

# Developing a Knowledge Bank or On-Line Repository

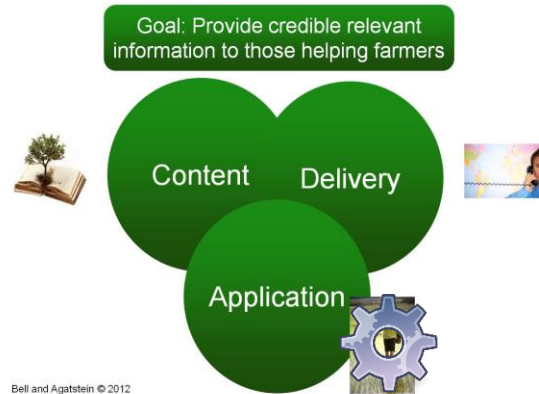
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People want credible, relevant and easy-to-apply information. Use the following to help you successfully provide such information.

**Goal of a knowledge bank.** Provide credible, relevant, easy-to-apply information to help your audience (e.g., farmers).

## Key Characteristics (See Figure)

1. **Quality content.** You want information that is credible and relevant (both in terms of format and content).
2. **Sustainable delivery.** How will you ensure that both the content and the on-line resource are maintained, updated and sustained?
3. **Used resource (Application).** How will you ensure end-users are using the information to ensure feedback for improvement of both the content and the delivery mechanisms?.



**Example site:** e-Afghan Ag <http://eafghanag.ucdavis.edu>

## Project implementation requirements

**Project Driver.** Identify someone passionate and knowledgeable about the topic – committed to making sure it succeeds with support from their management?

**Sustainability?** How will the project be maintained, updated and sustained? What happens if the project-driver leaves?

## Key Characteristics (See the following pages for more detail.)

1. **Content** – Must provide credible, relevant demand-driven content
2. **Delivery** – Need appropriate material delivered in an appropriate form through easily accessible channel(s).  
**Note:** While we use the term “delivery”, the intent is two-way communication.
3. **Application** – The process must include linkages to the end users for feedback on emerging needs plus feedback on content usefulness and delivery efficiency  
**Why?** Always ask why someone would use my site? Why would they do want I suggest? Why is this site needed?





## 1. Content – Ensuring Quality

Element	Consideration	Who responsible
Audience	<p><b>Focus?</b> Clearly identify who is the audience and what is the information they need.</p> <p>Start with the audience in mind – Have a clarity of both the system users and the ones they are serving. What are the needs and circumstances and what is the access to the information?</p>	
Needs driven	Identify information the audience wants, needs and can use?	
Credible and relevant solutions	Make sure the information is from a credible tested source and that solutions are proven under the expected conditions.	
Material development	<p>Ensure information is</p> <ol style="list-style-type: none"> <li>1. clear, simple and practical (doable).</li> <li>2. appropriate for the audience (in terms of language and content)?</li> </ol> <p>For file management, have a clear naming system.</p>	
Acknowledgement	Acknowledge all those contributing – this builds support and willingness to contribute	
Material form	Develop materials in forms that will best reach and be used by the audience (e.g., Factsheets, video,...?)	
Material – value addition	<p>Consider the value-add your product adds to information already available. Is it easier for people to access and apply?</p> <p>Ensure there are clear reasons why people would use and access your information. Consider other (better) options.</p>	
Material review	Identify subject matter experts and have a process to ensure materials are credible, relevant and easily understood	
Sign-off	Indicate who has the final say in terms of material approval?	



## 2. Delivery – building two-way communication

Element	Consideration	Who responsible
User conditions	<p>Ensure the “delivery” technology matches the access options of the users.</p> <p>Consider material available in different forms – written, CD/DVD and/or web.</p>	
Building trust in source	<p>Design a plan such that beneficiaries and intermediaries</p> <ol style="list-style-type: none"> <li>1) learn of the resource and</li> <li>2) will trust it.</li> </ol>	
Interface development	<p>Develop and maintain an intuitive easy to navigate (with search option) interface.</p> <p><b>Simplicity</b> Keep site simple and intuitive – include a search option.</p>	
Server management	Identify who will manage the server	
File management (naming, uploading)	Identify who will manage the files including different formats, backup naming and uploading.	
Accuracy	<p>Have a mechanism to ensure links are active and information correct.</p> <p>Regularly check and ensure all links are active. Broken links quickly reduce site credibility.</p>	
Linkage to other ICT options (radio, cell, video...)	Material delivery has to consider a range of delivery channels. Ensure materials are suitable for all approaches	
Promotion	Plan for site promotion (keeping in mind the need to also build trust)?	



### 3. Application – ensuring relevance and use

Element	Consideration	Who responsible
Linked to users	Make sure the project is linked to those who are using the information and that you can collect feedback on content, format and ease of use?	
Feedback	Include mechanismS to collect and respond to feedback on <ul style="list-style-type: none"> <li>• Content (Message and form)</li> <li>• Interface</li> <li>• Emerging needs</li> </ul>	
<b>Be open to criticism</b>	Listen openly to feedback – You do not have to accept all suggestions – but evaluate if there is a valid point to be made – and if so respond to improve your system.  If you have to explain excessively how to use your system and/or find information, then there are improvements to be made.	