Toolkit could be including initial recommendations on design, user experience and hosting options, including wire frames
  - Estimated hours: 22h

- By February 5, a methodology for said workshop with youth activists to test assumptions on user experience
  o Estimated hours: 5h

- By February 20, co-facilitate said workshop
  o Estimated hours: 3h

- By April February 28, produce a development package for a developer to produce the online version of the Self-Organisation Tool-Kit
  o Estimated hours: 15h

Timeline & Budget
Deliverables are expected at intervals between January and February 2021

To apply:
To express interest please share your with your CV/Portfolio with a brief cover letter to Saúl Alexander Zavarce Corredor, saul.zavarce@plan-international.org by December 16 2020/