Whether user knowledge needs/feedback was used to inform design and implementation of products and services

Indicator Number: 4

Logic Model Component: Processes

Data Type(s): Binary (y/n), qualitative

Short Definition: Captures the application of data on user needs/feedback to develop, improve, or implement KM products and services

Definition and Explanation (Long):
This indicator refers to the application of data on current or intended user needs or feedback to develop, improve, or implement KM products and services. This indicator can apply to both new and existing products and services. Its purpose is to assess whether evidence on user needs and preferences is influencing the direction of activities.

Data Requirements:
Self-report of types of updates and changes made to KM products and services as a result of information from current or intended users about their knowledge needs or views of these products and services

Data Sources:
Feedback forms or surveys among current or intended users

Frequency of Data Collection: Semiannually

Purpose:
A continual feedback loop is intended to increase access to and use of knowledge outputs by making them more responsive to the needs of the intended users. For example, a website may contain a feedback form for users to comment on the navigation, design elements, number of clicks to reach a resource, usefulness of content, or the way in which knowledge is
synthesized. This information can then be used to inform the design and function of the site. For example, users may comment that certain important resources in a website are hidden and require too many clicks to find. The website manager can consider highlighting these resources on the home page and/or create an easier navigation path.

Issues and Challenges:

Feedback can provided about an entire program or its parts, such as the delivery of eLearning, the ability to access online resources in remote locations, or the relevance of materials. This indicator reflects whether the needs and wishes expressed by stakeholders are guiding a program’s KM activities. User demand should drive KM and knowledge exchange activities (World Bank, 2011). However, individuals do not always know what the gaps they have in their knowledge. In other words, they do not always know what they do not know. To circumvent this problem, it can be helpful to start with questions about implementation challenges. Answers to questions such as “What would you like to do that you are unable to do?” or “What would you like this product to do that it does not do?” will provide insight into knowledge gaps and challenges that users face. By then, asking users what knowledge would help them solve the problems they have identified, organizations can see what gaps exist and work to develop knowledge exchange solutions to address users’ specific needs.

Pages in the Guide:

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Published Year:

2013

Last Updated Date:

Wednesday, September 6, 2017

Source URL: https://www.globalhealthknowledge.org/indicators/4/whether-user-knowledge-needs-feedback-was-used-inform-design-and-implementation-products