

**Proposal for developing a successful & functional Economical Development Diary Tool for Nozala Trust**

The project intends to be solved and fulfilled through 3 connected process steps:

- 1) **Meetings with Nozala Trust project manager & team for Economical Development Diary Tool**  
 State the baseline for the project  
 The overall purpose, vision, mission & strategy for creating the tool so it serves Nozala Trust and the enterprises under Nozala Trust best way possible :
  - as a strategic control tool for Nozala Trust to observe and support enterprises best way possible
  - as a support tool that support enterprises in relation to everyday practices and long term development (here user involvement and usability testing creates a foundation for success - see step 2)
  
- 2) **Innovation processes - User involvement and ideation**  
 We research and gather information of enterprises to get knowledge of how to support them best way possible in relation to develop the Diary tools
  - We interview and study enterprises in their daily work
  - We invite various enterprises into Ideation and Innovation workshops. They learn how to develop innovative ideas and solutions + develop ideas for the perfect functional Diary tool
  
- 3) **Development of tools + usability testing (user involvement)**  
 On the bases of 1 & 2 we have a valuable foundation for creating the tools.
  - Enterprises are invited in or we visit Enterprises to test Beta versions of the tools and give inputs about functionality and the value for them in their work.
  - Adjustments will be made

**ESTIMATED COSTS / FINANSIERING PER 1/11 2014**

<b>Delivery / processes / Task</b>	<b>Hours</b>	<b>Leverance</b>	<b>ZAR</b>
Strategy meetings with Nozala Project Team  Pre-meetings with Nozala Project Team <ul style="list-style-type: none"> <li>- Baseline</li> <li>- Aim &amp; goals of project</li> <li>- How does the Diary tool expect to support Enterprises</li> <li>- How does the Diary tool expect to function as a tool for Nozala Trust</li> <li>- Approval of strategy for creating the Diary Tool</li> <li>- Plan for follow ups (feedback, meetings between Nozala and Creative Dogma)</li> </ul>	18 h  (6 h)		ZAR xxxx
Follow up meetings during the process to <ul style="list-style-type: none"> <li>- Inform of and adjust the process sooner and during every process step</li> <li>- Present findings and ideas for Diary tool</li> <li>- Present Beta tool</li> <li>- Present test results and adjustment needs</li> <li>- Presentation of final tool and</li> </ul>	(12 h)		
Ideation and user involvement	45 h		ZAR xxx

<ul style="list-style-type: none"> <li>- Creating a baseline (user/enterprises daily life, experiences, wants challenges and needs)</li> <li><b>4-5 enterprise visits on site + interviews</b></li> <li>- Examine experiences, needs and how to support the users best way possible</li> <li><b>2-3 Innovation workshops and courses (7 - 14 Enterprises per workshop)</b></li> <li>- Preparations</li> <li>- User developed solutions created in group process</li> <li>- Enterprises learn innovative thinking and problem solving</li> </ul>	(20 h)		
	(25 h)		
<p>Development of Diary tool</p> <p>Development of an intuitive and functional web platform (Beta version)</p> <ul style="list-style-type: none"> <li>- Including all or key tools from the list below</li> <li>-</li> </ul> <p><b>Usability test</b></p> <ul style="list-style-type: none"> <li>- Enterprises are invited in to try the tool</li> <li>- Analyses and adjustments</li> </ul> <p><b>Creation of the final Diary Tool</b></p> <ul style="list-style-type: none"> <li>- Adjustments</li> <li>- Diary tool with all the functions listed below</li> <li>- Presentation of Nozala Trust Diary Tool</li> <li>- Branding and out roll of the Diary tool</li> </ul>	130 h??		ZAR xxx
	(14 h)		
<b>Total</b>			<b>688.700</b>

**Economical Development Diary Tools:**

- Some tools are static writings / inspirations / guidelines
- Other tools are web tools to fill in, report online to Nozala

List of tools & functions  
 Activity management tools

Evaluation forms

Weekly and monthly reports

Planning, performance and reporting tools

What will make you thuthuka as a woman

How to tools for each business area

Patent and sell

Marketing tools

Customer awareness, acquisition, retention, development and loyalty tools

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Pictures of enterprises

Annual reports

Best practices and tools

Cluster of business and products each with market options

Areas and maps

Minimum village package of businesses

Minimum peri urban package of businesses

Minimum package of individual women

Government supplier strategy

Investee partners strategy

Areas of influence strategy

100 households strategy

Export strategy

Nozala stories