03.09.2025

Product Profile IGAD innovation hub

Content

1. Executive summary

Next Steps

The IGAD Innovation Hub is a regional initiative designed to enhance coordination, knowledge sharing, and digital innovation among governments, NGOs, researchers, and other stakeholders in the Horn of Africa. The hub's core is an AI-powered digital platform that synthesizes and contextualizes information from IGAD's knowledge network, providing intelligent access to actionable insights for policymakers, researchers, and practitioners.
This product profile's purpose is to align all teams on scope, priorities, and expected outcomes, ensuring that development stays connected to user needs and business goals.

Core services of the IGAD innovation hub

The hub design envisions five specialized access terminals, each addressing specific operational and informational needs:

Terminal	Users/ Targeted Stakeholders	Key use cases
IGAD Report Generator	Policy makers & Researchers	Generate reports and info briefs; develop key talking points for stakeholder engagements.
IGAD Policy Analyzer	Policy makers, Researchers	Review policy frameworks; identify gaps and assess coherence.
IGAD Proposal Writer	IGAD affiliates, Researchers	Support rapid proposal development; ensure alignment with IGAD's strategic objectives.
IGAD Newsletter	Anyone	Set up accounts for topic-specific updates; receive monthly newsletters on regional developments.
IGAD Agribusiness	Agribusinesses & Researchers	Provide news updates, training, and matchmaking services; support PPP development.

Risks & opportunities for the IGAD Innovation Hub

Main opportunities - what would be interesting from users' point of view?

- **Direct data & expert access:** Stakeholders request direct access to raw data and research repositories for deeper analysis and customization. Stakeholders seek access to subject matter experts on pastoralism.
- **Best practices showcase:** Stakeholders' comments show a need to see overviews on what is available and what could be done with an AI assistant. This could include an e-library with formats like success stories and best practices, or an overview on potential results and queries they can make towards the AI assistant.
- **Pastoralist-centric tools:** Strong demand for seasonal advisories, value chain-specific support, and drought-focused alerts tailored directly to pastoralists. Stakeholders seek support to translate research and policy information into user-friendly language, especially for low-literacy communities.

- **Agribusiness support:** Strong interest in targeted market information, guidance on institutional mandates, and support for public-private partnerships (PPPs).
- **Collaboration and co-creation:** Stakeholders see potential to unite IGAD members and improve cross-functional team coordination.

Main risks - what are users worried about concerning the hub design?

- **Financial sustainability:** hub concept requires longer-term funding than typical project cycles; exploring business models (e.g., subscriptions) is critical.
- **Data quality and safety:** Stakeholders expressed concerns about reliability, timeliness, and legal protection of data sources, particularly in regions with undefined data protection laws.
- **Safety and security of outputs:** Stakeholders questioned how to verify the validity of AI-generated outputs and provide feedback on accuracy. They also expressed the fear of accusations of AI assistance in proposal writing (plagiarism concerns).
- **Mistrust and AI experience:** Reservations about AI's potential misalignment with local realities, job displacement risks, and the need for human oversight.

User needs for the IGAD Innovation Hub

Primary needs

- **Efficiency in information access & writing:**
  - Users struggle to stay updated without spending excessive time checking multiple sources.
  - Need for tools to streamline research, drafting, and grammar checks for proposals and reports.
- **Data accessibility and quality:**
  - Require up-to-date, localized data (e.g., weather, livestock, agribusiness) for policy decisions and early warning systems.
  - Need trustworthy, validated data that integrates scientific and local knowledge.
- **Language and localization:**
  - Translation of advisories into local languages and regional adaptation of content.
- **Team collaboration:**
  - Users are looking for tools to improve coordination among multi-stakeholder teams and strategy development.
- **Funding and opportunity discovery:**
  - Users seek better ways to identify funding opportunities and agribusiness prospects

User proficiency with AI

- **64.7% of users are only somewhat familiar with AI assistants**, having used them occasionally but lacking expertise.
- Need for intuitive design and training to build confidence and ensure effective use of the hub.

Recommendations for the IGAD Innovation Hub: Structure and Design principles

Safe and user-centered AI experience

- Implement cross-model verification, evidence thresholds, and transparent communication of IGAD-prioritized sources to ensure secure and trusted AI outputs.
- Provide direct access to raw data/experts to enhance trust and enable deeper user analysis.
- Align the hub's design with pastoralism-specific needs (e.g., drought, value chains) rather than generic formats and structure terminals around pastoralism themes to make the hub more relevant and actionable for users.
- Create a personified AI assistant with a name and icon to make interactions feel more human and approachable.
- Include progress bars and visual indicators to give users a sense of control and orientation within the platform.

Co-creation and feedback integration/ customization

- Enable users to suggest data sources, provide feedback on outputs, and participate in continuous improvement.
- Integrate simple feedback mechanisms (e.g., thumbs up/down) and two-way communication channels (e.g. via micro surveys)
- Develop a single entry point, such as an account-based dashboard, for users to access core services, track projects, and personalize their experience.

Prompt augmentation and user guidance

- Use inline suggestions (chats) and cloze text patterns (specific features) to guide users in crafting effective prompts, reducing the learning curve for AI interaction.
- Implement one-tap actions (e.g., "Use," "Download") and configurable controls to tailor outputs to user needs.
- Design collaboration tools, such as shared workspaces for proposal development and newsletter creation, to facilitate teamwork.

Suggested next steps for the IGAD Innovation Hub

1. Product Profile finalization for MVP scope

- Refine value proposition: Clarify how the hub's outputs will directly benefit pastoralist communities.
- Sharpen user profiles: Define detailed user roles to guide feature selection and user flows in the design.

- **Select, enhance and prioritize MVP features for the Proposal Writer Terminal:**
  - Glashaus feature suggestions: Match Checker, RFP Checklist, Interactive Roadmap.
  - Define behavioral prompts for the AI assistant to act as a "research assistant," flagging inconsistencies and reminding users of deadlines.

    - Integrate ethical guidelines, such as RFP alignment and budget checks.

- **Select, enhance and prioritize MVP features for the Newsletter Terminal:**
    - Glashaus feature suggestions: Progress Bar, News Alerts, Audience Appropriation filters.
    - Focus on tailoring content for specific audiences and providing templates for repetitive sections.
- Map features based on impact and effort, aligning with IGAD's policy cycles.

2. Roadmap and strategy development

- Use collaborative tools like Notion to maintain the product backlog and roadmap.
- Define metrics for success: Use the HEART framework to track Happiness, Engagement, Adoption, Retention, and Task Success.
- Continuously refine the hub based on user feedback and evolving regional needs.
- Explore long-term funding models, such as subscriptions or partnerships.

3. Prototype and test

- Create low-fidelity wireframes for key features.
- Conduct small-scale validation tests, e.g. with "AI Ambassadors" to gather early feedback.

4. Training and communication:

- Develop a network of "AI Ambassadors" to promote safe AI usage and provide peer support.

2. Purpose & scope of the IGAD hub

The **IGAD Innovation Hub** is a regional initiative designed to enhance coordination, knowledge sharing, and the adoption of digital technologies among governments, innovation partners, research institutions, and other stakeholders in the Horn of Africa. It is integrated within the Building Resilience for Food and Nutrition Security (BREFONS) project, which aims to improve agropastoral productivity, strengthen value chains, and increase adaptive capacity to climate change. The hub serves as a multi-stakeholder platform to accelerate technology uptake, foster collaboration, and support evidence-based policy and practice.

The **Alliance of Bioversity International and CIAT** conducted a feasibility assessment and co-designed the hub's conceptual framework, ensuring its alignment with regional needs and innovation priorities. **Glashaus Innovation** is responsible for developing this product profile as part of its contribution to the hub's iterative design and stakeholder engagement process.

The hub's core is an AI-powered digital platform that synthesizes and contextualizes information from IGAD's knowledge network, including sources like ICPAC, CEWARN, and IDDRSI. It does not replicate existing databases but provides intelligent access to actionable insights for pastoralist communities, policymakers, and practitioners. The platform's architecture includes a core AI engine - powered by an open access Large Language Model - to process queries, retrieve data, and generate reports, supported by a data access layer that monitors and indexes content from IGAD's digital ecosystem.

In Scope

The IGAD Innovation Hub focuses on delivering an AI-assistant with five specialized access terminals to support:

- Policy analysis and report generation
- Proposal writing and project design
- Real-time climate and conflict advisories
- Innovation sourcing and scaling
- Stakeholder networking and collaboration

The platform is developed iteratively, incorporating continuous user feedback to ensure relevance and effectiveness. It prioritizes public data repositories from IGAD's network, serving IGAD officials, policymakers, researchers, and only on a secondary level pastoralist communities (they are currently not considered direct users of the assistant).

Out of Scope

The IGAD Innovation Hub does not:

- Create or host centralized databases; it interfaces with existing systems.
- Replace IGAD's current platforms (e.g., ICPAC, CEWARN) but complements them.
- Process proprietary or non-public data without formal partnerships.
- Aggregate generic data; it focuses on actionable, context-specific information on pastoralism

3. Why a product profile?

3.1. Scope of this product profile

A product profile serves as a strategic blueprint that synthesizes user research, stakeholder needs, and technical requirements into a cohesive framework for product development. This profile distills insights from the scoping and screening phase, concept testing workshops, and user feedback into actionable guidance for designing, prioritizing, and implementing the IGAD Innovation Hub.

For the IGAD Innovation Hub, this product profile is instrumental in aligning the platform's development with evidence-based user needs and institutional priorities. By summarizing user feedback on the core services (see Core Services Overview) designed by the Alliance team, it represents an important reality check on assumptions regarding value proposition. It further maps user needs and interface insights and gives recommendations. This way, it provides a shared reference point for designers, developers, and stakeholders to ensure consistency across the hub's five terminals. The profile also highlights critical gaps while outlining design principles to address these challenges. Ultimately, it may serve as a living document to guide iterative improvements, from MVP development to scaling, ensuring the hub remains responsive to evolving user requirements and regional demands.

3.2. Glashaus approach to build this product profile

The process began with a scoping and screening phase in June 2025, where the team collaborated with IGAD's technical experts to define the scope of the study and identify key stakeholders across Kenya, Ethiopia, Uganda, and Djibouti. This phase established the foundation for participant selection, ensuring that diverse user groups - including pastoralist support organizations, researchers, and policymakers - were represented in subsequent activities. Through a digital screener survey, the team identified the most relevant terminals for exploration and aligned backend requirements with user expectations. The survey offered a multiple-choice ranking of predefined needs statements relating to the services/terminals foreseen in the current hub design, supplemented by free text questions regarding open needs and visions. The screener survey received overall 51 responses, 50% of the respondents were NGOs representatives and researchers, with the other 50% representing all other stakeholder groups. As for regional participation, the survey encountered strong interest in Ethiopia, and respondents from this region are very strongly represented (for more information, see Appendices)

The core of the data collection effort took place during the concept testing workshops held in August 2025. These in-person sessions, conducted in Nairobi, Addis Ababa, engaged approximately 15 representatives from various user groups per location. The workshops focused on understanding current knowledge dissemination processes within IGAD, uncovering pain points, and defining the "Jobs to Be Done" (JTBD) for the platform's two selected priority terminals. Participants mapped out their existing workflows and uncovered opportunities and pain points that present entry points for the AI assistant to improve current experiences. Participatory benchmarking exercises enabled stakeholders to co-define success criteria, ensuring that the platform's design would meet their practical needs. In parallel, the team undertook complementary individual online interviews with stakeholders in Uganda to include a more diverse set of perspectives.

These insights are being synthesized into this product profile, which summarizes **insights and outlines requirements** always marked with Research Result and **design recommendations**, highlighted as Next Steps

to be used as guidelines in the next design steps.

As we move forward, the next step will involve follow-up workshops in early September 2025 to collect feedback on the results and further refine this profile.

Research Result

4. Stakeholders of the IGAD innovation hub

The AI assistant is targeting primarily the pastoralist support system, namely IGAD officials, policymakers, local NGOs, researchers and extension intermediaries. As stated above (and criticized below), the hub does not aim to target pastoralist communities directly, but assumes that services to the stakeholders of the pastoralist support network (NGOS, researchers, IGAD officials, policy makers) will trickle down to ultimately improve information availability and service offer for pastoralists in the region of the Horn of Africa.

The survey results provided a first window into needs (full ranking of needs statements see Appendices):

Need statement	Associated terminal	Average score[1]
“It’s hard to stay up to date without spending a lot of time checking multiple sources”	Newsletter Builder	3.59
“In reality, writing proposals requires more effort than planned”	Proposal Writer	3.53
“I don’t know where to look for new opportunities for agribusiness”	Agribusiness Terminal	3.35
“Understanding how national and regional policies relate to each other is confusing”	Policy Analyzer	3.24
“Generating reports requires more time than I have”	Report Generator	2.96

This result provided a first basis for the prioritization of terminals to explore further during the concept testing workshops. In line with institutional viability and technical feasibility, the 2 terminals selected for further exploration were the newsletter builder (linking to the first need statement) and the proposal writer, addressing the second need ranked highly by the screener survey respondents.

[1] The score is the average out of the 1-5 points that the respondents could attribute to every need statement (Likert scale),

To get a more nuanced understanding of stakeholders' needs, we also analyzed the additional need statements or visions given as free text answers to the question: "What is one thing you wish was easier in your current workflow?"

The large categories that people wished support with were:

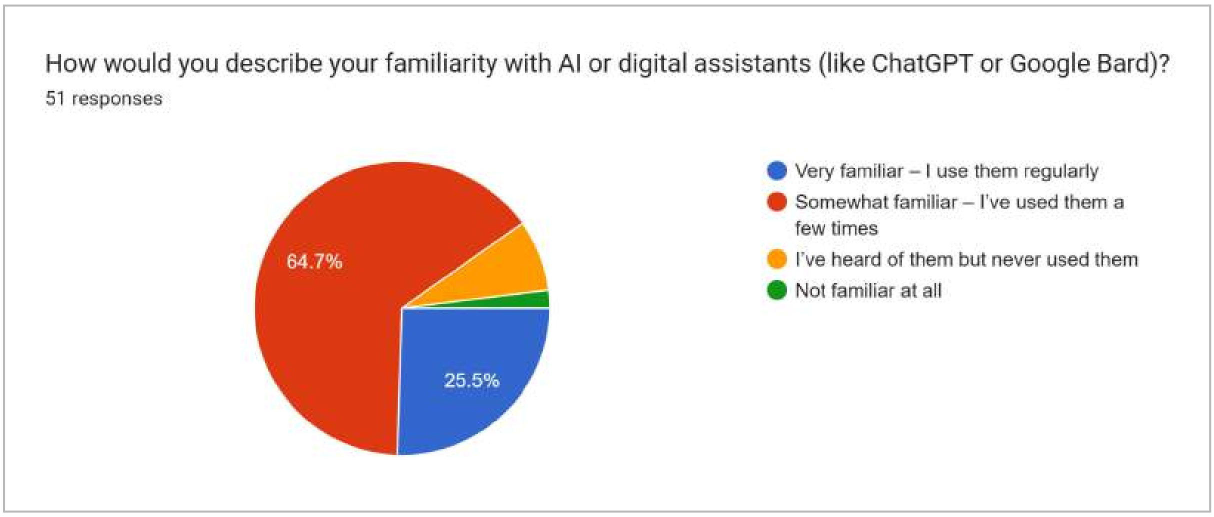
# of mentions	**Support category**	Details
11	Writing reports & proposals	• Researching materials and relevant information • Drafting manuscripts • Writing and grammar checks

10	Data access & availability	• Access to up-to-date information on
		  ○ (localised) weather variabilities for early warning messaging as well as
		  ○ general livestock & agribusiness data to guide policy decision making
		• National/regional interlinked databases covering the topics of their projects as well as regional policies
		• Need for trustworthy and validated data, as well as data integrating scientific and local knowledge
		• Getting a quick overview on available data sources

