Badge Nation – Badge Writing Platform Development Brief

Client name	Real Ideas Organisation	Project	Badge Writing Platform Development
Point of contact	Ruby Barter	Author of brief	Ruby Barter

About the Client

[Badge Nation](#) is committed to recognising what individuals achieve and accomplish outside of formally accredited qualifications, using digital badges to motivate learning and ambition. We are a not-for-profit, purpose driven partnership bringing together all sorts of organisations across industries and sectors, to better champion skills, experience and learning – whatever that might look like.

With Badge Nation organisations can easily create their own bespoke badges to acknowledge and reward the achievements of students, volunteers, colleagues and teams. Led by Real Ideas and Future Creators, all badges issued by Badge Nation are written using the Cities of Learning badge standard which is endorsed by City and Guilds and the RSA.

Badge Nation member organisations (Issuers) pay [annual membership](#) to gain access to badge writing support, quality assurance and publishing, and [Credly](#) - the global badge issuing platform on which all Badge Nation badges are stored.

Objective of Development

This development project is intended to broaden Badge Nation's functionality and impact over two main strands:

Elevate user experience for Issuers
- provide dynamic, interactive badge writing platform with clear tool tips.
- drive all membership support and related platform access through one site, reducing confusion and decreasing need to seek additional support and clarifications, increasing value of membership offer.
- automate support comms to progress members through processes.
- reduce barriers to participation, increasing uptake of membership.

Drastically increase efficiency of internal operations
- reduce manual steps in quality assurance and publishing process by providing two-way communication with Issuers.
- reduce time spent to deliver membership support by use of integrations with third party platforms i.e. Credly.
- maximise profitability of membership offer.

Systems & Associated Platforms

WordPress – Members Area

Our members area, which provides a portal for access to badging resources, is built on WordPress.

Whilst we currently use a Google form and Google sheets to accept and quality assure badge writing applications, we would like this process to be built into the members area, negating the need to use Google's suite and provide a fluid, consistent, user-friendly experience.

We communicate back and forth by email throughout the badge writing process. This support would need to exist within the platform, as part of the steps in writing a badge, and allow for 2-way correspondence, in the form of comments, between our team and the members writing the badge.

As our web app is already established, you will need knowledge and experience of:
- WordPress – custom theme development
- Bedrock – a WordPress boilerplate for modern development tools
- Composer – PHP dependency manager
- OpenAPIs – Knowledge and experience using OpenAPIs, to integrate with badge issuing platforms using the Open Badge Standard.
- Proficient in HTML, SCSS, Javascript, PHP, Git, CICD processes.

Badge Issuing Platforms – Credly / Badgr

Credly and Badgr are third-party badge issuing platforms where we manually publish and issue digital badges. We would require integration with APIs to add new badges by sending badge metadata, whilst automating the steps of issuing badges to the badge writers.

https://www.credly.com/docs/web_service_api

https://support.badgr.com/en/knowledge/badgr-app-developers-api-guide

Areas for Attention and Platform Needs

Area for attention	Item / Process	Platform Needs
Member Experience	Badge Writing	A Badge Builder that: • Is accessed via Badge Nation website Members Area (WordPress). • Can be accessed and used by any organisation. • Has a range of answering options e.g. multiple choice, drop down, text box etc. • Can be character limited to match required limits on Badge Issuing Platforms.

		• Identifies spelling errors. • Provides support via tool tips e.g. pointers via text, images, gifs, videos to support new Badge Writers and eliminate need for lengthy badge writing workshops. • Contains 'Visuals Builder' so Badge Writers can submit preferences for branding and design of badge visual. • Allows respondent to flag as ready for quality assurance, or 'in draft' to access later. • Integrates with Badge Issuing Platforms to locate and duplicate metadata for existing badges to pre-populate.
Member Experience	Quality Assurance	An individualised dashboard / storage point within the Members Area that: • Allows form respondents to access their current submissions to continue / complete working on them. • Allows form respondents to view and duplicate historical submissions. • Allows form respondents to delete submissions they no longer wish to progress. • Provides automated notifications following periods of inactivity on in-draft badges e.g. "Are you finished working on this badge?" "Do you need help with this badge?" • Allows two-way communication with BN team via comments and notifications.
Internal Operations	Quality Assurance	A central dashboard / storage point that: • Displays whether badges have been submitted in draft or ready for QA. • Notifies BN team when a new badge is ready for QA. • Allows two-way communication BN team to leave comments / suggestions re. QA, and notify badge writer of these comments. • Allows BN team to update status of badge.
Internal Operations	Publishing	Implement API with Credly that: • Allows BN to automatically publish quality assured badges without need to manually copy metadata. • Allows BN to automatically issue digital badges to badge writers.
Member Experience	Publishing	Notification system that: • Provides notifications to all relevant parties when badge is published.

Desired Elements of User Experience
Display the badge writing process in separate steps

We feel by displaying the badge writing process in separate steps would provide the best user-friendly experience and would include ideas such as:
 	
 • Sections to make [our current form process](#) more manageable to digest and easier to provide information.
  e.g. tool tips, text, gifs, videos etc.
 • A progress bar with green to indicate when sections are complete, orange when in draft, red when not started.
 • Progress status would be repeated on an overview dashboard, to easily indicate the progress of multiple badge applications.
  e.g. in draft, ready for QA, has comments, ready for publishing, has been published, published

Badge Visual Builder
Along the lines of a custom product builder, the badge visual builder will allow: • Selection of different types of badge design available, within specified limitations of our badge visual design conventions.   • A badge writer to submit preferences on specific customisable elements, such as brand colours, logo, badge short title etc.

Functionality Requirements

Platform needs to:

- Be fully responsive on desktop, tablet and mobile with an exception for some limiting on mobile.
- Accessible to BN team within WordPress.
- Clear, simple, and user friendly to give the best member experience.
- Be fully compliant with GDPR and Privacy Policy.
- Reflect Badge Nation's branding, values and inclusivity.
- Content editable by BN team to reflect any future updates to process, membership packages, terminology, support, and platforms.

Budget

We have not specified a budget for this brief, we welcome your interpretation & ideas on all UX and development solutions, and encourage competitive costs on delivering these.

Brief Response Requirements

Please include:

- Cost and timeframe for delivery.
- Outline of proposed platforms / systems and solutions.
- Outline of proposed service and any other valuable information.
- Details of any added value in your alignment with our One Planet Living Plan.
- Details of any ongoing support such as updates and maintenance, or training to our staff to complete any required maintenance.
- Examples of similar work and/or work that is relevant to this brief.

Submissions

Please submit your proposal via email before **Tuesday 14th June 2022**

Subject:
BN Development Proposal

Recipients:
Ruby Barter Ruby.Barter@realideas.org
Lee Dyer Lee.Dyer@realideas.org

Contact information

If you have any questions or need further information, please do not hesitate to get in touch with Ruby Barter, Programme Coordinator, via email ruby.barter@realideas.org