Sauti za Wananchi – Interactive Visualisations
Terms of Reference – DRAFT

Background: About Twaweza and Sauti za Wananchi

Twaweza means "we can make it happen" in Swahili. We are an ambitious initiative that started in 2009, working on enabling citizens to exercise agency, promoting governments to be more open and responsive, and improving basic learning for children in Tanzania, Kenya and Uganda. We are now into the second phase of our ten-year initiative, on the foundation of the rich lessons and experience from the initial years.

Sauti za Wananchi (Voices of Citizens) uses mobile phones to regularly collect information from a representative sample of Tanzanian and Kenyan citizens. The initiative allows survey data to be gathered quickly and efficiently, at low cost, to inform citizens of what's going on and to support policy-makers to be more responsive to the needs and aspirations of citizens. Since February 2013, respondents have been contacted monthly by a call centre with questions on a diverse range of topics.

Over this time, a large quantity of data has been collected. Much of this has been analysed and published in briefs and other printed publications. However, with growing access to the internet across East Africa, there is an opportunity to publish the data online in new and interactive ways.

Objective:

The main objective of this work is to develop an interactive visual tool that enables a wide online audience to gain insights from Sauti data on citizens' experiences and opinions in East Africa.

Specific tasks and outputs:

1. To develop a series of eight interactive visual tools ("dashboards") that showcase Sauti za Wananchi data, with each dashboard focusing on a different key topic. These topics will include health, education, water, security, politics, access to information, and two more topics to be determined. Each dashboard will present a curated collection of interactive visualisations that enable users to:
   a. explore time-series data on 5-10 selected key indicators relating to the topic;
   b. explore data from a selection of 15-20 one-off survey questions on citizens opinions and experiences relating to the topic;
   c. explore demographic breakdowns of responses, including breakdowns by gender, urban/rural location, age group, wealth quintile and level of education;
   d. share user-generated visuals via email, facebook and twitter, and to download in pdf and csv formats;
2. To develop a landing page that engages and intrigues users. Possible formats for this include:

  a. A graphic image of a village / town scene, containing images representing a school (representing health), a waterpoint, a clinic, etc., where a user can see an example stat (from Sauti) by each image, and clicking on the image takes users to the relevant dashboard

  b. A mind-map layout, with each of the eight topics on circles around a central hub, and with indicators spreading out from each circle

  c. A block-chart layout, with each topic represented by a block

  d. A combination of the above approaches can also be used

3. To ensure all the above content is available through a platform that is easily embeddable into the Twaweza website. The *Tableau* software would be suitable for this purpose.

4. There are a number of do's and don'ts with the Sauti za Wananchi dataset so any project partner would need to build in sufficient time for careful understanding of the data.

5. New data is added to the Sauti za Wananchi database regularly so discussions will need to be had about the terms and conditions for adding new data – either updating data for existing dashboards or creating new dashboards.

Target audiences

- **Media** – journalists and editors, looking for general or detailed information to inform their news stories.
- **Researchers** – interested in a wide range of different analyses of the data.
- **Policy makers** – potentially interested in being able to easily access evidence / data on specific issues they are working on.
- **Citizens** – interested in information that is directly relevant to them and/or their families and communities. Though internet penetration is increasing in East Africa, these will still tend to be elites, better educated than average. However, simplicity of navigation and analysis will be particularly important for this audience.

In all these cases, the primary audience is those within East Africa. In practice, there may be other users outside the region, but their needs are to be considered secondary.

Time Frame

Timeframes are negotiable but the below represents an outline of the maximum timeframe available for this project.

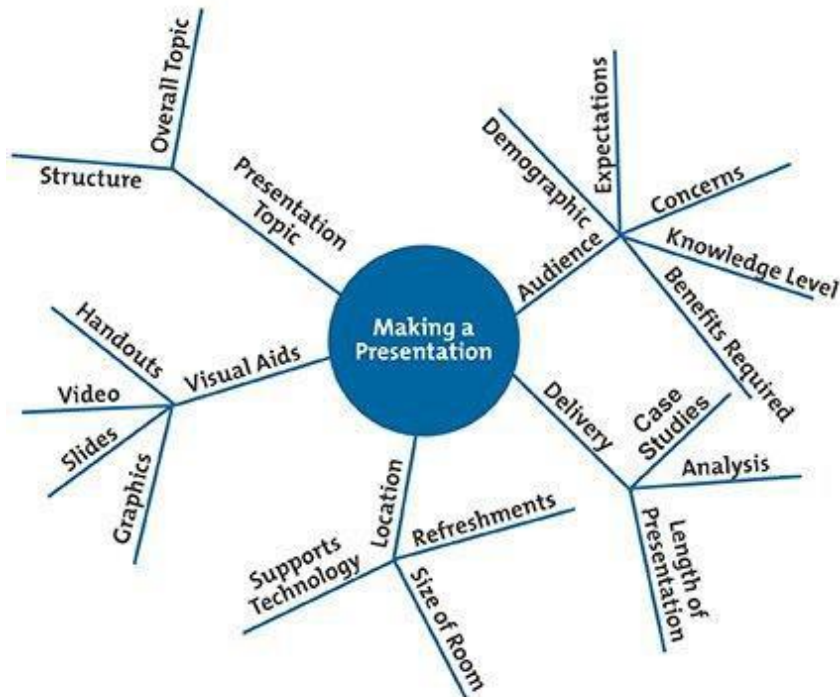| Activity	Complete by
Contract vendor	20-Oct
Alpha version for testing and feedback (Tanzania)	25-Nov
Presentation and feedback	10-Dec
Revision following testing	15-Jan 2018
Launch in Beta	10-Feb 2018
Develop Kenya and Uganda	31-Mar 2018

To apply please submit a short written proposal including budget and three examples of past work. The deadline for submissions is Monday 9 October. Please send applications to smasenga@twaweza.org

POSSIBLE VISUAL REFERENCE

Topics could be presented as block charts, varying for the number of indicators under the topics.

Sub-topics and indicators could be presented as mind maps (circles for sub-topics, the branches for indicators).

Village scene
See Attachments