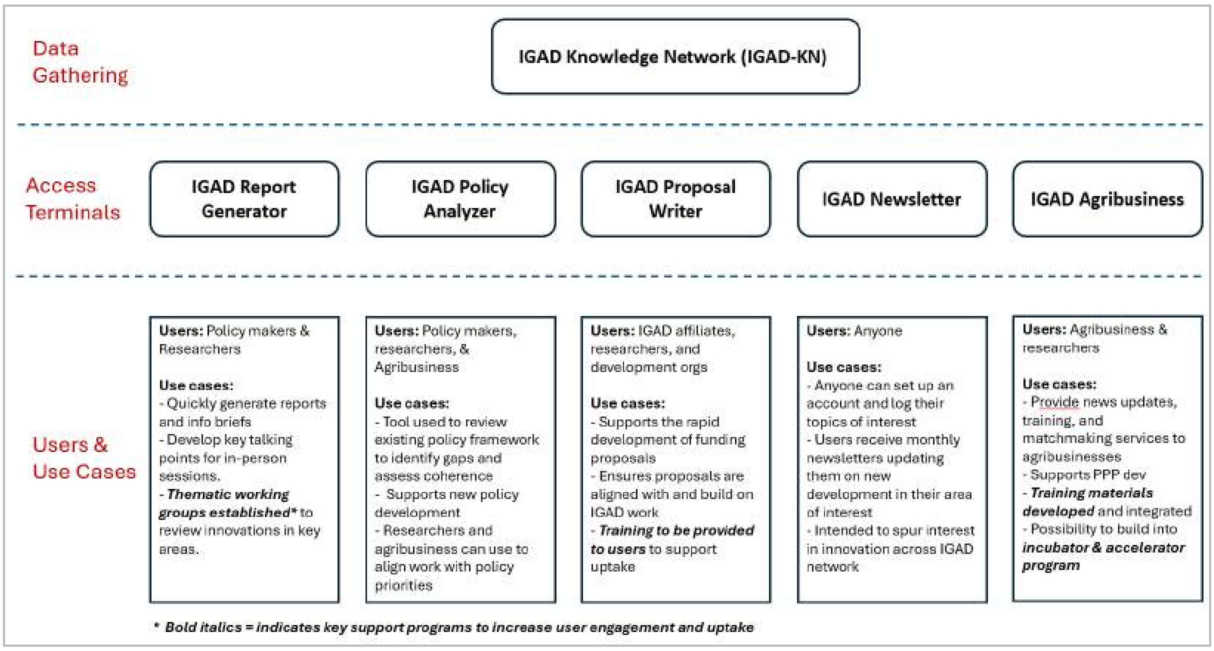
8	Digitization of advisory	• Support in translating research and policy information into end user-friendly language and disseminating it to them • Addressing local differences in data applicability (e.g. early warnings) • Working with local counterparts in the provision of information • Generating forecasts
3	Language accessibility	• Translating advisory in different local languages
3	Team communication & alignment	• Coordination & multi-stakeholder teams • Strategy development
2	Needs assessments	• Address different needs when generating information for pastoralists • Especially when delivering climate information and corresponding advisory, to address communities with low levels of literacy
1 each	Miscellaneous	• Shortening the policy formulation cycle • Production processes • Finding funding opportunities directly related to Agriculture and Food Security

This gives a general overview on the needs of the target group of the IGAD innovation hub.

In addition, we let people self-evaluate their proficiency in using AI assistants - as you can see below, the large majority of people have used AI assistants a few times, but are no experts in understanding the scope and background of AI generated information. This also shows in their feedback to the innovation hub design and will be important to consider when designing the interface as well as for communicating the scope and applicability of AI generated results.



5. Core services overview



The **IGAD AI Innovation Hub** design concept proposes a digital platform integrating AI-driven tools to support knowledge management, policy analysis, proposal development, information dissemination, and agribusiness services within the IGAD region. The platform is organized into five functional terminals, each designed to address specific operational and informational needs of its user base, including policymakers, researchers, agribusinesses, and development organizations. Each terminal operates within a unified interface and will be guided by a set of system prompts - guidelines on how the AI should behave, establishing the tone, ethical guidelines, and formats as well as processes to generate results within this specific terminal.

The **IGAD Report Generator** automates the production of reports and information briefs for policymakers and researchers. It aggregates data from IGAD's knowledge repositories, enabling users to generate structured documents, extract key talking points for stakeholder engagements, and facilitate thematic reviews through collaborative working groups. The terminal will be designed to reduce manual effort in report compilation while ensuring consistency and relevance of outputs.

The **IGAD Policy Analyzer** provides a framework for evaluating existing policy documents to identify gaps, redundancies, and misalignments. It supports policymakers, researchers, and agribusiness stakeholders in assessing policy coherence and developing new regulatory or strategic frameworks. The terminal will include features for comparative analysis and alignment checks, ensuring that proposed policies are grounded in regional priorities and evidence-based practices.

The **IGAD Proposal Writer** standardizes and accelerates the creation of funding proposals for IGAD affiliates, researchers, and development organizations. It incorporates templates, AI-assisted content generation, and alignment checks to ensure proposals adhere to IGAD's strategic objectives. User training will be integrated to optimize adoption and effectiveness in securing funding.

The **IGAD Newsletter** functions as a dynamic information dissemination tool, allowing users to subscribe to topic-specific updates. It delivers curated content, including research findings, policy changes, and sectoral trends, e.g. on a monthly basis. The terminal is designed to enhance information flow across the IGAD network, promoting awareness and engagement with regional developments.

The **IGAD Agribusiness Terminal** is the terminal still under consideration. It should deliver news updates, training resources, and matchmaking services to agribusinesses and researchers. Further, it could support the development of public-private partnerships (PPPs) and provide access to training materials, with the potential to expand into an incubator or accelerator program for agribusiness innovation. As outlined below, there is great interest to receive support for agribusiness topics (and high expectations) among future users, yet the availability of relevant and up to date data within the IGAD repositories is questionable and the number of failed attempts to create agribusiness assistants are making the team hesitant about the possible value add of this terminal.

5.1. Feedback on the current design

Research Result

In analyzing the concept testing workshop data and drawing on comments from the screener survey (& interviews), this is the feedback users have expressed regarding the functions and needs being addressed via the current IGAD innovation hub design:

Stakeholders widely recognize the IGAD AI Innovation Hub as a potential game-changer for addressing information asymmetry in the region. In the interviews, stakeholders from Uganda stressed the importance of collaboration across borders (especially in agribusiness), but currently lack tools to verify partners or access trade data. The platform's ability to provide up-to-date, regionally aware information is seen as a significant step forward in supporting evidence-based decision-making for pastoralist communities, policymakers, and researchers. In addition the participants expressed enthusiasm on benefitting from the ever growing boost in efficiency through generative artificial intelligence tools. Participants confirmed that there is also a challenge in extracting meaningful insights from large, complex datasets (e.g. Google Earth Engine) and converting raw data into actionable information, one of the core functions of the AI assistant as planned.

The proposal of an IGAD innovation hub also triggered great enthusiasm about the potential to collaborate and coordinate cross-functional teams:

"This terminal will unite IGAD members - IGAD has potential to become as powerful as the united nations."
Programs Manager, Uganda Meat Producers Co-operative Union

However, a recurring question among users is

"What is the core problem this hub aims to solve?"
Participant, Concept testing workshops

Participants questioned the effectiveness of supporting the support groups as beneficiaries with this set up instead of generating a tool or service that would directly deliver information to pastoralist communities.

5.2. Opportunities & risks

Research Result

During concept testing and surveys, the IGAD hub stakeholders identified opportunities as well as several critical gaps in the current design, and uncovered further needs that could be addressed through new terminals or enhanced features.

Opportunities

Direct data access and raw data links
Users emphasized the need for direct access to raw data and research repositories, rather than just curated summaries. This would enable deeper analysis and customization. The idea to have a publicly available list of data sources primarily used by the IGAD AI assistant was raised, together with the suggestion to let users suggest new sources and have terminal-specific data source priorities set in the system prompt structure.

Actively showcase best practices
Stakeholders suggested an e-library to showcase value chain approaches, case studies, and best practices, fostering knowledge sharing and replication of successful interventions across the region. This links to the need to get an overview on existing data (see above). Such a "terminal" could include data summaries pre-generated by the AI assistant and presented among the different topics, even customizable via specific prompts.

Directly serving pastoralists
There is strong demand for seasonal, value chain-specific, and drought-focused advisory services directed at pastoralists, not the support system. Workshop participants in Ethiopia highlighted the need for support in creating tailored newsletters for pastoralist communities. The experience mapping showed that participants follow similar steps and rely on common sources when producing these newsletters. This indicates an opportunity to extend the Newsletter terminal by offering output formats adapted to different audiences and dissemination channels. This could also integrate an early warning terminal as suggested by workshop participants in Ethiopia, with focus on climate-related alerts, livestock health, and conflict monitoring. On another note, it was stated that policy-level information is often not tailored to specific needs, making it difficult to apply to local contexts. Users called for tools to simplify and customize policy data, to extract actionable advice for pastoralist communities.

Access to experts
Some stakeholders proposed an expert hotline terminal to gain access to subject matter experts. This could be a pre-set prompt that delivers contact information to subject matter experts, especially for field-level practitioners who require immediate support.

Agribusiness support:
The survey as well as the participants of the workshops clearly saw the need for support in the agribusiness sector. This could take the form of targeted market information summaries and guidance in institutional mandates. Stakeholders in the agribusiness sector were

described as facing challenges in finding relevant information within complex regulatory frameworks. In addition, overlapping or shifting mandates among institutions create confusion, particularly for strategic public-private partnerships (PPPs).

Access/ Users/ Feedback loops

As stated above, it was repeatedly requested to make the IGAD AI assistant accessible to pastoralists, speak directly to their problems (and specifically to them, not to “farmers” in general) and think along the value chain in presenting any information. This is linked to the question whose needs will guide the further design of the hub - and how outputs of the AI assistant will be tailored to those needs in terms of complexity, applicability and language diversity. Some participants suggested that user needs should be continuously tracked even after the publication of a first prototype to address real needs and build the assistant around them. The way feedback would be integrated was an ongoing debate in both concept testing sessions - participants suggested to include 2-way feedback on the output quality “in the real world”, e.g. via IVR. There was generally a large concern around including pastoralists in the evaluation of the AI generated information. Institutional representatives also stated the need to train partners on the AI assistant and its methodology to give them informed access as well.

Risks

Besides the feedback on functionality, the survey and workshop results also uncovered a series of risks for the hub development that will be presented in this chapter.

Financial sustainability

Participants of the concept testing pointed out that this project would need longer financial support than typical project cycles allow for. They suggested thinking about a potential business model for this (subscriptions) once the MVP offers enough value.

Data input

The concept testing participants in both countries asked about the kind of content/data that will be fed into the hub, and stakeholders highlighted the need for site-specific meteorological, hydrological, and epidemiological data to support early actions and localized decision-making. In addition, challenges around the credibility of the data quality and timeliness were discussed. Many noted that most information received is unreliable and requires cross-checking, while fragmented information sources make data sourcing time-consuming.The plan to use publicly hosted government-approved sources was met with the question on data protection, which is not legally defined in many IGAD countries and confidentiality issues.

Safety & security of outputs

In an initial misunderstanding, questions about interoperability and interfaces were asked, which won't be necessary since the AI assistant will not build any new dataset. Given the limited experience of many potential users with building generative AI systems, this will be an important communication aspect.

A second topic was the accountability of outputs: how can users know the validity of their output and/or give feedback on this? Especially regarding the timeliness of the information, this created worry among the participants of the concept testing workshops.

Mistrust & experience with AI

Besides the enthusiasm and understanding of potential, some participants also expressed concerns about using AI in their professional work. The concerns highlight a tension between AI's potential as a tool and the risks of misalignment with local realities, job displacement, and the need for human oversight to ensure accuracy and cultural relevance.

"It is still debatable whether to use AI in the research department, and because it is here to stay we cannot run away from it."

"What information goes into the backend, how do I verify the content providers and who does verification because like we all know Garbage in, Garbage out with AI"
(workshop participants)

Participants discussing the proposal terminal expressed concerns about being accused of plagiarism if their usage of an AI assistant would be detected.

Next Steps

5.3. GH Recommendations on hub structure

Based on the insights regarding the overall design and set up of the IGAD innovation hub, we recommend two broad next steps for the overall IGAD innovation hub design process:

1) Refine hub infrastructure & service design

The concept testing results show clear opportunities and risks to address in the way the overall hub should be set up. We suggest to prioritize

1. **Provide a safe AI experience.** There is a clear and reasonable doubt of potential users in front of AI generated results. While these might only be partially addressable, the hub should (visibly) attempt to distinguish from other AI assistants like ChatGPT by offering as secure as possible output, e.g. by double checking results across models, building in evidence thresholds for the AI, and by openly communicating the IGAD sources it prioritizes for result generation. Another measure would be to include options to directly access raw data via a research terminal, that guides users towards available data sets instead of processed information. On an interface level, studies have shown that personifications as "research assistants" have helped people to interact with AI agents.

2. **Address user need of recognizing sector relevance**. Stakeholders had difficulties understanding how this would fit into their work life that focuses on pastoralism. In the opportunity section, a lot of ideas are generated on how to focus on fields that matter to users: advisory, agribusiness, early warning, and e-library features to address critical gaps in climate resilience, agribusiness, and knowledge sharing.

   We recommend to consider if this could be reflected in the whole design - should the terminals be structured after "pastoralism topics" (drought, value chain elements) instead after formats? There could be a "drought" terminal where all functions (policy analysis, report generating, proposal writing etc.) can be addressed. Other ways to make this feel more "for pastoralists" could be to showcase relevant examples of what users can do in the assistant.

3. **Provide options to engage and co-create data source focus.** This will be critical to enhance ownership and engagement, as well as win potential users for continuous feedback loops. Built-in user feedback on sources as well as output should be prioritized to mirror the real-world coordination and alignment processes with local leaders (see the Newsletter Map, but also here). Users could suggest databases to be included and evaluate outputs with the classical thumbs up/thumbs down reactions (see Metrics on more suggestions on how to implement user feedback).

4. **Provide a single entry point for the hub.** AI agents get more useful the more they can respond to individual needs and know your preferences. We recommend setting up an account-based dashboard from where users start exploring core services, revisit their active projects and see

2) Design a user-centered hub strategy & communication

Beyond the features and quality of the hub's results, a clear strategy reflected in the communication and dissemination of the tool will convince users and future partners for the IGAD innovation hub. In addition, having a strategy helps align the team and prioritise features to build.

1. **Clarify the hub's core value proposition.** The proposal to support only the support system of pastoralism has encountered pretty strong pushback from the concept testing workshop participants. In the hub's interface as well as in any materials describing it, outlining how the outputs created in the first line for NGOs, researchers, policy makers and IGad officials will concretely reach pastoralists might help alleviate this concern. A strategy could even outline how the question of last-mile delivery will be addressed in an extended version of the hub.

2. **Consider training "AI ambassadors"** that promote the safe usage of AI in pastoralism and are contact points in cases of doubt. This could support the generation of a group of first users that will disseminate knowledge on the relation between input/output in AI, safe use, fear of plagiarism etc. This should include partners of the IGAD ecosystem.

3. **Provide a financial horizon.** It surfaced in both workshops almost immediately that for people investing their time and resources in participation, they will want to know how long this will for sure be available. Part of developing a strategy should be thus to think about long term business models. We recommend running pricing model tests and doing market research on what business models are being pursued by AI assistants - and primely to consider freemium models.

6. Service Deep Dives

Based on the screener survey, the team decided to take a deep dive into understanding user needs and pain points around two of the terminals; the results will be discussed in this chapter.

We approached each terminal by diving into the current experience the terminals are addressing:

- What is it like to write a proposal/ design a newsletter today?
- What are people struggling with on their way?
- What are they trying to achieve within the process?

The results have been captured in different formats:

1. **Experience maps** capture each terminal in its details. We show shortened versions in this profile and have provided editable versions to continue working on them on a Miroboard, e.g. adding further research or prototype testing insights.
2. From the participants' input, we distilled **Jobs-to-be Done**: user goals for every phase that show technical, social and emotional "jobs" that the AI assistant could potentially support.
3. We offer first **feature ideas** for both terminals, where the Glashaus team brainstormed on the Jobs to Be Done, to inspire you. On the Miro board, we provide you a working space to continue the process of generating ideas that address the Jobs to be Done.
4. We summarize our recommendation on the next steps in a final **What's next?** chapter

Research Result

6.1. The Proposal Writer

As outlined above, the proposal writer is envisioned as a terminal within the AI assistant that is targeted to serve primarily IGAD affiliates, NGO representatives, and researchers to boost the process of writing proposals for funding and assure their alignment with IGAD guidelines. The concept testing workshop has served to take a deep dive into the current steps and user goals of writing proposals, as well into what qualities matter for the above stakeholder groups in a proposal. Here is the current experience of writing a proposal in a nutshell:

1. **Opportunity scouting**

Creating a proposal can start from different points: Users either find a matching RFP, they join forces with existing projects, identify unallocated funds in their budgets or a gap or new strategy opens a window of opportunity.

2. **Scoping & feasibility**

In either of these ways, the next phase is about identifying a problem worth solving - the principal investigator or project manager defines scope and necessary capacities, as well as the alignment with organizational goals. In the end, the final bid/no bid decision is taken.

