# BOP

## COMPARATIVE ANALYSIS REPORT

# Content

# Objectives
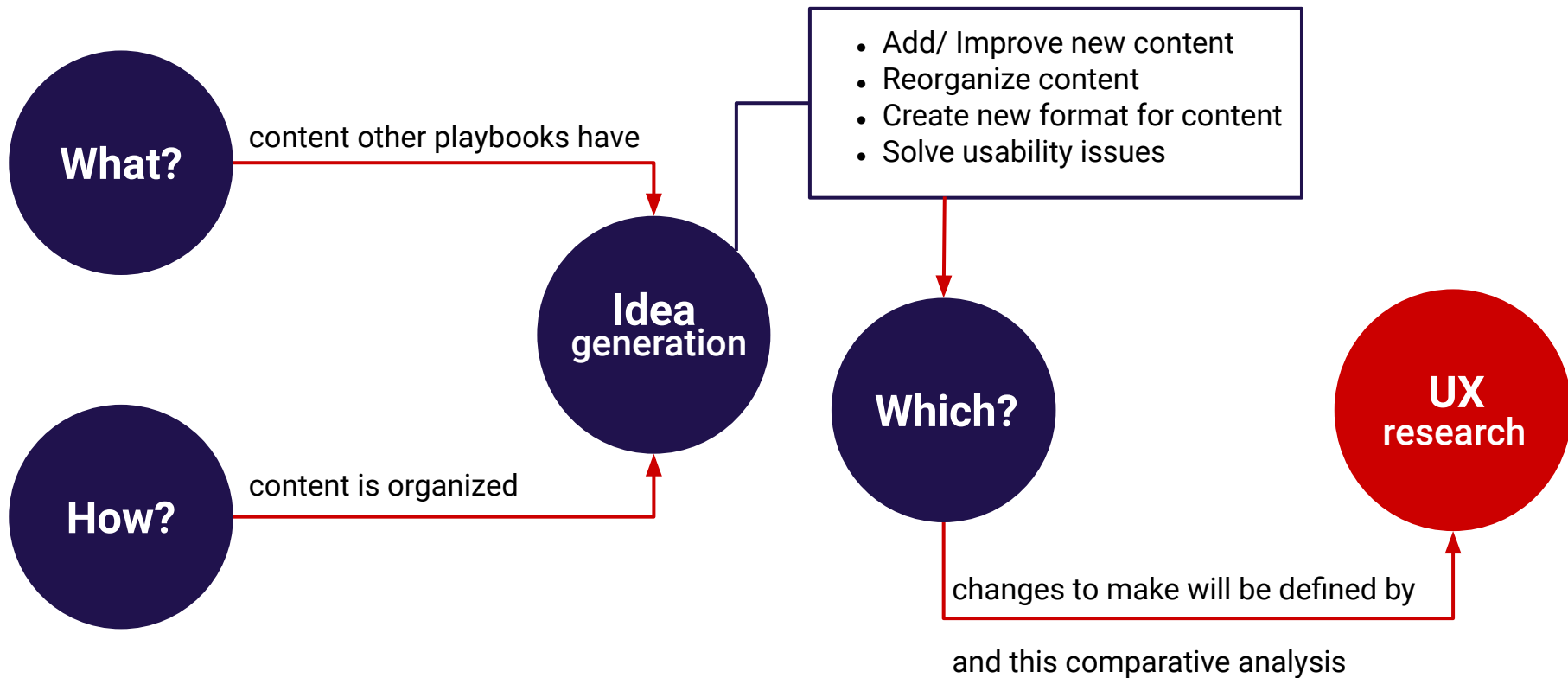
# Peers

We have chosen Playbooks from other Civic Techs or organizations whose content closely match the BOP

