

Indicators for measuring usefulness of a HURIDOCS resource

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Purpose: to get feedback from peers and colleagues on indicators to measure the “usefulness” of a HURIDOCS resource

At HURIDOCS, we have started a knowledge collaboration pilot project, running from Aug to mid-Dec 2021. This pilot will test our assumption that co-creating resources with and for the human rights community related to information management, will be useful and make a positive impact on their work.

I have been thinking of how to apply some ideas from the Lean Impact methodology (<https://leanstartup.co/social-good/>). The process is: identifying assumptions that need to be correct in order for the project to be successful, then identifying hypotheses that validate the assumptions that we can test, then testing the ones that pose the highest risk to the success of the project, and quickly to move on to the next hypotheses. Eventually, if we can validate all of these assumptions, then we'll know this approach is promising. (or something like that) Below is a list of ideas for these initial assumptions, hypotheses, and indicators. The numbers are based on hunches (nothing scientific).

My biggest questions for you, as a network centric resource creator, are:

1. When you test your assumptions related to resources, and measure your impact -- what have you found that works well? What indicators have you come up with that are helpful? (or, have you given up on this?)
2. What do you think of this approach (below)? Does you think this process of testing the indicators below will help me know if this project is worthwhile? Will it help me prove its worth to funders?

Please share your feedback by adding comments to any of the content below! Thank you so much for your support. <3

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# Target audience

Our initial target audience for this project is, human rights defenders who:

- ☐ Are documenting/monitoring human rights violations
- ☐ Don't have any formal education in the social science resource, data science or information management
- ☐ Are looking for a ways to solve their information management challenges or ways to improve their existing processes
- ☐ Do not have the resources to carry out the highest standard of research because of a lack of resources, lack of expertise, lack of access to reliable information, lack of access to victims and witnesses, poor internet reliability, security risks, etc.

## Expected impact for our target audience

We expect the following impact from this knowledge collaboration work:

- HRDs solve their information management challenges by learning from their peers.
- By solving their information management challenges and learning new skills, HRDs are able to reach their information management goals.
- By working closely with our partners to not only manage information but also capture their knowledge, we can further professionalize this field of work and celebrate the range and depth of expertise that exists in our community. In this way, we can raise awareness and acknowledgement of the incredible work being done.

## Validating our assumptions

In order for this solution to work, we have some initial assumptions that must be true. To test each hypothesis, we will use the lean feedback cycle: build → measure → learn (repeat)

### Assumptions regarding the value of this project

Assumption 1: HRDs want to learn new ways to address their information challenges from the knowledge of their peers.

- ☐ Hypothesis to test: HRDs participate in research about their information challenges.
- ☐ Indicator to validate hypothesis: 50% of surveys sent are completed

Assumption 2: HRDs will participate in the resource co-creation process.

- ☐ Hypothesis to test: When asked, HRDs will commit to sharing their knowledge, challenges and experiences for this resource co-creation process.
- ☐ Indicator to validate hypothesis: 50% of people invited to participate say yes and follow through

Assumption 3: The resources contain information that is helpful to our target audience.

- ☐ Hypothesis to test: The resources are understandable to the target audience.
- ☐ Indicator to validate hypothesis: When asked to rate how easy it is to understand the resource, 80% of target audience select 8/10 or higher
  
- ☐ Hypothesis to test: The resources are actionable (clear steps and considerations for different contexts) to the work and challenges of our target audience.
- ☐ Indicator to validate hypothesis: When asked to rate how well the information applies to their own work, 80% of target audience select 8/10 or higher
  
- ☐ Hypothesis to test: Our target audience will recommend the resource to colleagues, peers, networks.
- ☐ Indicator to validate hypothesis: When asked how likely they are to recommend this resource to others, 80% of target audience select 8/10 or higher

Assumption 4: The resources can be found and accessed (e.g. watched, downloaded, read) by our target audience.

- ☐ Hypothesis to test: Our target audience can download the resource to their device.
- ☐ Indicator to validate hypothesis: In the first month, the resource is downloaded (number of participants x 2) times

## Assumptions regarding the impact of this project

Assumption 5: Our target audience will find solutions to their information challenges by using these resources.

- ☐ Hypothesis to test: If people use the resource, and find it helpful, they will tell us their story if we ask.
- ☐ Indicator to validate hypothesis: We receive specific examples of how the resources are used from 25% of people who receive the resource.

Assumption 6: By solving their information management challenges and learning new skills, HRDs are able to reach their information management goals.

- ☐ ?
- ☐ ?

Some tips on determining indicators for the usefulness of a resource:  
<https://www.fabriders.net/ncr-indicators-of-success/>