3. **Concept note development**

Now the collaborative work starts - developing a concept note is a very social enterprise. The project lead needs to build buy-in for the concept with the identified partners, and steer everyone's contributions towards a compelling concept note in the language donors understand. From here on, proposal writing is also a highly stressful activity.

4. **Screening phase**

Once the concept note is finished and handed in, the team waits and regroups.

5. **Co-develop proposal**

With the request to submit a full proposal, the group needs to come together again (and potentially with new members, to cover all aspects of a full proposal) to build a Theory of change, implementation & activity plan, budgets, and M&E concept. Again, the job of the project lead is to orchestrate the collaborative process while contributors need to understand their role and place in the project. Before submitting the proposal, a final round of checks assures completeness and adequacy.

6. **Submission**

Quality controls checks one last time depending on the institutional guidelines, and then the team races the deadline, hopefully with all required documents in professional tone and format. Press send, celebrate!

Research Result

6.1.1. Proposal Writer Experience Map

How do stakeholders of the IGAD innovation hub write proposals right now?

Below, you find a visualization of this experience, organized by large phases (Opportunity Scouting, Scoping & Feasibility etc.) and below the concrete steps participants described in the two workshops. We also asked for emotions that accompany the experience, and you can clearly see that the writing process itself - whether concept note or full proposal is an emotional low point for the stakeholders. This is an opportunity to improve! Below the Experience map, you can find the results of a second exercise - mapping user goals or "Jobs to be Done". This exercise departs from the insight that users don't just simply use tools, they "hire" tools to get a job done. So in mapping what users are trying to get done, we offer a user-centered starting point for the IGAD innovation hub to brainstorm service ideas. You can find a table version of the Jobs to be Done in the Appendices and a full, editable map on Miro. Before jumping into the map of their current experience, it is interesting to note that there were two main roles appearing in the process of proposal writing. We see

Role 1: The Principal Investigator/ Project Manager

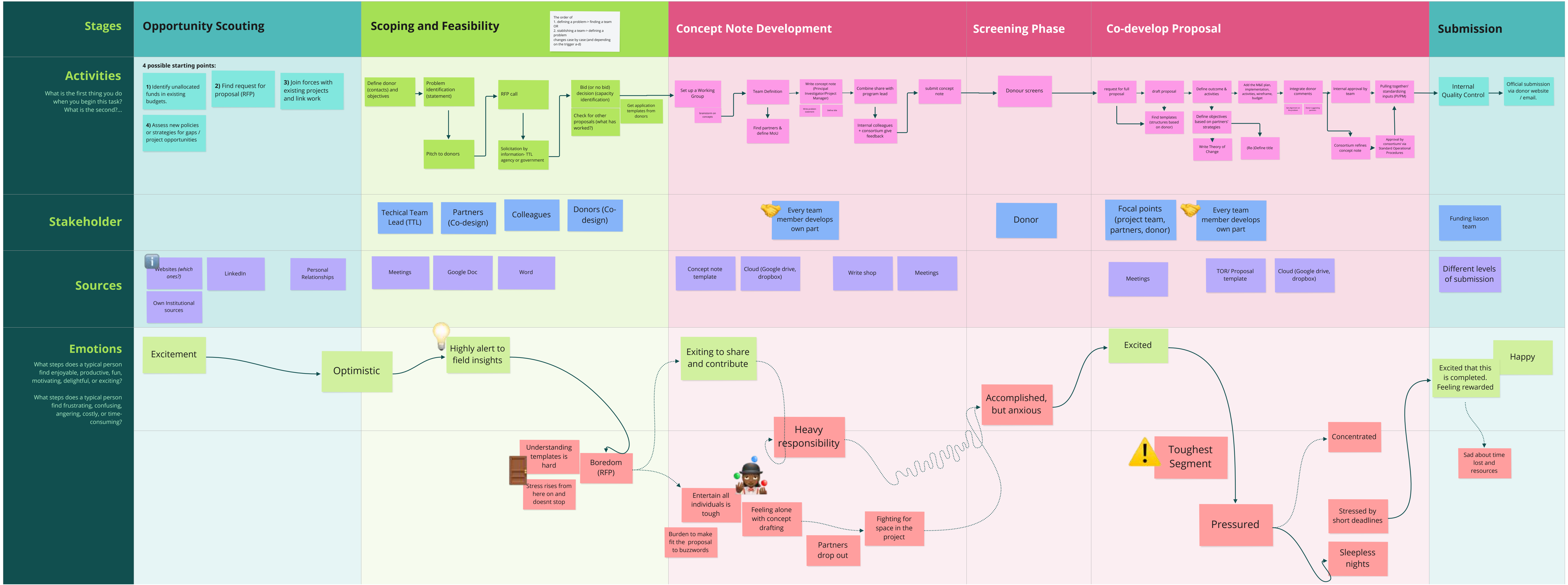
These are usually the team leads, who take the initiative to answer to a RFP or pitch concept notes to donors. They manage the consortium and oversee the whole process.

- **Need**: manage people & inputs: assign tasks and join inputs together, explain roles and responsibilities, keep the team motivated & together

Role 2: Contributor

These are on the one hand partners from outside of the organisation that are called to contribute with their subject matter expertise, or implementation partners with relations on the ground, or even donor representatives. What unites them is that they rather contribute to tasks assigned to them and need to understand how to fit their part into a larger whole.

- **Need**: contribute meaningfully in a multi-stakeholder writing process, understand their role & space in the project



Proposal Writing Experience
Stages
Opportunity Scouting
Scoping and Feasibility
The order of
1. defining a problem-> finding a team
OR
2. stablishing a team-> defining a problem
changes case by case (and depending on the trigger a-d)
Concept Note Development
Screening Phase
Co-develop Proposal
Submission
Activities
What is the first thing you do when you begin this task? What is the second?...
4 possible starting points:
1) Identify unallocated funds in existing budgets.
2) Find request for proposal (RFP)
3) Join forces with existing projects and link work
4) Assess new policies or strategies for gaps / project opportunities
Define donor (contacts) and objectives
Problem identification (statement)
Pitch to donors
RFP call
Solicitation by information- TTL agency or government
Bid (or no bid) decision (capacity identification)
Check for other proposals (what has worked?)
Get application templates from donors
Set up a Working Group
brainstorm on concepts
Team Definition
Find partners & define MoU
Write concept note (Principal Investigator/Project Manager)
Write problem statement
Define title
Combine share with program lead
Internal colleagues + consortium give feedback
submit concept note
Donour screens
request for full proposal
draft proposal
Find templates (structures based on donor)
Define outcome & activities
Define objectives based on partners' strategies
Write Theory of Change
(Re-)Define title
Add the M&E plan, implementation, activities, wireframe, budget
integrate donor comments
Get alignment on the problem
Donor suggesting partners
Internal approval by team
Consortium refines concept note
Pulling together/ standardizing inputs (PI/PM)
Approval by consortium/ via Standard Operational Procedures
Internal Quality Control
Official submission via donor website / email.
Stakeholder
Techical Team Lead (TTL)
Partners (Co-design)
Colleagues
Donors (Co-design)
Every team member develops own part
Donor
Focal points (project team, partners, donor)
Every team member develops own part
Funding liason team
Sources
Websites (which ones?)
LinkedIn
Personal Relationships
Own Institutional sources
Meetings
Google Doc
Word
Concept note template
Cloud (Google drive, dropbox)
Write shop
Meetings
Meetings
TOR/ Proposal template
Cloud (Google drive, dropbox)
Different levels of submission
Emotions
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?
What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?
Excitement
Optimistic
Highly alert to field insights
Understanding templates is hard
Stress rises from here on and doesnt stop
Boredom (RFP)
Exiting to share and contribute
Heavy responsibility
Entertain all individuals is tough
Burden to make fit the proposal to buzzwords
Feeling alone with concept drafting
Partners drop out
Fighting for space in the project
Accomplished, but anxious
Excited
Toughest Segment
Pressured
Concentrated
Stressed by short deadlines
Sleepless nights
Excited that this is completed. Feeling rewarded
Happy
Sad about time lost and resources

Stages	Opportunity Scouting	Scoping and Feasibility	Concept Note Development	Screening Phase	Co-develop Proposal	Submission
	Scout for opportunities that align with institutional mandate and identity to win money to fund projects and activities.	Define scope, assess organizational fit and necessary capacities to decide whether to continue application process.	Submit concept note.	Donor decides whether to request a full proposal.	Prepare final proposal document and other required application documents so that the proposal is eligible.	Apply within a cycle. Ministry assigns money within the cycle

Jobs-to-be-done Cluster

Opportunity Scouting
- Locate relevant calls
- Access infrastructure and key information quickly to submit on time.
- Understand existing projects to identify partnership opportunities.
- Match ideas to RFP keywords to align with requirements.
- get alerts on funds/budgets
- quickly screen web sources

Scoping and Feasibility
- Run **quick feasibility/completeness checks** to avoid wasted effort and ensure acceptance.
- Bring internal team and partners together
- Determine resources required to **cover the RFP scope** in the concept note.
- Quickly understand and **use donor templates** to save time formatting.
- **Identify user requirements** via field insights
- Get **decision support** to pick the most fitting funding opportunity.
- **Engage key individuals** efficiently to initiate close donor relationships.
- Check ideas against previously funded proposals to **understand success criteria**.
- identify private/local partners for a reliable consortium
- include end users to reflect real pain points

Concept Note Development
- build buy-in for the concept
- Craft an energetic vision to rally members
- Finish the concept note quickly to reduce time pressure.
- Receive clear, reliable partner feedback so it feels collaborative.
- Use a problem tree to find root causes and write a compelling statement.
- **Map needed skills/expertise** to identify the right team resources.
- Fully engage every team member so all expertise is reflected.

Screening Phase
- Establish a final team aligned to donor requirements.

Co-develop Proposal
- Align drafts to donor formats
- cover all components in donor language.
- Use effective, low-cost collaboration to ensure contribution and avoid conflicts/drop-outs.
- Use effective, low-cost collaboration to ensure contribution and avoid conflicts/drop-outs.
- Distribute tasks among experts to develop a strong proposal.
- Build a collaborative atmosphere
- allow breaks to manage stress and focus.
- Operationalize ideas in Monitoring & Evaluation and implementation plans with budgets.
- Include the right keywords so donors relate to the proposal.
- Show budget distributions and partner responsibilities to avoid misunderstandings.

Submission
- Communicate professionally so donors trust you with funds.
- Submit on time to remain eligible.
- Hand in all required documents to meet eligibility.
- Confirm correct templates ahead of the deadline to avoid last-minute stress.
- Pass internal QC before submitting.
- Celebrate post-submission to sustain energy for implementation.

Detailed

Opportunity Scouting

When I scout for funding opportunities
- I want to quickly screen web sources so that i can locate relevant calls for proposals for my area.
- I want to locate relevant calls for proposals for my area
- I want to be informed about existing funds that are available so that I can write a matching proposal.
- I want to get an understanding about existing projects so that I can reach out for partnership opportunities.
- I want to be informed regularly about what is available in my existing budgets so that I can create proposal opportunities that match my budget needs.

When I find a relevant RFP for my area of work
- I want to access infrastructure and relevant information quickly so that I can submit my proposal on time.
- I want support to quickly match my ideas with the RFP keywords so that I align with the requirements.

When I have defined a new problem or opportunity in my field of work,
- I want to get an overview of possible funding opportunities that could match it so that I can write a proposal and start working on the problem.

Scoping and Feasibility

- I want to easily understand and use donour templates so that I save time formatting.
- When I start reaching out to donours for pitching, I want to entertain all involved individuals without much effort, so that I initiate close donour relationships.
- When a call for proposal is published, I want to understand all relevant resources that I will need to cover its scope in my concept note so that I can develop a winning proposal.

When I assess scope and feasibility,
- I want to quickly check my ideas with older proposals that have won funding so that I understand the criteria for success.
- When I assess scope and feasibility, I want to identify potential private sector and/or local partners to include, so that I build a reliable consortium.

When proof checking my concept note
- I want a quick completeness check so that my application will be accepted by the donour.

When I conduct a needs assessment,
- I want to identify user requirements so that I can develop an innovative proposal based on field insights

When I identify user requirements,
- I want to directly include end users, so that my user needs definition meets their actual pain points and motivations.

When I decide whether to answer to an RFP
- I want a quick feasibility check so that I dont waste my time.
- When I consider bidding, I want to bring my team together with potential consortium partners so that I can assess the scope and feasibility for a proposal.
- When I consider several funding opportunities, I want decision making support, so that I can select the one that fits my needs and resources best.

Concept Note Development

When writing a concept note
- I want to be able to finish my concept note quickly so that I can avoid working under time pressure.
- I want to receive clear and reliant ideas/feedback from my consortium partners so that I feel it is a collaborative effort.
- When I start concept drafting, I want to create an energetic vision of the benefits so that consortium members gain energy to work through the stressful application process.
- I want to engage every team member fully so that they contribute to a compelling concept note and every field of expertise is reflected.
- I want to be able to concisely map the necessary skills & expertise so that I can identify the right team resources.

- When I design a problem tree, I want to identify the root cause so that I write a clear problem statement that contributes to a high quality (compelling) concept note.
- When building the consortium, I want to create buy-in for the concept idea so that I can form a cohesive & reliant consortium of experts.

Screening Phase

- When my concept note is accepted by donours, I want to establish a final team aligned with their requirements so that we meet their expectations.

Co-develop Proposal

When I develop the full proposal
- I want to cover all relevant components in the donor language so that the donor understands it.
- I want to get breaks to relieve stress so that I can stay focused and concentrated.
- I want to distribute all necessary tasks among the experts in my team so that we develop a high-quality, strong proposal.
- I want support aligning the draft to the donor format requirements
- I want to be able to include key words so that the donour is able to relate to my proposal/solution.
- I want a way to clearly communicate and effectively collaborate with my consortium partners so that we avoid conflicts and drop outs.

When I co-develop with partners
- I want to create a collaborative athmosphere so that we manage to complete the proposal together.
- I want to show clearly budget distributions and project partner responsibilities to my consortium team so that I can avoid misunderstandings and conflict.
- I want to have a better yet cheap way to collaborate with my consortium partners so that everyone contributes effectively and feels part of the process.

- When I finish my full proposal, I want to operationalize my ideas in M&E and implementation plans with budgets so that I show realistic planning.

Submission

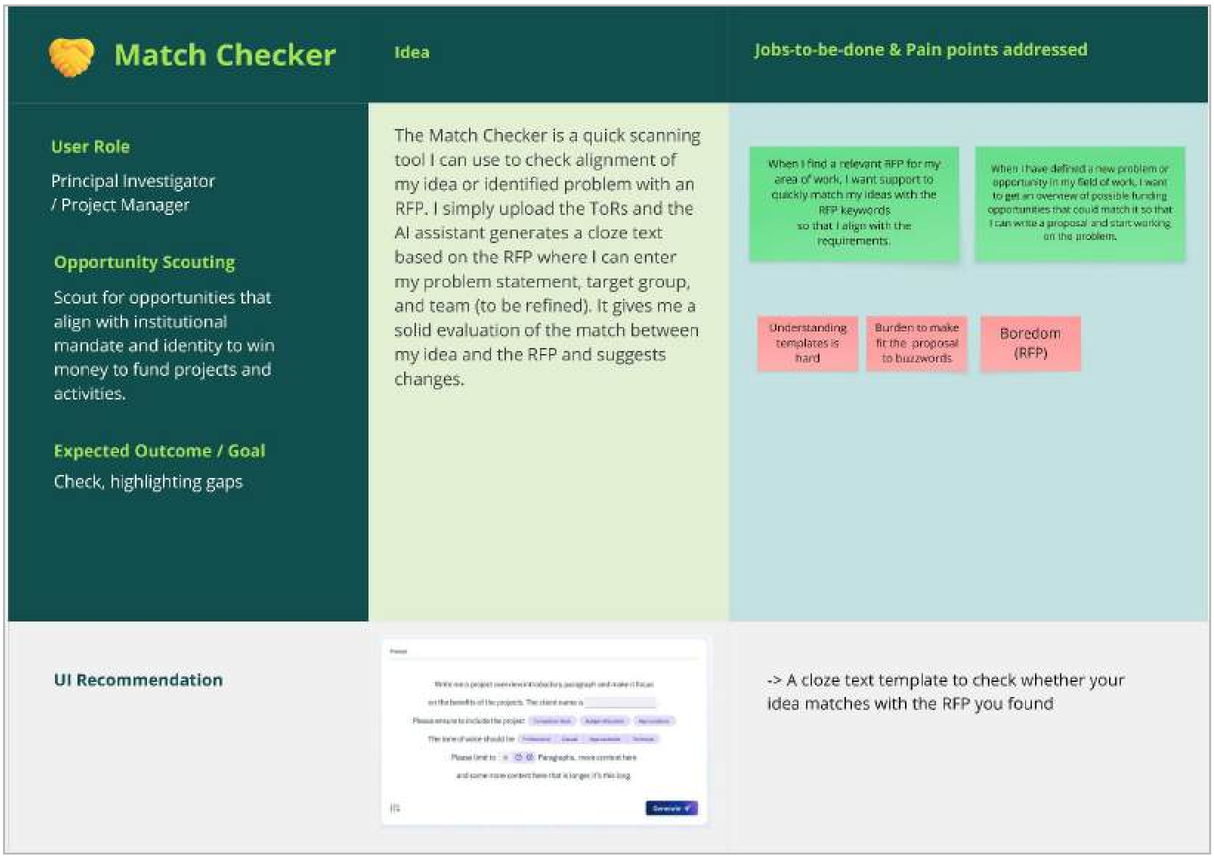
Before I submit the proposal
- I want to be assured ahead of the deadline that all relevant templates have been used, so that I dont get stressed at the last minute before submission.
- I want to pass internal quality control so that I can submit it.