# Content Comparison

| | BOP table of content | Brigade Organizer's Playbook | U.S. DIGITAL SERVICE | CODE for CANADA | MAKING A CIVIC SMART CITY | changeX | 18F | USDR |
|---|---|---|---|---|---|---|---|---|
| Hacknight process step by step | | What is/ goal/ details | | | *(green)* | *(green)* | | |
| Government partnership | | *(green)* | | Case study/ not detailed | | | *(green)* | |
| Community partnership | | Brief info/ broken links | | Brief info /case study | | | | |
| Lean software development | | Very brief values | *(green)* | | | | *(green)* | |
| Conduct user testing | | Brief info/ link CUT case study | | | | | *(green)* | |
| Code of conduct | | *(green)* | | | | | *(green)* | *(green)* |
| Build a core team | | How to manage/ engage | Criteria for hiring | | | Brief info | Brief blog post | |
| Draft strategic plan | | *(green)* | | | | | | |
| Fundraising | | | Tech federal acquisition | Specific situation/ not detailed | | *(green)* | | |
| Set up tools to manage brigade | | *(green)* | | | | | *(green)* | |
| Develop a brand and media strategy | | *(green)* | | | | | | |

Legend:
- No content
- Less content/ hard to find *(yellow)*
- Has content *(green)*

# Content Comparison

| | Other playbooks content | Brigade Organizer's Playbook | U.S. DIGITAL SERVICE | CODE for CANADA | MAKING A CIVIC SMART CITY | changeX | 18F | USDR |
|---|---|---|---|---|---|---|---|---|
| **No content** | | | | | | | | |
| | Info "who we are" About your organization | | | In a big text/difficult find | In a big text/difficult find | (green) | (green) | (green) |
| **Less content/ hard to find** | Info "why we do it" Mission/Purpose | | | In a big text/difficult find | (green) | (green) | (green) | (green) |
| | Info "what we do " Processes & Services | (green) | | In a big text/difficult find | (green) | (green) | (green) | (green) |
| | Info " who is it for " | | | In a big text/difficult find | Not clearly | (green) | (green) | (green) |
| **Has content** | Define best practices and UX as part of it | Mentioned not explained | (green) | Mentioned not explained | | | | (green) |
| | Project management content | | | | | | | (green) |

# Content Comparison

| New Content: Research & Suggestions | Brigade Organizer's Playbook | U.S. DIGITAL SERVICE | CODE for CANADA | MAKING A CIVIC SMART CITY | changeX | 18F | USDR |
|---|---|---|---|---|---|---|---|
| Volunteers engagement/ retention | | | | | | | |
| Onboarding to the national network and achieving your objectives within it | | | | | | | |
| Guide: make effective practices replicable by other brigades | | | | | | ██ | |
| Guide: make open source projects replicable by other brigades | | ██ | | | Course remote work | ██ | ██ |
| Running a Remote Brigade | | | | | | | |
| How to set and achieve DEI goals | | | | Inclusive criteria to recruit | | Just for user accessibility | ██ |
| Connecting people with local government job opportunities | | | ██ | | ██ | ██ | |
| Workforce Development (resume help, career coaching, guided skill development) | | | ██ | | ██ | ██ | |

# Usability Comparison

| Usability | Brigade Organizer's Playbook | U.S. Digital Service | Code for Canada | Making a Civic Smart City | changeX | 18F | USDR |
|---|---|---|---|---|---|---|---|
| Depth | Links hard to find | | | | | ■ | ■ |
| Shareability: can send a link of one topic | | ■ | | | ■ | ■ | ■ |
| Topics | ■ | ■ | | | | ✓ | |
| Overview of content full time at every page (visibility) | | | | | ■ | ■ | ■ |
| Case Studies | | | ■ | | ■ | ■ | |
| Easy to identify step by step processes & practices | Expensify | | | ■ | ■ | ■ | |
| Templates for workshops / Processes & Practices | Strategic plan donation request | | | ■ | | | |
| Good use of links redirecting to other sites | too many with key info on it | ■ | ■ | | | ■ | ■ |

Legend:
- No content
- Less content/ hard to find
- Has content

# Key usability features analysis

This will be done with results from  [cards sorting on Miro board](#) on usability features

