



Principles for Digital Development Case Study Template

Format:

- Word count: 1,000 – 2,000 words
- Use bullet points, charts and subheadings as you see fit
- Break up blocks of text with clear subheadings to emphasize main points at a glance

Voice & Tone:

- **Be as specific as possible.** Find ways to describe meetings, decisions, or technology so that people can figure out how to follow the same approach.
- **Be mindful of jargon.** Avoid using terms or phrases that won't be familiar to people who might be reading.
- **Tie back to the Digital Principles often and throughout.** Where useful, introduce bullet points with a few words in bold that capture the main idea and draw clear, direct connections to the Digital Principles. Writing a case study such as this is a chance for you to share how you are using digital development within your organization.
- **Be clear and use active voice.** Write in such a way that makes it clear what you did, why you did it, and how. Please use active voice. E.g. instead of writing, "A survey on usage rates was conducted," write, "Community health workers talked to 100 members of the community about how they felt about using bed nets, so that we could understand why some people don't use them."
- **Emphasize processes over results.** When describing the project, talk about how you did it, not just what you did.

Objectives of Writing a Digital Principles Case Study:

- **Showcase the aspects of your program** that went well, why they went well, and what you did that made it successful.
- **Address aspects of your program that you would do differently next time**, or aspects that you actively thinking about adopting as the program progresses.
- **Provide ample context to the Principles community** so that readership can become more aware of the challenges and opportunities that your program faced and thus adapt the steps that you took into their own contexts.



Case Study: TITLE

It is recommended that the title be kept under **ten words**. Focus on what you accomplished, not the name of the program.

Principle(s) Addressed

Title

Overview of the Program/Intervention (1 paragraph)

Give the reader a **two-to-four-sentence summary** of the entire story. If possible, include a data point that shows whether the project succeeded or failed. Then, tell them why this case study is important, and why the Principles you selected to discuss are relevant to this story.

Background

(1 paragraph, followed by 2 – 4 bullet points)

Describe the environment and how it affected your work, including the different actors that were involved in the project. Tease out the objectives of the project and the physical and logistical environment where it took place. This would also be a good place to include the timeline you faced.

Objectives of the Program/Intervention: (1-2 short paragraphs followed by 3-5 bullet points)

Describe the project's objectives (what you were trying to achieve).



Actions

(200-500 words, 1-2 short paragraphs, bullet points where possible)

Explain what you did, how and why. Highlight how you used the Principles to be more successful and which specific approaches you took to implement the project during relevant phases of the project lifecycle.

- **Analysis & Planning** (1-2 short paragraphs, bullet points where possible)
- **Design & Development** (1-2 short paragraphs, bullet points where possible)
- **Deployment & Implementation** (1-2 short paragraphs, bullet points where possible)
- **Monitoring & Evaluation** (1-2 short paragraphs, bullet points where possible)

Add tips throughout, as appropriate.

RESOURCES

Images and Quotes (include throughout, if appropriate)



Challenges

(100 words, 1-2 short paragraphs followed by 2-4 bullet points)

Identify the obstacles that you faced throughout the course of the project. Think about how different legal, technical or cultural factors could have shaped it.

Results

(200-400 words, short paragraphs with bullet points)

Discuss your successes or failures, including what did not go as expected. Share the response you received from your users, stakeholders, and partners. Describe the insights that you gained to inform future work. Include data to quantify the results.

RESOURCES

Images and Quotes (include throughout, if appropriate)



RESOURCES

Images and Quotes (include throughout, if appropriate)

Lessons Learned and Recommendations

(100 words, 1-2 short paragraphs followed by 3-5 bullet points)

- Walk through what you learned from the project that you would apply to future efforts. Give advice to others who are starting an initiative that will address the same Principles, or steps to incorporate more Principles in future contexts. Be sure to note any unexpected challenges that occurred during the project, how you or your team addressed them, and what you learned after the fact.