When submitting a proposal
- I want to sound professional in my communication, so that donours trust me with their money.
- I want to hand in all necessary documents, so that my application is eligible.
- When submitting a proposal, I want to be able to submit on time so that I am eligible for funding.

When I submitted my application,
- I want to celebrate with my consortium partners, so that we feel rewarded for our efforts.
- I want to encourage and celebrate my team so that they have energy for the project implementation.

6.1.2. Service Ideas matching the Jobs to be Done Next Steps

In this chapter, we have started to brainstorm service ideas beyond a mere chat window that could address the Jobs to be Done identified and presented above. This is a selection of features that could enhance the IGAD innovation hub. As stated in the previous chapter, you have [editable versions available]() to expand and edit these, e.g. when more insights are gathered.

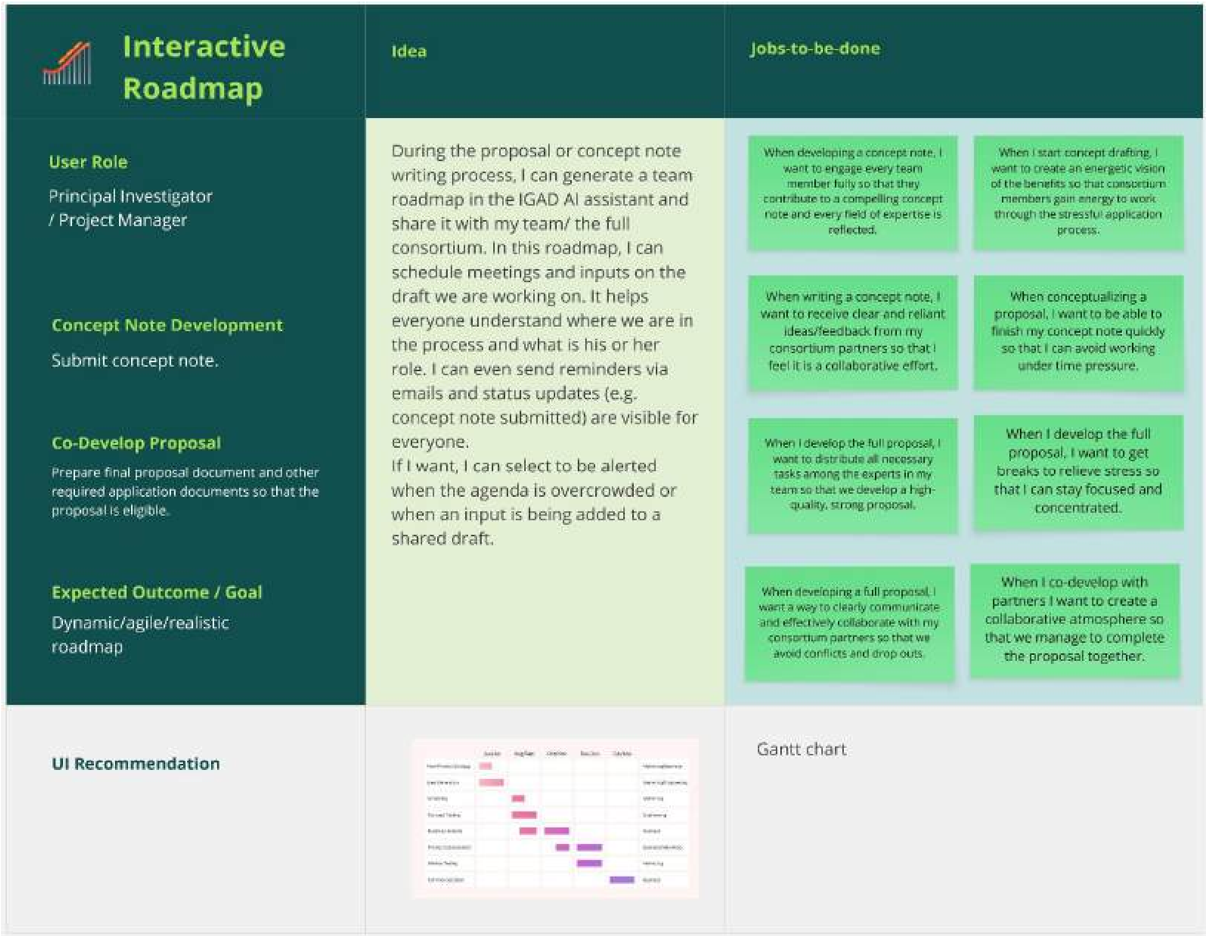


RFP Alert

RFP Alert	Idea	Jobs-to-be-done
User Role Principal Investigator / Project Manager **Opportunity Scouting** Scout for opportunities that align with institutional mandate and identity to win money to fund projects and activities. **Expected Outcome / Goal** Timely updates on published funding opportunities	The RFP alert is a section within the proposal terminal, where I can store websites that I would check regularly for updates: Calls related to my area of work. In the RFP alert, I can define a set of keywords and the RFP alert function regularly scrapes my websites for matching calls for proposals or announcements for the release of new funds. when something new is published, I get an email alert. I save a lot of time browsing the web for funding opportunities - if this feature works well, I might even be willing to pay for it.	When I scout for funding opportunities, I want to quickly screen web sources so that I can locate relevant calls for proposals for my area. When I scout for funding opportunities I want to locate relevant calls for proposals for my area so that I can win budgets. When I scout for funding opportunities I want to be informed about existing funds that are available so that I can write a matching proposal. When I have defined a new problem or opportunity in my field of work, I want to get an overview of possible funding opportunities that could match it so that I can write a proposal and start working on the problem. Seeing through all possible sources

RFP Checklist

RFP Checklist	Idea	Jobs-to-be-done
User Role Principal Investigator / Project Manager **Opportunity Scouting** Scout for opportunities that align with institutional mandate and identity to win money to fund projects and activities. **Scoping & Feasibility** Define scope, assess organizational fit and necessary capacities to decide whether to continue application process. **Expected Outcome / Goal** Bid & No bid decision Overview on necessary documents for submission	The RFP checklist is generated as a summary of an RFP that I decide to work on. I upload it and the AI assistant summarizes all main points following a predefined structure (topic, donor, standard requirements, budget, timeline) and generates a checklist that I can use throughout the proposal writing process. In an extended version, it even gives me an estimated timeline for the steps involved in structuring my application and a resource/team estimation.	When I find a relevant RFP for my area of work, I want to access infrastructure and relevant information quickly so that I can submit my proposal on time. When I decide whether to answer to an RFP, I want a quick feasibility check so that I dont waste my time. When I consider several funding opportunities, I want decision making support, so that I can select the one that fits my needs and resources best. When a call for proposal is published, I want to understand all relevant resources that I will need to cover its scope in my concept note so that I can develop a winning proposal.



6.1.3. Suggestions for prompt structure

Next Steps

In this chapter, we have outlined a potential prompt structure to apply the attributes participants mapped as defining a satisfying output for the proposal writer (for a table view, see this Appendice).

Behavioural prompts

With the background of scepticism toward AI and the concerns around the lack of human validation and stakeholder engagement, we suggest creating a humanized agent, maybe someone that has a name and a personalized icon. His/her role should be defined as research assistant, responsible for due diligence of results, delivering references for hypotheses and statements. We suggest building in an evidence threshold, below which the AI assistant will flag the lack of data, e.g. as “Not enough evidence found, here is my best guess: ….”. This will further help with the concerns around hallucinated results.

Further general behavioral instructions:

- Always ask for missing information before proceeding.
- Flag inconsistencies or gaps and suggest solutions.
- Provide drafts or examples for user review (e.g., Theory of Change, budgets, stakeholder tables).

- Use templates for repetitive sections (e.g., logical frameworks, budgets).
- Remind the user of deadlines and next steps.

Constraints & ethical guidance

We suggest aligning the AI assistants steps with the step of the Experience Map and add the attributes users are searching for. Below you see an exemplary flow of system prompts reflecting the attributes and Jobs to be Done (mostly in the action steps):

1. RFP/Donor alignment

Prompt: "Before drafting, request the user to upload or provide the following:

- The **RFP or concept note** (if available).
- The **donor's strategic priorities or guidelines** (if not in the RFP).
- Any **previous successful proposals** or proposal templates from the donor (for reference).

Action Steps:

- If the RFP or donor priorities are not provided, prompt the user: *'To align this proposal perfectly, please provide the RFP, concept note, or donor guidelines. Without these, alignment may be incomplete.'*
- Cross-check every section of the proposal against the RFP's evaluation criteria. If any criteria are unaddressed, flag them and ask the user: *'The following RFP requirements are not yet addressed: [list]. Should I add content for these, or do you have specific inputs?'*
- Use the donor's terminology and frameworks. If unclear, ask: *'The RFP mentions [term/framework]. Should I incorporate this language into the proposal?'*
- If the proposal deviates from the RFP, warn the user: *'This section may not fully align with the RFP's focus on [specific requirement]. Would you like to revise it?'* "*

2. Structure & measurability

Prompt: "Request the proposal text and review the following points:

Action steps:

- If objectives are not SMART, revise them and ask: *'I've refined the objectives to be SMART. Do these align with your vision? [list refined objectives]'*
- If the Theory of Change is missing or unclear, draft a logical framework and ask: *'Here's a proposed Theory of Change. Does this accurately reflect the project's impact pathway? [visual/logic model]'*
- If activities are not measurable, add indicators and ask: *'I've included suggested indicators for each activity. Are these appropriate? [list indicators]'*
- If the budget does not align with activities, flag the discrepancy: *'The budget for [activity] seems inconsistent with the proposed scope. Should I adjust the budget or the activity description?'* "

3. Comprehensiveness

Prompt: "Request the proposal text and review the following points:

Action steps:

- If the problem statement lacks evidence, prompt the user: *'The problem statement requires supporting data. Can you provide studies, statistics, or reports to strengthen this section?'*
- If stakeholders are not clearly defined, list placeholders and ask: *'I've included a draft stakeholder table. Please confirm or revise the roles and needs: [table]'*
- If the proposal lacks a sustainability plan, add a placeholder and ask: *'Should I include a sustainability section? If so, what strategies (e.g., capacity building, local ownership) should be highlighted?'* "*

4. Implementability & realistic planning

Prompt: "Request the following:

- **Project timeline** (if not provided, ask: *'What is the start and end date of the project? Are there key milestones?'*).
- **Partner roles** (if applicable, ask: *'What are the responsibilities of each partner? Do you have an MoU or agreement to reference?'*).
- **Team capacity** (if not provided, ask: *'What is the expertise and availability of the project team?'*).

Action steps:

- If the timeline is unrealistic, adjust and ask: *'The proposed timeline for [activity] seems tight. Should I extend it or reduce the scope?'*
- If partner roles are unclear, create a responsibility matrix and ask: *'Here's a draft of partner roles. Does this reflect your agreements? [matrix]'*
- If team capacity is insufficient, flag the risk: *'The team may lack [specific expertise] for [activity]. Should we include a plan to hire or train staff?'* "*

5. Budget

Prompt: "Review the following in the RFP:

- **Budget ceiling** (if not provided, ask: *'What is the maximum budget allowed by the donor?'*).
- **Cost estimates** (if not provided, ask: *'Do you have cost estimates for activities like [list]?'*).

Action steps:

- If the budget exceeds the ceiling, revise and ask: *'The current budget exceeds the donor's limit by [amount]. Should I reduce costs for [activity] or adjust the scope?'*
- If cost estimates are missing, use standard rates and ask: *'I've included estimated costs for [activity] based on regional averages. Are these accurate? [list costs]'*

- If budget items are unclear, request clarification: *'The budget line for [item] is unclear. Can you specify what this covers?'* "*

6. Language & clarity

Action steps:

- If the language is unclear or jargon-heavy, simplify and ask: *'I've rewritten this section for clarity. Does this version capture the intended meaning? [rewritten text]'*
- If grammar or coherence issues are detected, correct and ask: *'I've edited this section for grammar and flow. Are these changes acceptable? [edited text]'*
- If donor language is not used, incorporate and ask: *'The RFP emphasizes [term]. Should I include this language in the proposal? [example phrasing]'* "

Note: These and other prompts about text and language styles will get more implementable for an open LLM if offered training examples. Consider offering best practice to the model.

7. Context specificity

Prompt: "Review the IGAD database sources for the following topics:

- **Local context** (if not provided, ask: *'Are there cultural, political, or environmental factors that should be considered?'*).
- **Beneficiary details** (if not provided, ask: *'Who are the primary beneficiaries, and what are their specific needs?'*).

Action steps:

- If local context is missing, add placeholders and ask: *'I've noted potential contextual factors. Are these accurate, or should we add others? [list]'*
- If beneficiary needs are unclear, draft a beneficiary analysis and ask: *'Here's a draft analysis of beneficiary needs. Does this align with your understanding? [analysis]'* "

8. Inclusiveness & sustainability

Action Steps:

- If inclusion is not addressed, add a section and ask: *'I've included a draft inclusion strategy. Should we emphasize any specific groups or approaches? [strategy]'*
- If sustainability is unclear, propose strategies and ask: *'Here are potential sustainability strategies. Which should we prioritize? [list]'* "

9. Deadlines & submission

Prompt: "Check the RFP for

- **Submission deadline** (if not provided, ask: *'What is the deadline for this proposal?'*).
- **Submission format** (if not provided, ask: *'Should the proposal be submitted as a PDF, Word document, or via an online portal?'*).

Action steps:

- If the deadline is approaching, send a reminder: *'The proposal is due in [X] days. Would you like to review the draft now?'*
- If the format is unclear, ask for confirmation: *'Should I finalize the proposal in [format], or do you prefer another?'*

10. Data input & methods

Action Steps:

- If data is missing, prompt the user: *'The problem statement requires supporting data. Can you provide reports, statistics, or case studies?'*
- If methodology is unclear, propose methods and ask: *'Here are suggested methodologies for this project. Are these appropriate? [list]'* "

11. Consortium & partnerships

Prompt: "Request the following:

- **MoU or partnership agreements** (if applicable, ask: *'Do you have an MoU or agreement outlining partner roles?'*).

Action steps:

- If partner roles are undefined, create a responsibility table and ask: *'Here's a draft of partner roles and contributions. Does this reflect your agreements? [table]'*
- If an MoU is missing, flag the risk: *'An MoU would strengthen the proposal. Should we include a draft or reference an existing agreement?'* "

Research Result

6.2. The Newsletter

The newsletter terminal was designed to offer a personalized newsfeed fed by IGAD databases' updates. It could be offered to anyone. During the concept workshops, it became clear that people were expecting a sort of institutional update from IGAD and were pointing out their need to generate regular news updates not for them, but for their target groups. One group even insisted on mapping this process. The experience mapped here is the one we considered closest to the newsletter idea in the Alliance design concept.

1. Explore (Scope & Audience)

Newsletter building starts usually with understanding the objective and matching it with institutional mandates ("What do we want to communicate?") - sometimes this leads directly to the selection of an audience and communication channels, sometimes this is kept open and decided when drafting. Overall, the start feels messy to our stakeholders - how to address the right audience is a big challenge.

2. Research

When starting the research for a newsletter, stakeholders still feel overwhelmed with tracking and organizing all relevant information on Google, newspapers, Twitter etc. They run daily searchers, like interesting content and follow interesting pages. On social media, they try to capture what is creating buzz in the comments and might be worthy of being picked up or referred to.