# BOP SOAR Analysis

|  |  |
|---|---|
| - Covers the main topics for civic techs<br>- Offers good overview on Brigade´s practices<br>- Offers content from different Brigades experiences<br>- Links have a lot of key content | - Use the content on links to give more depth to each topic<br>- Research: ask Brigades what information they need<br>- Partner with Brigades to share case studies and create  step by step guides replicable for all brigades, small or big. |
| **Strengths** | **Opportunities** |
| **Aspirations** | **Results** |
| - A BOP that has very useful information to brigades of all sizes<br>- Offer information that is easy understand, find, share, apply<br>- Offer more depth on each topic with subcategories<br>- Connect brigades: If we use your P&P as example, your Brigade´s name and contact will be available. | - Identified topics from the BOP that could be improved<br>- Found content that is missing from the BOP on peers Playbooks that can serve as example/guidance.<br>- Found usability solutions on peers Playbooks<br>   ○ More efficient media: website<br>   ○ Structure: Offer content in layers (basics to in depth)<br>   ○ Templates for workshops, hacknights, projects |

# Conclusion

Below are other analysis options I made, But it seems SOAR is the best for this since it is not defining actions, or wanted results for the future, but just focusing on the information on this comparative analysis

# BOP Van Diagram analysis

## Strengths

- Covers the main topics for civic techs
- Is a great starters playbook for a new brigade
- Brigades have expertise in many P&P
- Links have a lot of key content

## Opportunities
**Can be put into action right now**

- Use the content on links to give more depth to each topic
- Research: ask brigades what information they need
- Partner with brigades so they can share case studies
- Recognize great P&P developed by brigades and partner with them to create a step by step guide that is viable for all brigades, small or big.
- Connect brigades: Add brigade´s name and contact to P&P they shared

## Do or add to Business

- Add topics to the BOP
- Find content that is missing from the BOP on peers Playbooks as example/guidance.
- Usability solutions on peers Playbooks
  - More efficient media: website
  - Structure: Offer content in layers (basics to in depth)
  - Templates for workshops, hacknights, projects
- Make sure information on the BOP is useful to brigades of all sizes
- Offer information that is easy understand, find, share, apply.

# BOP SCOPE analysis

- Covers the main topics for civic techs, but some important ones are missing.

- Offers good overview on Brigade´s practices without depth, examples, guides templates.

- Brigades have expertise & documentation for many P&P

- Links have a lot of key content that it is difficult to find.

- Cannot share part of its content with a link (Google doc)

- Table of content not available full time on page 1 (Google doc)

**Prospects**

- Partner with Brigades to:
  - Create step by step guides replicable for brigades of all sizes
  - Document & share case studies

- Use the content on links to give more depth to each topic

### Core competencies
- The brigades diverse experiences and P&P could be the source of content for a new BOP
- This comparative analysis also offers content from Peers that could be used/adapted

- Brigade´s Availability and Willingness to share P&P, case studies with Code for America
- What is a good content for small, medium and big Brigades?
- Resources to structure a project to write a new BOP

**Obstacles**

**Expectations**

- Add new content & topics that are helpful to brigades of all sizes

- Solve usability issues: Offer content that is easy to find, share, understand and apply

- Obtain Brigades P&P and case studies

- Make the BOP updatable? When new P&P, Case Studies, templates are available (into a specific format) could be added by Captains to the BOP.

