






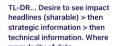



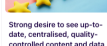







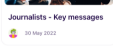
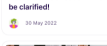





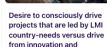




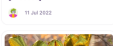
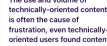





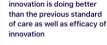




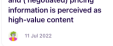

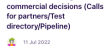
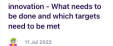




# FIND - Internal and external stakeholder interviews

Here are some observations and insights based on grouped snippets from stakeholder interviews.

 <p><b>FIND - Core activities include innovation, funding and fund-raising, resource mobilisation, disease programmes, training &amp; education, biobank, DNO, data portal, ACT A.</b></p> <p>30 May 2022</p>	 <p><b>Strong desire to raise FIND's visibility/impact by making content more digestible and shareable on social media</b></p> <p>30 May 2022</p>	 <p><b>Share desire to see operationalisation of 2021 strategy with human-impact storytelling</b></p> <p>30 May 2022</p>
 <p><b>Desire to showcase case studies (Based on comments related to audience groups seeking related/connect content)</b></p> <p>30 May 2022</p>	 <p><b>Strong desire for impactful images/video, greater responsiveness, a 'clicker' UI/micro interactions</b></p> <p>30 May 2022</p>	 <p><b>Desire to see operationalisation of 2021 strategy and know where FIND is at present - seen as 'less siloed' - and more as a unified global organisation.</b></p> <p>30 May 2022</p>
 <p><b>Internally, there is a strong desire for FIND to be showcased as a leading and trusted data source and thought-leader</b></p> <p>30 May 2022</p>	 <p><b>TLDR... Desire to see impact headlines (shareable) &gt; then strategic information &gt; then technical information. Where granularity of data cascades... [Based on content feedback and frustrations]</b></p> <p>30 May 2022</p>	 <p><b>Strong desire for navigation redesign and enhanced tagging for SERPS / social sharing [Based on comments around lack of findability]</b></p> <p>30 May 2022</p>
 <p><b>Strong desire for connected content where related content is visible and accessible. [Based on comments about discoverability]</b></p> <p>30 May 2022</p>	 <p><b>Strong desire to track content performance inform continuous improvement [Based on comments about user driven content]</b></p> <p>30 May 2022</p>	 <p><b>Strong desire to see up-to-date, centralised, quality-controlled content and data (reorder filters... prioritise emergency use and WHO/DA approved)</b></p> <p>30 May 2022</p>
 <p><b>Desire to rethink potential of Newsroom [Based on feedback relating to lack of findability]</b></p> <p>30 May 2022</p>	 <p><b>As a partner, FIND may be required to fulfil certain reporting/publishing obligations and/or correctly define ownership/partnership/allay status</b></p> <p>30 May 2022</p>	 <p><b>Strong desire to showcase How FIND strengthens health systems / Why diagnosis matters [Based on collective feedback]</b></p> <p>30 May 2022</p>
 <p><b>Advocacy - Key messages</b></p> <p>30 May 2022</p>	 <p><b>Beneficiaries / Civil groups - Key messages</b></p> <p>30 May 2022</p>	 <p><b>Donors - Key messages</b></p> <p>30 May 2022</p>
 <p><b>Decision-makers - Key messages</b></p> <p>30 May 2022</p>	 <p><b>Journalists - Key messages</b></p> <p>30 May 2022</p>	 <p><b>Desire to showcase 'resource mobilisation' - To be clarified</b></p> <p>30 May 2022</p>
 <p><b>Updates to 'calls for partners' page is shared socially which leverages traffic [Process]</b></p> <p>30 May 2022</p>	 <p><b>Appetite to showcase careers and life at FIND [Based on comments around amplification of 'employee experience']</b></p> <p>30 May 2022</p>	 <p><b>Partners - Key messages</b></p> <p>30 May 2022</p>
 <p><b>Appetite for commonly asked questions per audience grouping to be easily surfaceable. User curated content.</b></p> <p>30 May 2022</p>	 <p><b>Network optimisation - Key messages</b></p> <p>30 May 2022</p>	 <p><b>Pipeline - Key messages</b></p> <p>30 May 2022</p>
 <p><b>Marketplace - Key messages</b></p> <p>30 May 2022</p>	 <p><b>Strong desire to showcase DNO impact across the end-to-end process [Based on feedback from Heidi]</b></p> <p>30 May 2022</p>	 <p><b>Desire to consciously drive projects that are led by LMJ country-needs versus drive from innovation and commerce [Based on comments from Sanjiv]</b></p> <p>31 Jul 2022</p>
 <p><b>Desire to see employee experience, advocacy and contributions amplified</b></p> <p>11 Jul 2022</p>	 <p><b>Disease programmes and projects can be highly complex and requires many SMEs and key players in order to ensure requirements, targets and mandates are being met [Process]</b></p> <p>11 Jul 2022</p>	 <p><b>Policy is central to FIND's activities and is often the making of a case study</b></p> <p>11 Jul 2022</p>
 <p><b>Strong desire to see data related to key diseases of public health interest the same approach COVID data is made available and presented</b></p> <p>11 Jul 2022</p>	 <p><b>FIND will be 20 years old - Lets showcase our achievements!</b></p> <p>11 Jul 2022</p>	 <p><b>The use and volume of technically-oriented content is often the cause of frustration, even technically-oriented users found content to be overwhelming/friction point</b></p> <p>11 Jul 2022</p>
 <p><b>FIND is perceived well in the training and enablement space with room for development (possibly with GLI trainings)</b></p> <p>11 Jul 2022</p>	 <p><b>Both Donors and Innovators highly value policy data</b></p> <p>11 Jul 2022</p>	 <p><b>A strong shared vision (with peers and partners) enables a virtuous cycle for FIND</b></p> <p>11 Jul 2022</p>
 <p><b>Social marketing and amplification of projects and outcomes is effective and there is room for additional leverage</b></p> <p>11 Jul 2022</p>	 <p><b>Users rely on FIND for performance data and breaks and/or changes can cause frustration</b></p> <p>11 Jul 2022</p>	 <p><b>Desire to learn how an innovation is doing better than the previous standard of care as well as efficacy of innovation</b></p> <p>11 Jul 2022</p>
 <p><b>Users have a strong view of what 'a good user experience' looks like</b></p> <p>11 Jul 2022</p>	 <p><b>Global access policy, tlc's and (negotiated) pricing information is perceived as high-value content</b></p> <p>11 Jul 2022</p>	 <p><b>Some concern about the transparency of data and bias towards commerce</b></p> <p>11 Jul 2022</p>
 <p><b>Innovators primarily visit FIND to scope market for opportunities and assess corresponding requirements. These drive strategic and commercial decisions (Calls for partners/First directory/Pipeline)</b></p> <p>11 Jul 2022</p>	 <p><b>Innovators - There is a knowledge gap around requirements of the innovation - What needs to be done and which targets need to be met</b></p> <p>11 Jul 2022</p>	 <p><b>Strong desire to see searchability of content enhanced</b></p> <p>11 Jul 2022</p>
		 <p><b>The procurement process is driven by WHO/DA etc qualification status</b></p> <p>11 Jul 2022</p>