3. Building - a) Web search

When building a newsletter, communication teams start generally with ChatGPT and Wikipedia, then turn to more trusted but also complex sources like peer-reviewed publications. Anxiety subsides the more the newsletter is taking shape.

4. Building - b) Mailing lists & aggregators

Beyond the web, comms teams also use mailing lists and even aggregators for these to collect important information to transmit.

5. Draft Newsletter

In the final stage, the focus goes back to their targeted audience: What are their needs? How to address different audiences? Where? Comms teams try to segregate content by user segments before sending out newsletters.

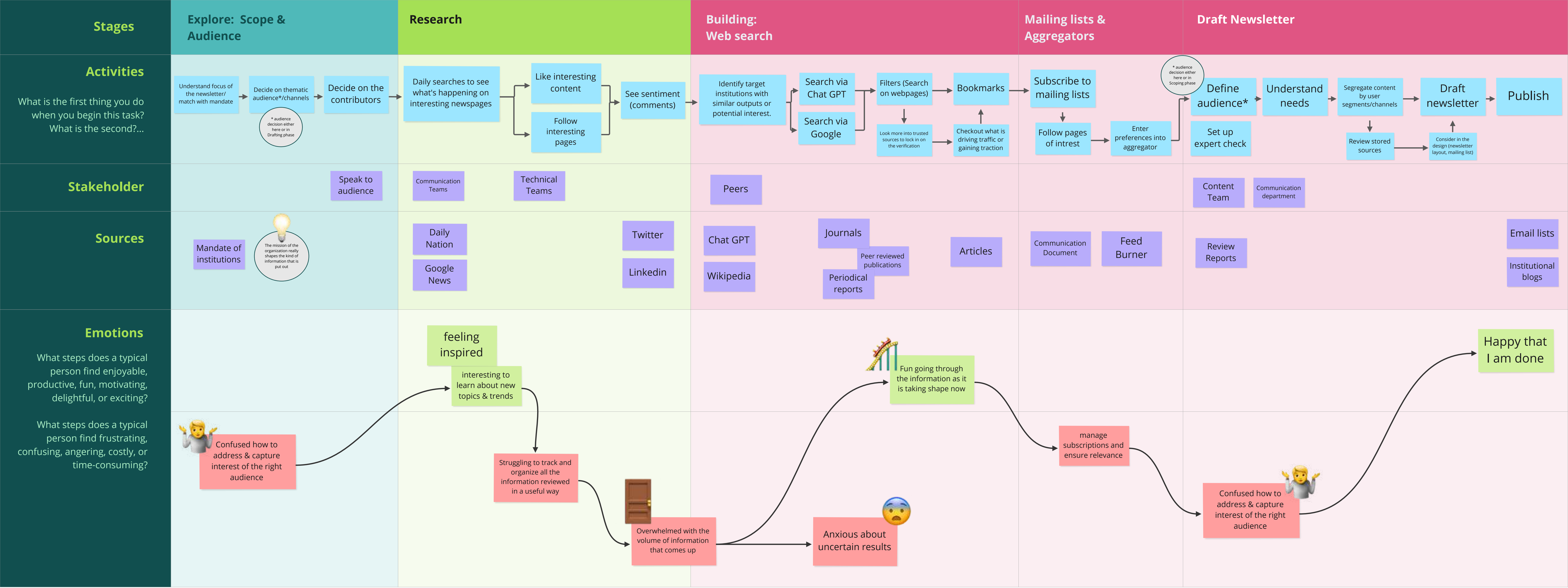
Research Result

6.2.1. Newsletter Experience Map

How do stakeholders of the IGAD innovation hub create a newsletter right now?

Below, you'll find a visualization of the newsletter creation process, structured into key phases - Explore, Research, and Build - along with the specific steps described by participants during the workshops. Emotional insights gathered during these phases reveal that users often feel overwhelmed by the sheer volume of information, the diversity of audiences, and the complexity of access pathways. These challenges highlight a critical opportunity for the IGAD Innovation Hub to streamline the process and provide targeted support.

Below the Experience map, you can find the “Jobs to be Done”/ user goals, again clustered per phase. For a detailed table of these goals, refer to the Appendices, or explore the full, interactive experience map on Miro for further customization and collaboration.



Stages
Explore: Scope & Audience
Research
Building: Web search
Mailing lists & Aggregators
Draft Newsletter
Activities
What is the first thing you do when you begin this task? What is the second?...
Understand focus of the newsletter/ match with mandate
Decide on thematic audience*/channels
* audience decision either here or in Drafting phase
Decide on the contributors
Daily searches to see what's happening on interesting newspages
Like interesting content
Follow interesting pages
See sentiment (comments)
Identify target institutions with similar outputs or potential interest.
Search via Chat GPT
Search via Google
Filters (Search on webpages)
Look more into trusted sources to lock in on the verification
Bookmarks
Checkout what is driving traffic or gaining traction
Subscribe to mailing lists
Follow pages of intrest
Enter preferences into aggregator
* audience decision either here or in Scoping phase
Define audience*
Set up expert check
Understand needs
Segregate content by user segments/channels
Review stored sources
Draft newsletter
Consider in the design (newsletter layout, mailing list)
Publish
Stakeholder
Speak to audience
Communication Teams
Technical Teams
Peers
Content Team
Communication department
Sources
Mandate of institutions
The mission of the organization really shapes the kind of information that is put out
Daily Nation
Google News
Twitter
Linkedin
Chat GPT
Wikipedia
Journals
Peer reviewed publications
Periodical reports
Articles
Communication Document
Feed Burner
Review Reports
Email lists
Institutional blogs
Emotions
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?
What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?
Confused how to address & capture interest of the right audience
feeling inspired
interesting to learn about new topics & trends
Struggling to track and organize all the information reviewed in a useful way
Overwhelmed with the volume of information that comes up
Fun going through the information as it is taking shape now
Anxious about uncertain results
manage subscriptions and ensure relevance
Confused how to address & capture interest of the right audience
Happy that I am done

Stages / **Jobs-to-be-done** / **Detailed**

Explore: Scope & Audience

Define the newsletter's objective and target audience to ensure alignment and relevance.

Jobs-to-be-done

- Understand the organisation's objective for the newsletter
- Identify the right audience
- Clarify user needs
- Define relevant institutional content & formats
- Define contributors

Detailed

When I receive a newsletter

- request I want to understand the objective for it (from my organization), so that I can start defining the scope.

When scoping a newsletter

- I want to identify the right audience, so that institutionally defined information finds the right people.
- I want to define the target audience so that I am able to understand their interest and needs.
- I want to have clarity on my target users' needs, so that I can pick relevant (institutional) content and bring it in the right format that is interesting to them.
- I want to involve different contributors so that I can gather interesting content for my newsletter.

Research

Analyze audience needs to select relevant content and format it appropriately.

Jobs-to-be-done

- Aggregate insights from newspapers, social media, web search, mailing lists
- screen sources fast
- Identify emotional topics & decide whether to include

Detailed

When I scroll through social media

- I want to find news tailor made to my interests so that I can aggregate data more easily.

When I research for my newsletter

- I want to screen relevant sources quickly, so that I can aggregate a list of relevant content.
- I want to quickly aggregate relevant information from different sources, so that I am not overwhelmed by the volume of information.
- I want to receive updates from interesting pages so that I can integrate updates.
- I want to see the emotional reactions to relevant news, so that I can address any relevant buzz in my newsletter.
- I want to make sure my newsletter has the correct search engine optimisation, so that information pieces come out first/at the top when users search
- I want to draft the information skeleton, so that I am sure all relevant aspects are covered.

When I search the web

- I want to find credible information, so that I deliver a relevant newsletter to my audience.

Building: Web search

Gather diverse, engaging content

Jobs-to-be-done

- Gather interesting content from newspapers & social media
- categorize information into relevant buckets
- Receive updates on noteworthy news
- Quickly identify credible content
- Quickly set up information skeleton for overview
- Collect links to include
- Get inspiration on possible formats, style and focus topics

Detailed

When I start building my newsletter

- I want to get inspiration on format, style and topic focus, so that my newsletter gains traction.
- I want to receive regular updates from relevant sources, so that I save time on research.
- I want to quickly aggregate a list of relevant sources and links, so that I raise traffic on my institutional page.
- I want to find target institutions with similar outputs so that I can include them in my newsletter.

Building: Mailing lists & aggregators

Curate varied content from mailing lists and aggregators to enrich the newsletter.

Jobs-to-be-done

- Gather interesting content from mailing lists & aggregators
- Identify target institutions with similar outputs

Detailed

When I'm building my newsletter

- I want to get regular relevant updates on my topic to stay up to date. (aggregator)
- I want to categorize the volume of information sources into relevant brackets (smaller chunks), so that I can pick faster what information to include in which section of my newsletter.

Draft Newsletter

Compile, validate, and finalize the newsletter with expert input for accuracy and timeliness.

Jobs-to-be-done

- Putting the selected information together in a quick draft
- Design content for specific audiences
- Design content for specific channels
- Define target audience
- Decide frequency
- Include experts for feedback
- Clarify user needs
- Decide delivery formats
- Publish within the agreed timeline
- Check for completeness

Detailed

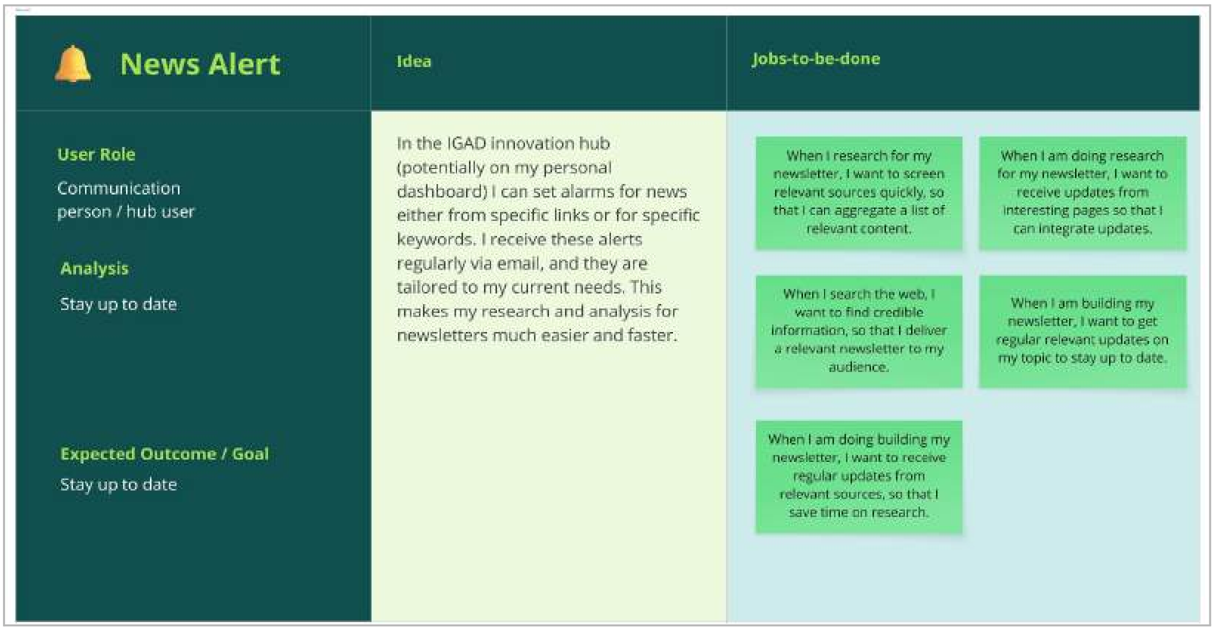
When I draft my newsletter

- Iwant to quickly create a draft version, so that I have the foundation to build on & refine.
- I want to include all relevant sources, so that my newsletter relays the correct information to the audience.
- I want to design different content for different user segments so that I am addressing their interests explicitly.
- I want to create different designs for the different channels, so that my content performs well in different media formats.

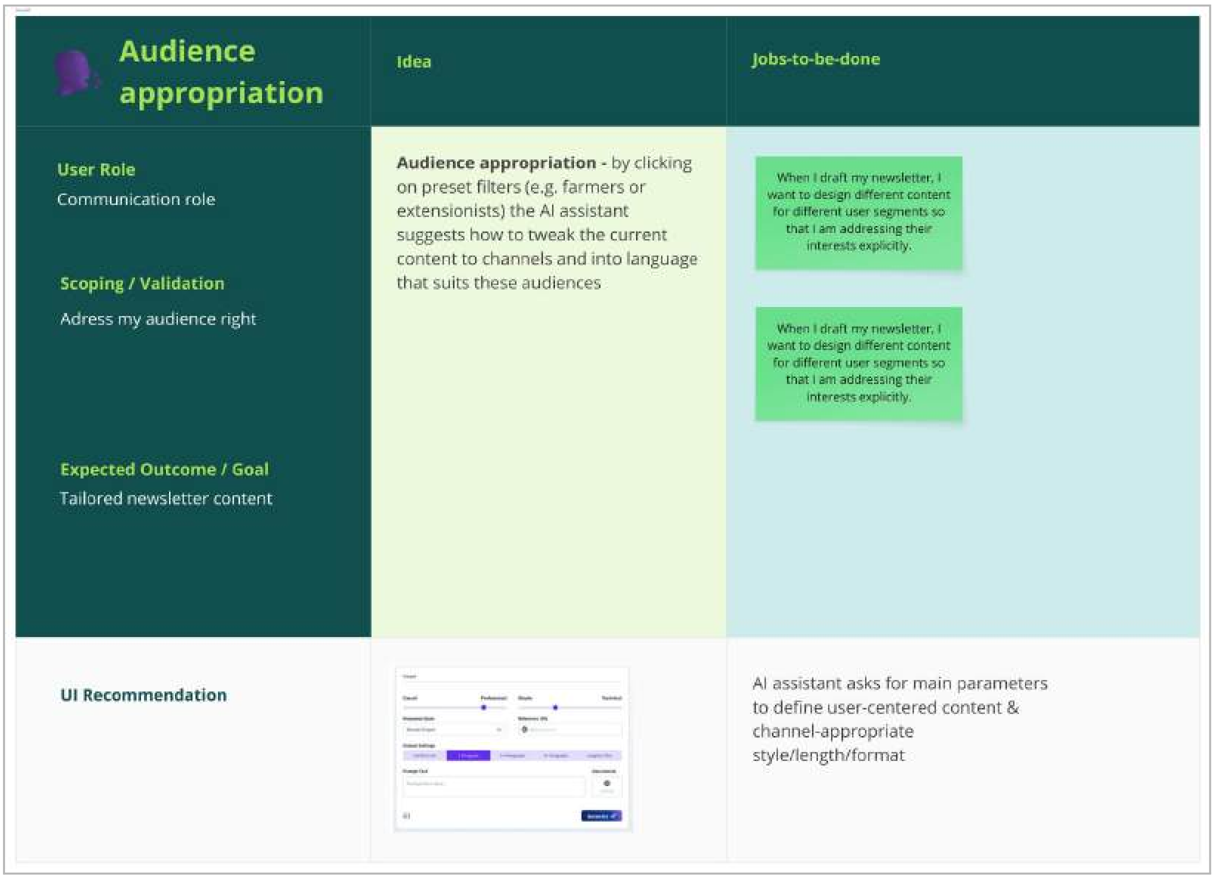
When I drafted my newsletter

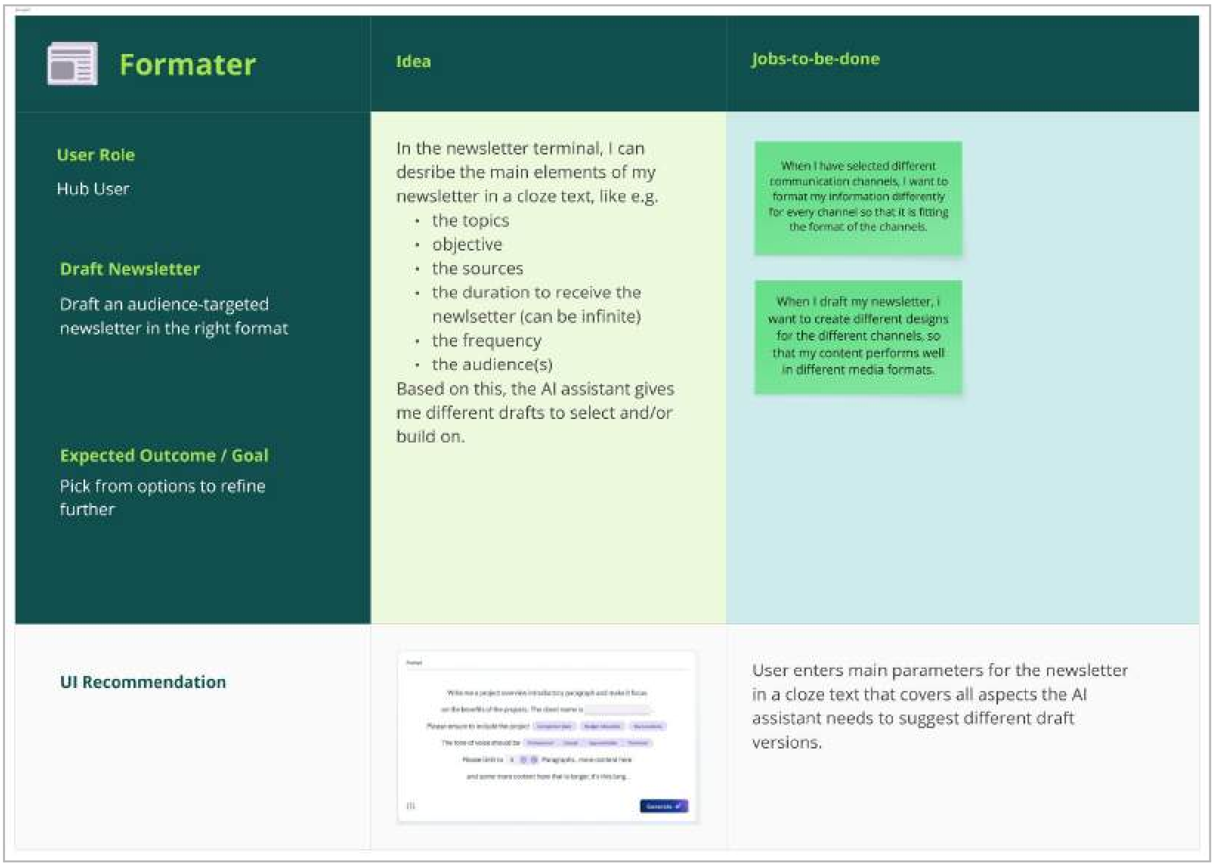
- I want to be able to publish it within the agreed timeline, so that I feel accomplished.