# BOP SWOT Analysis

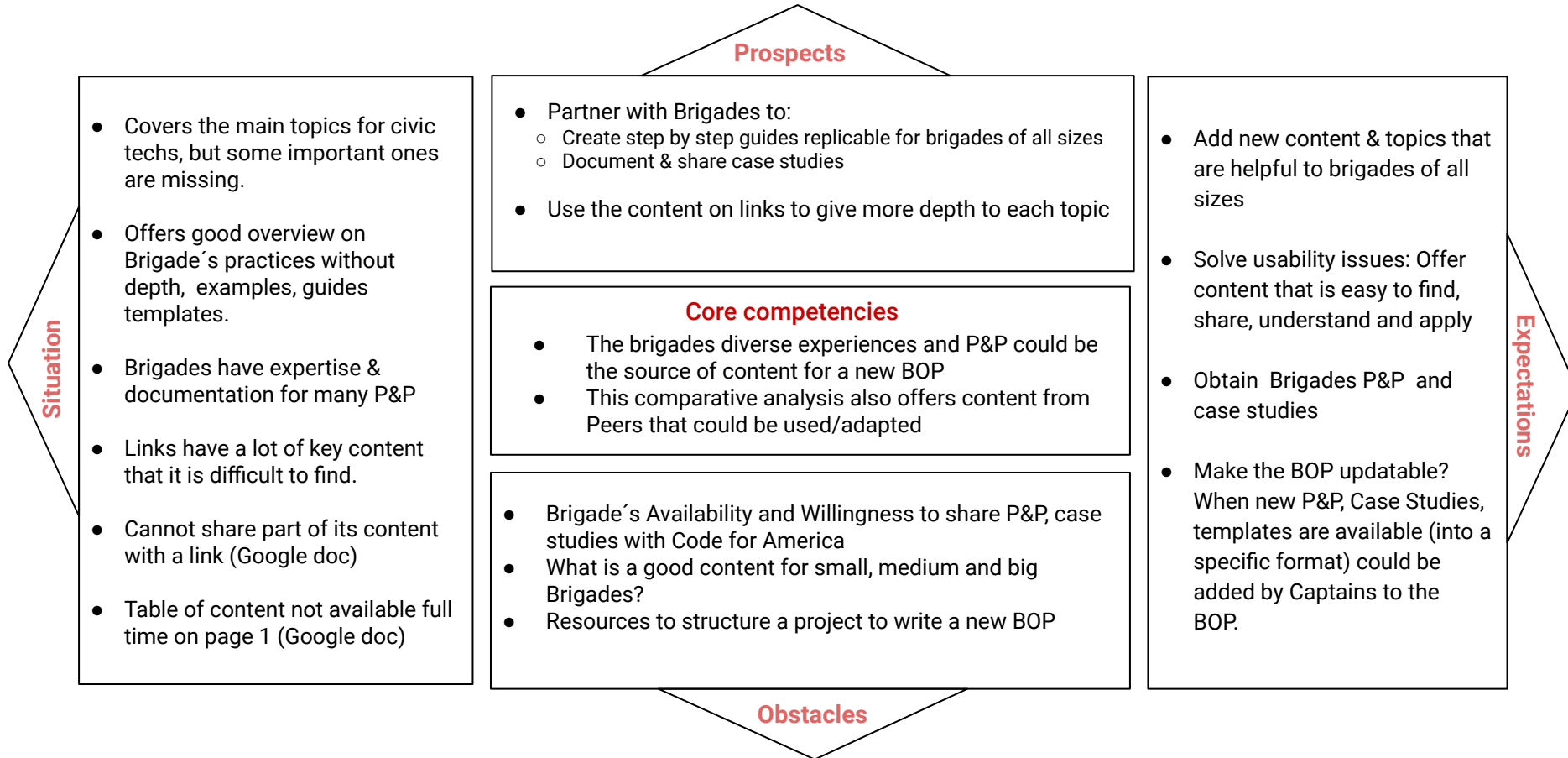| | |
|---|---|
| • Covers the main topics for civic techs<br>• Offers good overview on Brigade´s practices<br>• Brigades have expertise in many P&P<br>• Links have a lot of key content | • Use the content on links to give more depth to each topic<br>• Research: ask brigades what information they need<br>• Partner with brigades to share case studies<br>• Recognize great projects developed by brigades and partner with them to create a step by step guides to make it replicable for all brigades, small or big. |
| **Strengths** | **Opportunities** |
| **Weaknesses** | **Threats** |
| • The topics do not offer depth<br>• The links content is broad: you have to dig in to find related topic. Some are not working.<br>• Cannot share part of its content with a link (Google doc).<br>• It's hard to have an overview of the content full time since table of content is on page 1 (Google doc).<br>• It is missing important topics and information<br>• Does not offer templates and step by step processes | • Have a BOP that is not used by brigades<br>• Have information that is either too basic or too complex to understand<br>• Do not get Brigades to participate by sharing P&P and responding actively to the new BOP development |