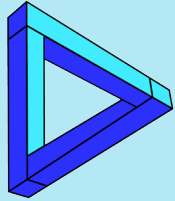


**TRILATERAL
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PREP1: A SOCIAL MEDIA ANALYSIS TOOL FOR PREPAREDNESS: VALIDATING USER REQUIREMENTS

Executive Summary: User Requirements & Software Design - July 2017

Trilateral Research Ltd. and the Global Disaster Preparedness Centre



Global Disaster
Preparedness Center

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Visit <http://www.elrha.org> for more information about Elrha's work to improve humanitarian outcomes through research, innovation and partnership.

Further information can be found by visiting the project website: <http://www.elrha.org/map-location/prep1-social-media-analysis-tool-preparedness/>

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EXECUTIVE SUMMARY

PREP1: a social media analysis tool for PREParedness, is an eleven-month project, running from February - December 2017. Trilateral Research Ltd. are collaborating with the Global Disaster Preparedness Center (GDPC), to continue their work into supporting the humanitarian community in engaging with social media for disaster preparedness and risk reduction purposes.

PREP1 involves the gathering of user requirements for the development of an open access social media analysis tool (SMAT). This project involves identifying and validating user requirements and developing an initial design and functionality of the software. This will be accomplished by conducting (virtual) semi-structure interviews, a small-scale online survey and an on-line validation workshop and prioritisation survey with Red Cross Red Crescent (RCRC) actors and consultants operating within the humanitarian sector providing expertise on social media. The primary output of the study will be a report revealing the user requirements and an initial design of PREP1 validated by end users. Filling this gap is crucial to supporting humanitarian organisations in their efforts to use social media for preparedness and disaster risk reduction purposes.

The present report, Deliverable 3: User Requirements & Software Design, provides an overview of the key findings from the primary research conducted, as well as the resulting software design for PREP1. Here we provide a summary of the key findings relating to the domain and technical requirements, and outline the core features of the proposed tool:

DOMAIN REQUIREMENTS

- National societies are using a range of different social media applications - PREP1 ought to engage with a variety of social media applications, particularly Twitter and Facebook.
- Social media is used for four key activities that PREP1 ought to support:
 - o Brand awareness and reputation management for RCRC societies
 - o Environmental scanning
 - o Sharing disaster preparedness and disaster risk reduction information
 - o Resource mobilisation
- PREP1 ought to be intuitive and easy to use to ensure that its fully functionality is optimised.

TECHNICAL REQUIREMENTS

- PREP1 ought to support the smart scheduling of posts across different platforms
- PREP1 ought to facilitate users environmental scanning activities across platforms
- PREP1 ought to support users in understanding user engagement and evaluating social media performance
- PREP1 ought to provide smart notifications to users
- PREP1 ought to enable users to export data and produce reports
- PREP1 ought to include a translation module

- PREP1 ought to include a translation module
- PREP1 ought to support users in improving their use of social media
- PREP1 needs to be intuitive and visually appealing
- PREP1 ought to be predominantly in the form of a web-based platform (full version), with the possibility of a light mobile application.
- PREP1 ought to conform to standards around mobility needs and mobile compatibility.
- PREP1 should be able to function on low-bandwidth and/or mobile connections.

PREP1: CORE FEATURES

- Web-based platform, integrating analytics from Facebook, Twitter, YouTube and Instagram.
- Automatic scheduling and customisation of posts
- Content validation
- Validation of social media performance
- Live monitoring and smart notifications
- Reporting, exporting and translation
- In-built security protocols
- Adhering to principles of Privacy by design.

Moving forward, a full-cost budget has been outlined for the development stage. Partners will seek to gain funding to develop and pilot a first iteration of the PREP1 tool.