6.2.2. Service Ideas that match the JTBDs



Note: This could be combined with the RFP alert for the proposal writer terminal in a personal dashboard.





6.2.3. Suggestions for prompt structure

Next Steps

Based on an exercise collecting qualities of a great newsletter, here is a set of system prompts to configure the terminal as per users expectations of a newsletter.

Behavioural prompts

The newsletter agent could share significant behavioral prompts with the proposal writer, yet his tone would probably be a bit lighter. Due diligence/ referencing would still be a key quality, mixed with skilled tone variations and knowledge on suitable formats for different audiences and/or channels. The agent could be prompted to always make reference to the audience and channel this is intended for.

Further general behavioral instructions:

- Always ask for missing information before proceeding.
- Flag inconsistencies with institutional mandate and visual identity and suggest solutions.
- Provide drafts for different audiences for user review
- Use templates for repetitive sections (e.g., featured story, CTAs, header, footer).
- Remind the user of deadlines and next steps.

Constraints & ethical guidance

Below you find a detailed, actionable system prompt structure for the Newsletter Terminal AI agent. Each category includes specific instructions for the AI, mirroring attributes that matter to users and including instructions on how to handle missing information, user input requests, and quality checks.

1. Audience & mission alignment

Prompt: "Before drafting, request the following from the user:

- **Target audience** (e.g., demographics, interests, language preferences).
- **Purpose of the newsletter** (e.g., inform, engage, promote, educate).
- **Key messages or themes** (if not provided, ask: *'What are the 2-3 main messages or themes for this newsletter?'*).
- **Template or branding guidelines** (if available, ask: *'Do you have a template or branding guidelines to follow?'*).

Action steps:

- If the audience is undefined, **ask**: *'Who is the primary audience for this newsletter? What are their interests or needs?'*
- If the audience is defined, **use** the IGAD databases to research suitable tones and formats for the audience
- If the purpose is unclear, **suggest options**: *'Should this newsletter aim to inform, inspire action, or promote an event? Please clarify.'*
- If key messages are missing, **draft placeholders** and ask: *'Here are suggested themes based on your audience. Are these appropriate? [list themes]'*

2. Structure & layout

Prompt: "Request the following:

- **Preferred sections** (e.g., news highlights, tips, interviews, events).
- **Mobile optimization requirements** (e.g., font size, image placement).

Action steps:

- If sections are undefined, **propose a structure**: *'Here's a suggested layout: [section 1], [section 2], [section 3]. Should we proceed with this?'*
- If the layout isn't mobile-friendly, **optimize and ask**: *'I've adjusted the layout for mobile readability. Does this work for you? [preview]'*
- If images are missing, **suggest stock options** and ask: *'Should I include placeholder images, or do you have specific visuals?'* "

3. Content quality & relevance

Action steps:

- If topics are missing, **research and suggest**: *'Here are trending topics in [industry]. Should we include any? [list topics]'.* Based on key messages and themes, research the IGAD databases for updates and/or new content. Summarize in newsletter format.
- If content lacks depth, **flag and ask**: *'This section could benefit from more detail or data. Should I expand it?'* "

4. Language & style

Prompt: "Check the newsletter content for:

- **Clear, concise language** (avoid jargon unless industry-specific).
- **Consistent tone** (match the audience and purpose).
- **Local language or cultural references** (if applicable).

Action steps:

- If the language is too complex, **simplify and ask**: *'I've rewritten this section for clarity. Does this version work? [rewritten text]'*
- If the tone is inconsistent, **adjust and ask**: *'I've aligned the tone with [audience/purpose]. Is this appropriate?'*
- If local references are missing, **add and ask**: *'I've included [local example]. Does this resonate with your audience?'*
- If grammar or coherence issues are found, **correct and ask**: *'I've edited this section for flow. Are these changes okay? [edited text]'* "

5. Engagement & interactivity

Prompt: "Request the following:

- **Call-to-action (CTA)** goals (e.g., event sign-ups, feedback, donations).

Action Steps:

- If interactivity is missing, **suggest options**: *'Should we include a poll, quiz, or feedback section? Here are ideas: [list]'*
- If feedback mechanisms are unclear, **add defaults** and ask: *'I've included a feedback link. Should we customize it?'*
- If the newsletter lacks engagement hooks, **add questions or CTAs** and ask: *'I've added a question/CTA here. Does this encourage interaction? [example]'* "
- If CTAs are vague, **draft options** and ask: *'Here are potential CTAs. Which aligns with your goals? [list CTAs]'*

6. Visuals & media

Prompt: "Request the following:

- **Branding assets** (e.g., logos, color schemes).
- **Tone and style preferences** (e.g., formal, conversational, inspirational).

Action steps:

- If visuals are missing, **suggest stock options** and ask: *'Should I include placeholder images, or do you have specific visuals?'*
- If branding assets are unclear or missing, **use defaults** and ask: *'I've used a neutral color scheme. Should we align with your brand colors?'*
- If images slow loading, **optimize and ask**: *'I've compressed images for faster loading. Does this affect quality?'* "

7. Accessibility & inclusivity

Prompt: "Ensure the newsletter is:

- **Accessible** (e.g., alt text for images, readable fonts).
- **Inclusive** (e.g., diverse representation, gender-neutral language).

Action steps:

- Check accessibility standards for the envisioned format and analyze the current version.
- If adequate accessibility features are missing, **add and ask**: *'I've added alt text and checked contrast. Should we include a text-only version?'*
- If inclusivity is unclear, **review and suggest**: *'Does this content represent your audience's diversity? Should I design something specifically for [audience whose inclusivity needs are not addressed]?'* "

8. Deadlines & delivery

Prompt: "Request the following:

- **Publication deadline** (if not provided, ask: *'When should this newsletter be sent?'*).
- **Distribution channels** (e.g., email, social media, website).

Action Steps:

- If the deadline is tight, **prioritize and ask**: *'To meet the deadline, should we focus on [key sections] first?'*
- If distribution channels are unclear, **suggest options**: *'Should this go via email, social media, or both? Here's a draft plan: [plan]'* "

9. Data & evidence

Action steps:

- If data is missing, **flag and ask**: *'This claim requires evidence. Can you provide a source or should I research it?'*
- Check for citations for all major statements and ask: *'I've cited [source]. Is this credible, or should we use another?'* "

10. Compliance & ethics

Prompt: "Ensure the newsletter includes:

- **Unsubscribe/preference links** (for emails).
- **Copyright compliance** (e.g., attributed images, quoted text).

Action steps:

- If compliance elements are missing, **add and ask**: *'I've included an unsubscribe link and copyright notices. Are these sufficient?'* "

Next Steps

6.3. GH recommendations on terminal deep dives

In sight of the insights presented and summarized in the chapter above, we recommend to advance the development of the 2 terminals in 3 areas:

1. **MVP scope & feature definition for each terminal**
   - Start developing the two prioritized terminals by listing a **minimum set of features** necessary for the product to be viable, focusing on features that provide immediate value. The insights from this document provide the starting point: We suggest using the list of feature ideas presented above and validating them as MVP relevant (or not) plus using the Jobs to be Done (in this document and/or on the Miro working board) to brainstorm additional features/solutions. For your MVP selection, consider incorporating frameworks like the MoSCoW method (Must have, Should have, Could have, Won't have) to help prioritize features.

2. **UX/UI design for the prioritized terminals**
   - Using the insights of the core service deep dives and the refined list of features, the next step is to map how users would interact with the hub. This is going to inform user flows and information architecture, which will in turn inform the interface design.
   - As a first step, we recommend developing low-fi wireframes for key features using the insights of the service descriptions, opportunities & risks.
   - Define the entry points for each terminal: how do users get there? The hub structure suggests a dashboard as entry point for the different terminals.
   - To further test the interfaces, we suggest running small-scale validation tests - e.g. with IGAD AI ambassadors - to collect feedback early.

3. **System prompts for the prioritized terminals:**
   - We recommend iterative rounds of testing prompts and validating results (A/B tests after launch)
   - The AI assistant will probably need examples for many of the attributes collected - e.g. for concise style in case of the Proposal Writer, or for the right tone and voice for specific audiences in the Newsletter Generator

- In light of the concerns expressed by users, we recommend adding an evidence threshold for expressing doubt about the sources available

Research Result

7. Interfaces of the hub

7.1. Interface prototypes

IGAD innovation hub stakeholders have medium to low expertise in prompting AI assistants, that is why the interface design should focus on offering the best prompt augmentation support - guiding users to write prompts with clear requirements and enough context for the assistant to deliver meaningful designs.
The GH team edited design patterns from [AI UX Patterns] to help the participants think their way into the AI assistant. They were presented with 5 screens and the following instructions:

"These are printed examples of user interface screens from an AI assistant. Please review each screen carefully, imagining how you would interact with it. Then, answer the following questions

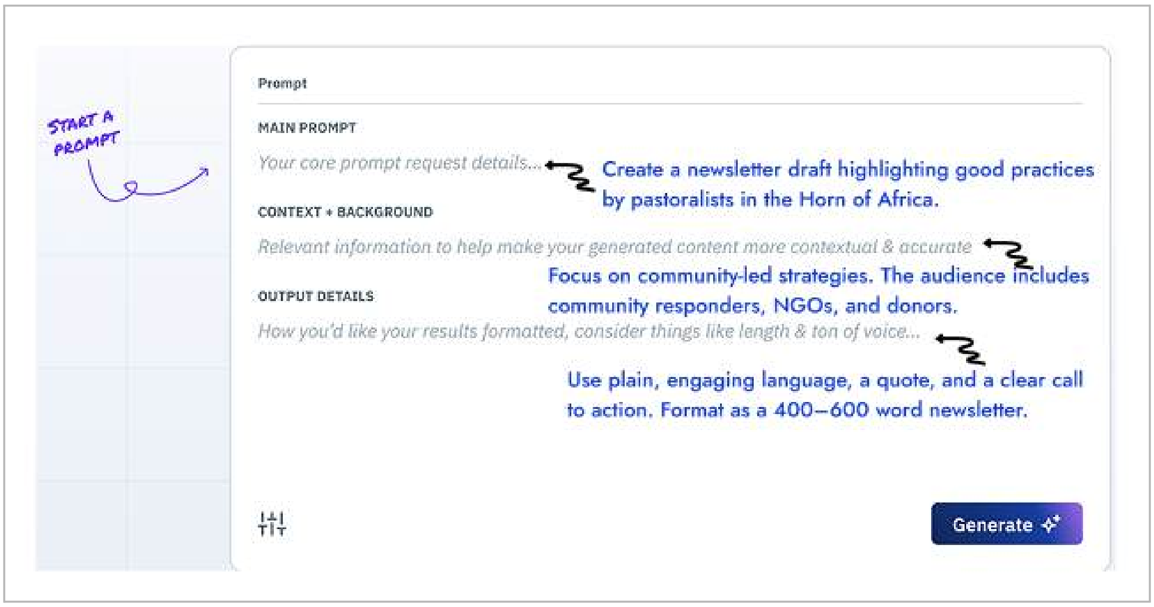
Take a moment to review the screen carefully then respond to the following questions:

1. *What is the AI assistant doing here?*
2. *What can you do here?*
3. *What questions do you have?*

Screen 1 Inline Suggestions

➔ This pattern analyzes the user's current incomplete input to then use AI itself to provide suggestions for prompt completions. The user can select any of the suggestions to complement his/her request.

Screen 2 Structured Prompt

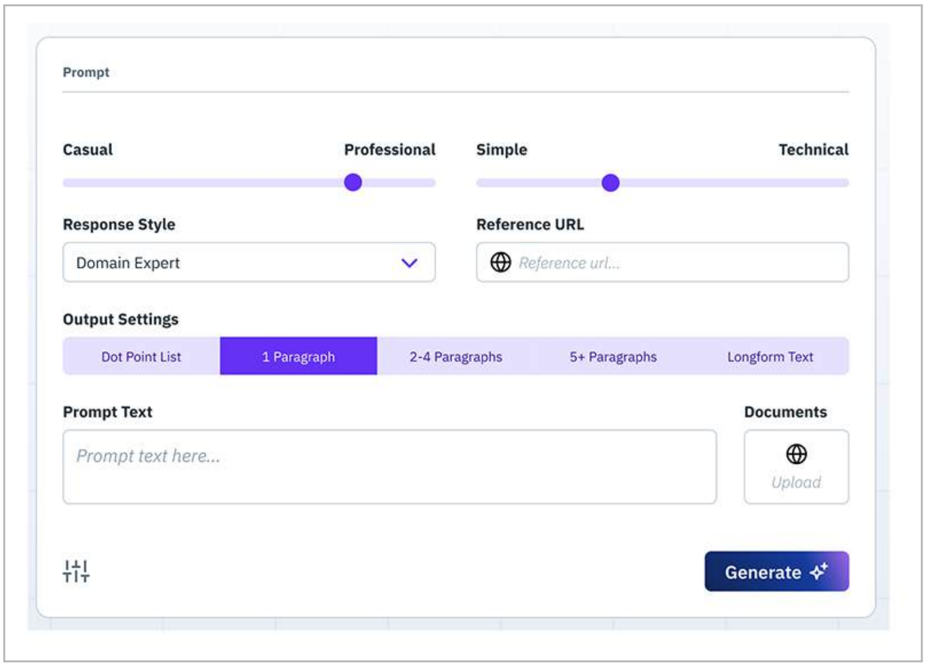


➔ This pattern provides separate labeled input areas to guide the user to provide the required prompt composition. Users can fill in their request.

Screen 3 Paginated Prompt

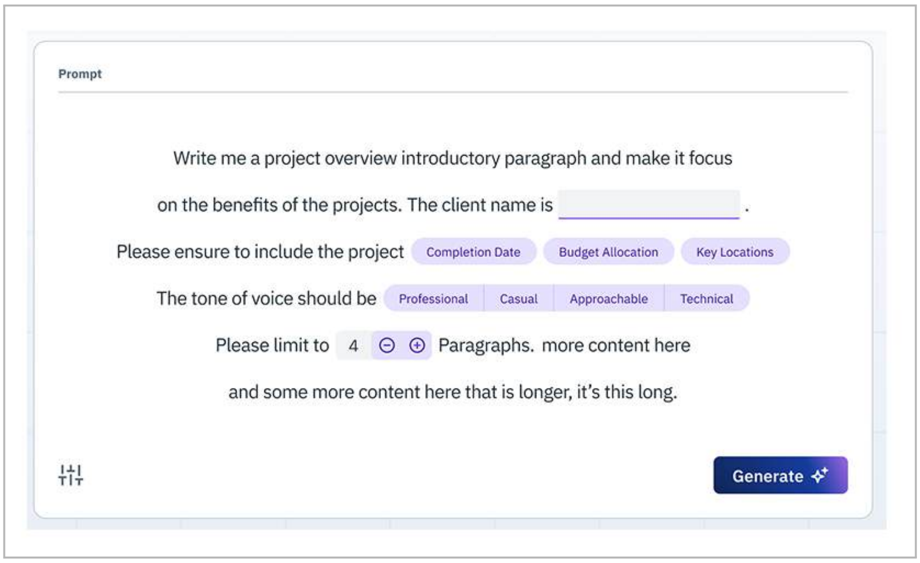
➔ This pattern indicates users' progress to provide a complete prompt in separate steps/categories. Users can improve their prompt based on the feedback

Screen 4 Configurable controls



➔ This pattern lets users build a prompt by making selections from a set of available controls which have variables.

Screen 5 Cloze Passage



➔ This pattern presents a cloze passage with blank spaces in a regular sentence that gives the final prompt structure.Users can fill in their preferences/requests in this text

Research Result

7.2. Results of interface evaluation

When evaluating interfaces' usability, we analyzed two criteria:

1) **Understandability**: How well do users understand what the interface is offering/asking them to do?
2) **Likeability**: How do people feel about the interface?

Concept testing delivered interesting insights on these questions for all 5 screens selected. On **Understandability**, we tested how well users understood what the AI assistant was doing on each screen and what they could do on each screen. Users' answers were evaluated against a standard definition and the results show that **screen 1 was best understood, with the others ranking quite close.**

Regarding **likeability**, we asked two questions after collecting the participants' understanding, regarding their expectations which screen would yield the best results, and which screen felt most supportive.

Screen	**Understandability** *"How many users understood what the AI assistant was doing and what they could do on the screen?"*	**Likeability** *"How well supported did users feel by the screen?"*	
Source	***UI interface critique (workshop)***	***Mentimeter "Expect the best results"***	***Mentimeter "Felt most supportive"***
Screen 1 *(In line suggestion)*	63%	13%	0%
Screen 2 *(Structured Prompt)*	41%	22%	30%
Screen 3 *(Paginated Prompt)*	45%	8%	0%
Screen 4 *(Configurable Controls)*	44%	35%	26%
Screen 5 *(Cloze Text)*	46%	22%	41%

To contextualize these results, it is interesting to note the **questions** people had regarding the screens:
As to be expected, a lot of the questions were on **functions** users were looking for: the option to edit as well as diverse input and output options (downloads, audio/video etc.).
Another cluster of questions was around topics of **trust and transparency.** Users were looking for means to verify the originality and quality of the output, as well as its sources and for ways to trace their own steps - including being able to save their results.

While the most open screen (in-line suggestions, screen 1) triggered most questions on trust and transparency, the screens offering clearer guidance (e.g. structured prompts, screen 2) raised a lot of questions on how to know the input-depth level, length and number of statements they need to use in order to operate this interface.

Next Steps

7.3. GH recommendations on design principles

Summarizing insights from the design critique data collected in the concept testing workshops and linking them to other insights laid out in this profile, we have structured our recommendations for interface design along general principles we suggest for the design of the AI assistant. Where applicable, we reference the global interface design principles of Jacob Nielsen, a standard reference in UI design.

1) Simple prompting support with low effort

To support users in their interactions with the AI assistant, **in-line suggestions** seem to be a feature that most users understand and thus probably a good starting point for a general chat interface. It could be generated with specific constraints that direct augmentation suggestions towards the classic elements of a good prompt:

- Role
- Task
- Context

Since these kinds of suggestions are known from other interfaces, this aligns well with the design principle of “Recognition over Recall”.
Another option to support prompting would be **filters**, e.g. as dropdowns and with iterative granularity that help users be specific about their requests (e.g. cattle - sedentary - agro pastoralism).

2) Predefine user choices as much as possible (where possible)

To help prevent errors (another of Nielsen’s design principles), the **cloze text** that achieved high like-rates could be used **for specific functions**, e.g. for

- Match-Checker (checking your idea for keywords from the RFP)
- Formatter (summarizing all parameters for your newsletter)

We don’t advise using this interface type generally despite its high liking rates since it is quite rigid and performs best with strongly standardized processes.
We also recommend copying some of the standard elements of LLM interfaces like ChatGPT or LeChat like the **one-tap download/copy function** - logging its use can already serve as a great metric for the utility of the outputs generated (see HCD metrics chapter).

3) Enable customized workflows

To help users continuously work on projects like their proposal, allow for uploading **attachments** and a **library feature** that allows the AI assistant to continuously support with adequacy checks (e.g. between a proposal draft and an RFP or between institutional branding guidelines and a newsletter). This saves users time and the repetition of setting the context again and again for the AI assistant. In addition, making the list of sources that I want to receive either an RFP alert or a newsletter alert from editable lets users co-create their own experience.

4) Create visual sense of control & orientation

This is linked to design principle 4: sense of control and orientation. Since we saw in the Risks & Opportunities chapter, users are quite wary about the quality and vettedness of the outputs provided. Giving them the opportunity to give feedback constantly does not only help you to steer the AI assistant, but also gives them the feeling that it is constantly improving. A simple **thumbs up/thumbs down** option under every output puts this option in front of users constantly.

A **progress bar** can help give orientation and a sense of place and time in the process. The AI assistant can even make suggestions on next steps based on your place on the bar. Visually, this can look like the bar we tested in the interface critique exercise, but display e.g. the journey stage you're in (not the prompt elements):

5) Create a humanized interaction

In the one-on-one interviews with Stakeholders in Uganda, but also in the concept testing workshops, enthusiasm for AI-powered support tools was sided with strong reservations against interacting with AI agents. To overcome this, we recommend creating a personified AI, with a name and a photo, also adhering to the Heuristic principle of matching digital systems with real world interactions. Communicating with a humanized agent could lower the threshold for people to engage with an AI assistant and formulate prompts in a natural, dialogue-like way.

6) Facilitate collaboration

Both the Proposal Writer and the Newsletter build on collaboration and refining drafts - classical features of AI agents like ChatGPT. We recommend to allow chat and results sharing so that teams can collaboratively improve concept notes or proposal drafts using the AI agent, understand their roles and responsibilities, or validate the content of a newsletter. This mirrors the Heuristic principle "Flexibility and Efficiency of use" (See NNG)

8. GH recommendations for next steps

This is a structured set of next steps for product development, which suggests the development of a “Minimum Viable Product” (MVP) version as a best practice approach to manage development efforts. A Minimum Viable Product is the simplest version of a product that delivers enough core value to validate key assumptions with real users, while minimizing time, cost, and risk. Using this product profile as the foundation to shape a product requirements document, clearly outlining the features, user needs, and project scope and development tasks, ensuring tight alignment with user needs and evidence from workshops, surveys, and interviews. The document is used to create a common understanding and guideline for development.

1. Finalize Product Profile

Consolidate insights to finalize this Product Profile by considering our chapter recommendations (see above recommendations on hub structure, deep dives & interface). This becomes the central reference point for cross-functional teams. This document describes what the product should do and why. It captures the problem being solved, target users, key features, user flows, and success criteria, providing a single source of truth for designers, developers, and stakeholders.

- [ ] **Refine value proposition for the IGAD innovation hub**

  Describe what you are building and why, anchoring the hub in the most urgent, validated user needs (Chapterxx).

  Based on the insights presented in this document, we suggest the following two propositions:
  - ***Proposal Writer:*** *addresses the high effort, coordination challenges, and donor alignment issues in proposal development.*
  - ***Newsletter Generator:*** *addresses the time-intensive, fragmented process of staying updated across multiple information sources.*

- [ ] **Sharpen user profiles**

  Having a clear idea about future user profiles, their behavior and their goals, helps to select features, prioritize and design, ensuring that the MVP addresses their primary needs.

  We suggest using our initial profiles (Chapter 6) as a base; clearly outline similarities/differences in user roles with relation to MVP terminals (e.g. for Proposal Writer: Principal Investigator/ Product Manager vs. Contributor (Consortium member/ Donor) -> two different User Journeys visualizing their different approach to proposal writing.)
  We recommend to assess whether and how pastoralists should be included as direct users.

- [ ] **Define goals and long-term hub vision based on problem statement**

Establish shared goals and objectives to steer decision-making, guide trade-offs (e.g. between user needs and technical feasibility), and keep the MVP focused on user value

- [ ] **Add HCD metrics & add cross-functional metrics**
  Anchor success metrics to the goals so that progress can be measured not only by delivery of features, but by validated user outcomes and adoption (for inspiration, see next chapter on HCD metrics)

Roles involved:
- Project Manager → owns the PRD, ensures alignment across teams sets cadence and coordinates reporting
- UX/UI Designer → sharpens user profiles, designs role-specific user flows
- ML Engineer + Developers → translate features into programming tasks. Tracks system performance metrics

2. Build & maintain roadmap

Using the developed feature profiles define the roadmap to develop the MVP. Consider relevant milestones for users, or as part of the product goal. Select and use one centralized, collaborative workspace for product development and management, allowing teams to plan, track progress and manage knowledge in a single platform. It helps streamline the entire product lifecycle, fostering cross-functional alignment and improving productivity by centralizing. We suggest using Notion to maintain a product backlog & the roadmap, as well as to store research insights and capture feedback.

- [ ] **Map features based on impact & effort and translate into timeline**

- [ ] **Identify milestones, sequencing the roadmap, and aligning stakeholders on priorities.**
  Use service phases as roadmap anchors, so delivery matches user workflows. Align roadmap with IGAD's policy/coordination cycles

- [ ] **Sequence development from MVP → pilot → scaling.**

Roles involved:
- Project Manager → roadmap owner.
- UX/UI Designer → links roadmap to user journeys.and first interface prototypes
- Front/Back-end Developers → estimate effort.

Next Steps

9. HCD metrics to monitor user-centered hub development

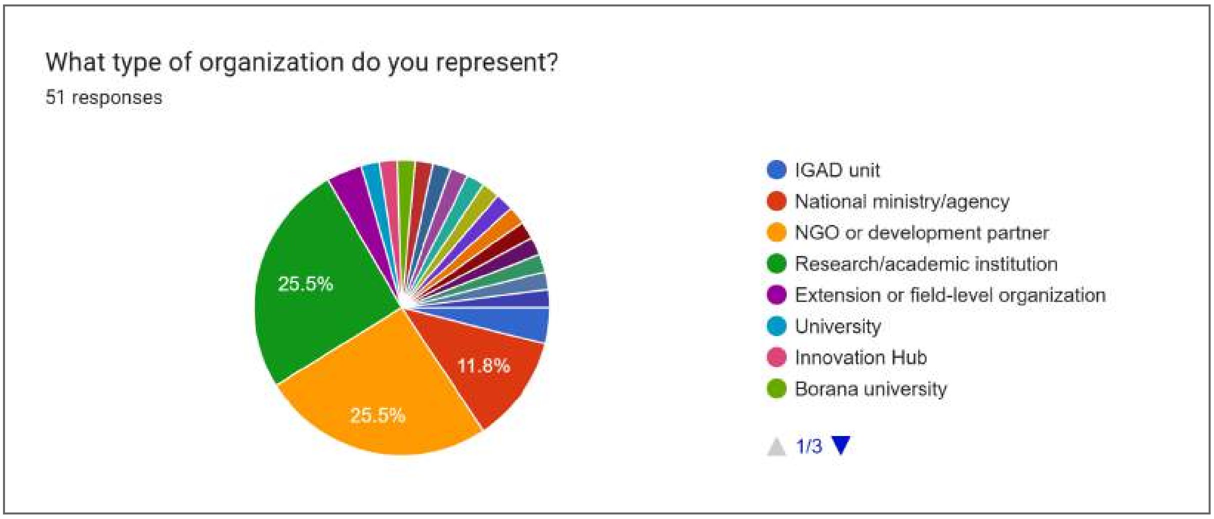
The metrics below apply the HEART framework developed by Google to the MVP version of the IGAD innovation hub. Rather than instrumenting complex surveys or parsing full chat histories, each dimension uses simple confirmation that the assistant truly helped—either a single thumbs up/thumps down under a key assistant delivery block (e.g., scoping summary, outline, correction note) or a natural one-tap action when the output is good enough to move forward (e.g. Copy/Share).

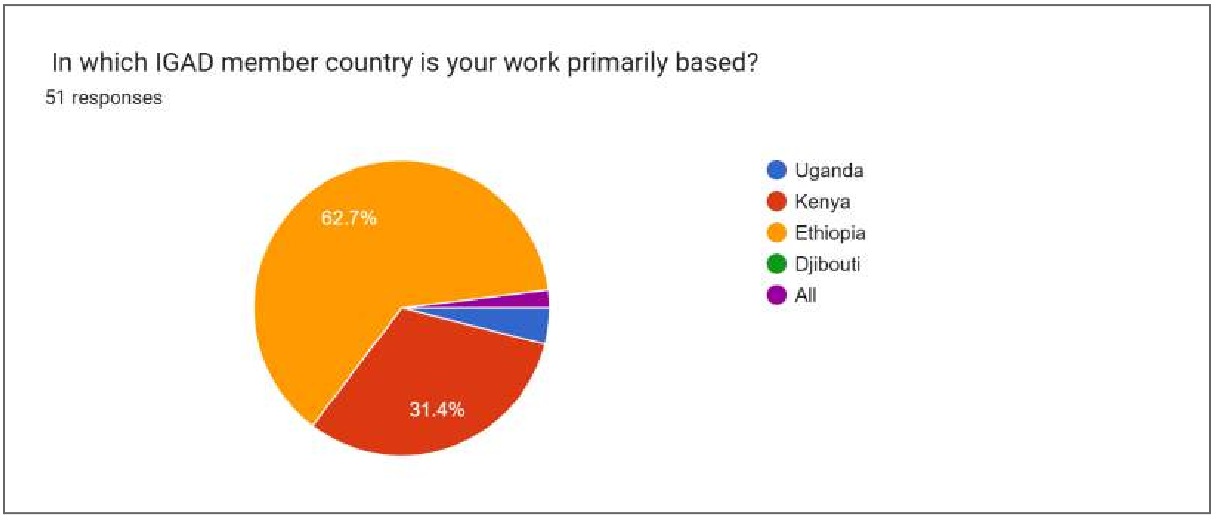
Dimension	Goal	Signal	Metrics
Happiness	Users find the IGAD assistant helpful, fun, and easy to use	Quality feedback	Thumbs up below outputs
Engagement	Users enjoy the IGAD assistant content and engage with it	Spend time in the assistant Use content individually & in teams	Average session length & frequency One-tap on “copy” # of shared chats
Adoption	New users see the value in the IGAD assistant	Stay active	Returning user rate for registered users
Retention	Users keep coming back to the IGAD assistant to complete a key action	Moving more parts of their work into the assistant	Upload frequency
Task success	Users complete their goal quickly and easily	Completing steps and moving to next one Working more efficiently	# of users in final stages of experience (“Submission/ Drafting”) One-tap on “copy” after # of prompt refinements

10. Appendices

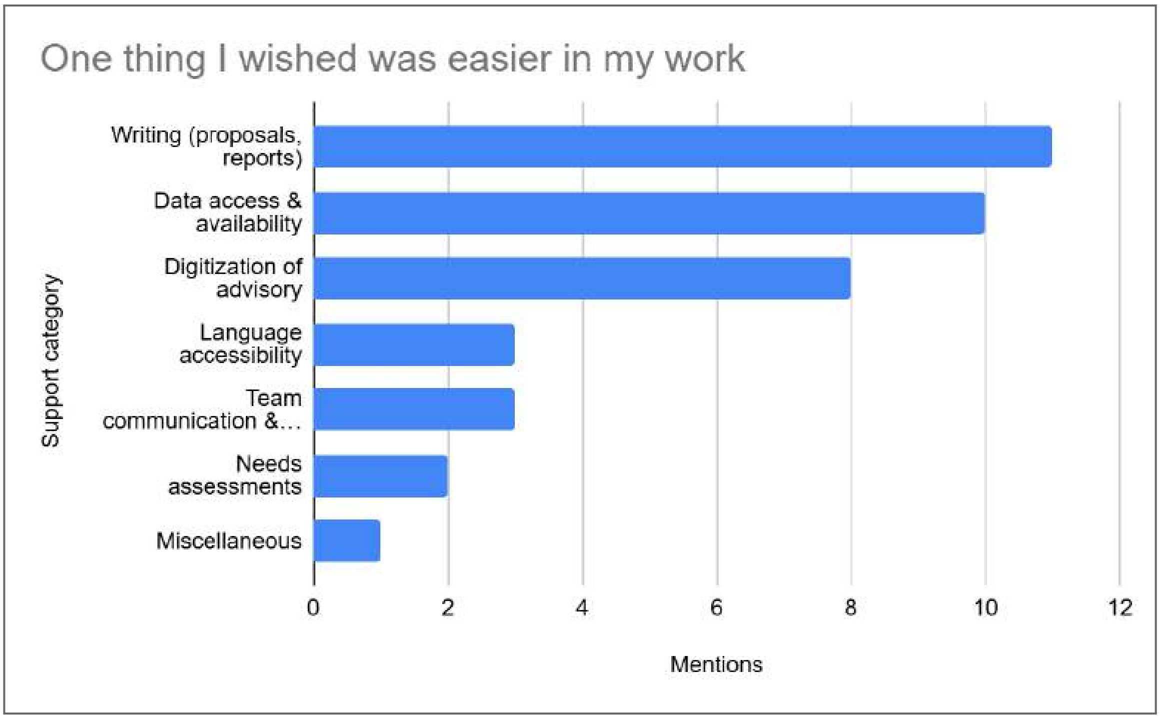
10.1.1. Screener Survey - Curated results

Participant data





Needs statements



10.1.2. Concept Testing - Curated results

Jobs to be Done Proposal writer

Phase	Cluster	JTBDs
1) Opportunity Scouting	Opportunity discovery & monitoring	Locate relevant calls; get alerts on funds/budgets; quickly screen web sources.
	Requirement alignment & keyword matching	Match ideas to RFP keywords to align with requirements.
	Ecosystem scan & partnership prospects	Understand existing projects to identify partnership opportunities.
	Access to infrastructure & info	Access infrastructure and key information quickly to submit on time.
2) Scoping & Feasibility	Feasibility & completeness checks	Run quick feasibility/completeness checks to avoid wasted effort and ensure acceptance.

	Team & consortium formation	Bring internal team and partners together; identify private/local partners for a reliable consortium.
	Resource scoping & planning	Determine resources required to cover the RFP scope in the concept note.
	Templates & formatting	Quickly understand and use donor templates to save time formatting.
	Needs assessment & user inclusion	Identify user requirements via field insights; include end users to reflect real pain points.
	Opportunity selection support	Get decision support to pick the most fitting funding opportunity.
	Donor relationship initiation	Engage key individuals efficiently to initiate close donor relationships.
	Benchmark with winning proposals	Check ideas against previously funded proposals to understand success criteria.
3) Concept Note Development	Vision & buy-in	Craft an energetic vision to rally members; build buy-in for the concept.
	Collaborative feedback	Receive clear, reliable partner feedback so it feels collaborative.
	Skills mapping & resourcing	Map needed skills/expertise to identify the right team resources.
	Speed & time management	Finish the concept note quickly to reduce time pressure.
	Problem definition & root cause	Use a problem tree to find root causes and write a compelling statement.
	Team engagement	Fully engage every team member so all expertise is reflected.
4) Screening Phase by Donor	Team alignment with donor requirements	Establish a final team aligned to donor requirements.
5) Co-develop Proposal	Format compliance & donor language	Align drafts to donor formats; cover all components in donor language.
	Keyword strategy	Include the right keywords so donors relate to the proposal.

	Budget & role clarity	Show budget distributions and partner responsibilities to avoid misunderstandings.
	Collaboration tools & practices	Use effective, low-cost collaboration to ensure contribution and avoid conflicts/drop-outs.
	Task distribution & project management	Distribute tasks among experts to develop a strong proposal.
	Team wellbeing	Build a collaborative atmosphere; allow breaks to manage stress and focus.
	M&E and implementation planning	Operationalize ideas in Monitoring & Evaluation and implementation plans with budgets.
6) Submission	Professional communication & trust	Communicate professionally so donors trust you with funds.
	Timely submission	Submit on time to remain eligible.
	Completeness & eligibility	Hand in all required documents to meet eligibility.
	Pre-submission checks & templates	Confirm correct templates ahead of the deadline to avoid last-minute stress.
	Internal quality control	Pass internal QC before submitting.
	Team morale & recognition	Celebrate post-submission to sustain energy for implementation.

Service ideas proposal writer (table version)

Phase	Idea	JTBD
Opportunity Scouting	**Match Checker -** a cloze text template to check whether your idea matches with the RFP you found (system screens it for buzzwords from uploaded documents and gives feedback)	• When I find an RFP, I want support to quickly match my ideas with the RFP keywords so that I align with the requirements. • When I have defined a new problem or opportunity in my field of work, I want to get an overview of possible funding opportunities that could match it so that I can write a proposal and start working on the problem.
Opportunity Scouting	**RFP alert -** scrapes a list of websites for keyword updates and	• When I scout for funding opportunities, I want to quickly screen web sources so that I can

	sends email/ or also fund announcements?	locate relevant calls for proposals for my area. ● When I scout for funding opportunities I want to locate relevant calls for proposals for my area so that I can win budgets. ● When I scout for funding opportunities I want to be informed about existing funds that are available so that I can write a matching proposal. ● When I have defined a new problem or opportunity in my field of work, I want to get an overview of possible funding opportunities that could match it so that I can write a proposal and start working on the problem.
Opportunity Scouting / Scoping & Feasibility	**RFP checklist**- analyzer generates a summary that follows a predefined structure (topic, donor, standard requirements, budget, timeline) and generates a checklist to use throughout the proposal writing process (maybe even an estimated timeline & resource estimation?)	● When I find a relevant RFP for my area of work, I want to access infrastructure and relevant information quickly so that I can submit my proposal on time. ● When I decide whether to answer to an RFP, I want a quick feasibility check so that I dont waste my time. ● When I consider several funding opportunities, I want decision making support, so that I can select the one that fits my needs and resources best. ● When a call for proposal is published, I want to understand all relevant resources that I will need to cover its scope in my concept note so that I can develop a winning proposal.
Concept Note Developme nt/ Co-Develop Proposal	**Interactive Roadmap -** the AI assistant helps to create a team roadmap (e.g. as a Gantt chart) that can be used jointly with consortium members. In it, meetings and inputs can be scheduled, reminders and status updates are visible for everyone. It can even alert when the agenda is overcrowded or when an input is being added to a shared draft.	● When developing a concept note, I want to engage every team member fully so that they contribute to a compelling concept note and every field of expertise is reflected. ● When I start concept drafting, I want to create an energetic vision of the benefits so that consortium members gain energy to work through the stressful application process. ● When writing a concept note, I want to receive clear and reliant ideas/feedback from my consortium partners so that I feel it is a collaborative effort. ● When conceptualizing a proposal, I want to be able to finish my concept

		note quickly so that I can avoid working under time pressure. ● When I develop the full proposal, I want to distribute all necessary tasks among the experts in my team so that we develop a high-quality, strong proposal. ● When I develop the full proposal, I want to get breaks to relieve stress so that I can stay focused and concentrated. ● When developing a full proposal, I want a way to clearly communicate and effectively collaborate with my consortium partners so that we avoid conflicts and drop outs. ● When I co-develop with partners I want to create a collaborative atmosphere so that we manage to complete the proposal together.

1 Jobs to be Done Newsletter

Note: Starting with phase 5, we included the steps of a newsletter not targeting institutional stakeholders (users of the IGAD innovation hub), but rather pastoralists for further reference.

Phase	Cluster	Condensed JTBDs
1) Explore: Scope & Audience	Audience & needs definition	Define target audience and clarify user needs to select relevant institutional content and formats.
	Scoping objectives & cadence	Understand the organization's objective for the newsletter
	Inputs & research setup	Plan contributors' involvement
2) Research		
	Sentiment Analysis	Observe emotional reactions/buzz to address in the newsletter.
3) Building: web search	Source aggregation & screening	Aggregate from newspapers, social media, web search; screen sources fast; categorize into relevant buckets.

	Expert input for recommendations	Include experts so recommendations are tried and tested.
	Structuring & inspiration	Draft an information skeleton; get inspiration on format/style/topic focus; find peer institutions to include/link.
3) Building: Mailing lists & aggregators	Source aggregation & screening	Aggregate from social media & mailing lists
	Targeting	Identify target institutions with similar outputs to include in the newsletter
4) Draft Newsletter	Drafting efficiency & timeliness	Transform researched stories into newsletter format quickly; create a fast first draft; publish within agreed timelines.
	Completeness & attribution	Ensure inclusion of all relevant sources so information is correct.
	Personalization & channel design	Design segment-specific content; tailor designs for different channels.
5) Validation	Channel fit & localization	Engage community/local leaders to align channels with community needs; format differently per channel.
	Ground truth & QA	Include ground-truth observations; assess adequacy & accuracy before dissemination.
6) Outreach (Dissemination)	Impact & reach	Ensure recipients can apply recommendations; reach audiences online and offline for wide spread.
	Governance & compliance	Obtain admin confirmation of adherence to missions/guidelines prior to publishing.
7) Verification (Post-release)	Feedback & iteration	Get feedback from target groups to check helpfulness/actionability; verify correctness and modify to improve relevance.

Service Ideas Newsletter

Phase	Idea	JTBD
Analysis	**News alert -** you can sign up with a link library tailor-made for you to receive alerts on key word	• When I research for my newsletter, I want to screen relevant sources quickly, so that I can aggregate a list of relevant content.

	relevant updates via email	• When I am doing research for my newsletter, I want to receive updates from interesting pages so that I can integrate updates. • When I search the web, I want to find credible information, so that I deliver a relevant newsletter to my audience. • When I am building my newsletter, I want to get regular relevant updates on my topic to stay up to date. • When I am doing building my newsletter, I want to receive regular updates from relevant sources, so that I save time on research.
Validation/ Scoping	**Newsletter project dashboard -** In a cloze text, the user has entered the main parameters for the newsletter like • the topics • objective • the sources • the duration to receive the newsletter (can be infinite) • the frequency • the specify the audience(s) • the output format	• When I have selected different communication channels, I want to format my information differently for every channel so that it is fitting the format of the channels.
	Audience appropriation - by clicking on preset filters (e.g. farmers or extensionists) the AI assistant suggests how to tweak the current content to channels and into language that suits these audiences	

Prompting

Below, you can find the documentation of the concept testing workshop prompting exercise: We asked participants to map qualities of great (and bad) proposals respectively in newsletters. Here you find them categorized and ready to be integrated into system prompts for the respective terminals (for our prompt structure suggestion, see above the Deep Dives).

Prompting - Collection of attributes of a great newsletter (KEN& ETH)

Prompt category	Category	Attributes
Constraint Setting	Language/ Style	- Concise and contextual - Short and informative

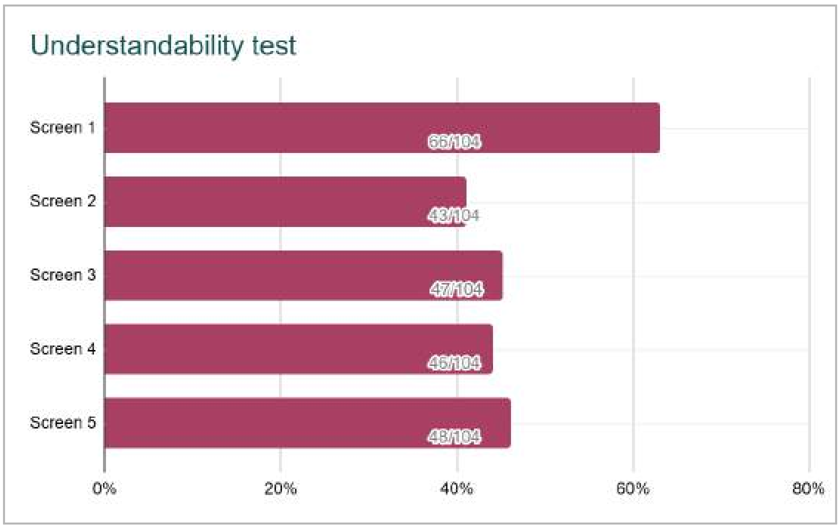
		- Simple language - Consistent writing styles - Well throughout content - Straight to the point - Incorporates different writing styles - Gives audience room to think and engage with it - Uses local language - Well articulated - Jargon free
Constraint Setting	Layout/ Structure	- Simple template/layout - Contains fewer images that load fast - Reader friendly
Constraint Setting	Elements	- Easily readable on the mobile devices - If email newsletter provide a web or downloadable version of the same - Variety of different components i.e news alerts - Good links and original sources - Contains “ read more” links for summarised text/content - Contains links to update preferences and the unsubscribe section - Good mix of illustrations and words - Includes infographics
Constraint Setting	Content	- Highly contextualized/Well contextualized - Clear objectives - Audience friendly - Evidence based - Problem solving - Solutions oriented/ Feasible outputs - Clear reasoning - Coherent flow - Gender sensitive content
Context Provision	Feel	- Highly interactive- leaves you looking forward to the next - Focused on targeted users/ Proper targeting
Context Provision	Delivery	- Predictable frequency/updates i.e monthly, quarterly - Comes at a consistent time - Timely

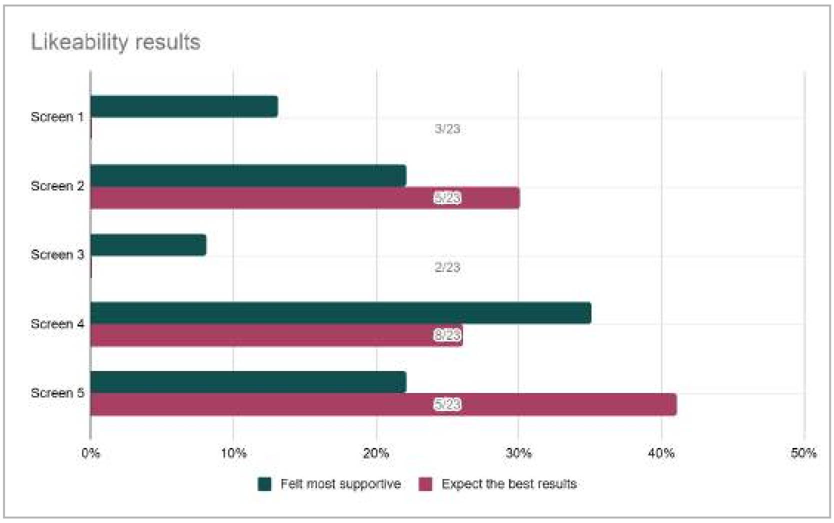
Prompting - qualities of a great proposal

Prompt category	Category	Attributes
(Ethical) Guidelines	RFP/Donor alignment	- Checks for donor priorities - Aligned to RPF - Responds perfectly to the RFP or a concept note - Well tailored to the call/donor interests - Fully in line with all donor requirements - Developed within the frameworks of donor TOR
Constraint Setting	Structure/ Measurability	- Has well defined activities that meet the objectives - Clear objectives, implementation plans and aligned budgets - Measurable/tangible outcomes - Well articulated theory of change - Clear theory of change - Clearly describe the problem and solution - Comprehensive - Addresses all connected key issues - Has all components i.e executive summary and time - Clear rationale of the study - Having clear indicators for measuring achievement - Supported good logical frameworks - Addresses means of delivery output - One with clear problems and possible solutions - Objectives are SMART (Specific, Measurable, Achievable, Realist, Time bound) - Sound monitoring and evaluation plan - Deal with the problem at hand
Constraint Setting	Implementability / Realistic planning	- Has the uptake pathways clearly defined - Has a practical implementation plan- can be implemented within the donor timelines - One with easy to achieve activities while the problem is complex
Constraint Setting	Budgets	- Itemised budgets - Is within budgets of the call/RFP
Behavioral Framing	Language	- Clear and concise - Less jargon - Concise and convincing - Clear strategic and good grammar - Well composed language - Citing donor language - Has proof reading done - Smooth and coherence in literature language

		- Context specificity - Coherent
Constraint Setting	Inclusiveness & Sustainability	- Cover thematic agents - Addressing all the beneficiaries - Has a sustainability component - Indicates proper exit strategies - Considers future sustainability of left over works, applicability
(Ethical) Guidance	Deadlines	- Checks for the submission deadlines - Is within the stipulated timelines - Submitted on time
Context Provision	Applying consortium/ social role of proposal	- Has all the stakeholders in some sort of agreement - Name the clear ideas and responsibilities for partners
Constraint Setting	Data & methods	- Real time data - Supported by well done literature review - Backed up with evidence - Sound research methodology

Interface critique




Likeability results
Screen 1
Screen 2
Screen 3
Screen 4
Screen 5
3/23
6/23
2/23
8/23
5/23
0%
10%
20%
30%
40%
50%
Felt most supportive
Expect the best results