MOBILE SOLUTIONS TECHNICAL ASSISTANCE & RESEARCH PROGRAM (mSTAR) BANGLADESH

TECHNICAL ASSISTANCE REPORT

TA RECIPIENT: SOCIAL MARKETING COMPANY (SMC)
MARCH 2015

mSTAR Bangladesh Technical Assistance Report
Request from: Social Marketing Company (SMC)

Overview of Technical Assistance Request

SMC requested technical assistance from the mSTAR Bangladesh team to assist them in collecting their baseline survey data using the Qualtrics mobile data collection app. They first learned about mSTAR's TA support through a bilateral meeting between mSTAR and SMC. Afterwards, they requested the TA by e-mail on January 13, 2015, CCing their AOR.

Challenges to Mobile-Based Data Collection

SMC lacked the information, knowledge, and resources on how to collect GPS-enabled mobile-based data. Specifically, they were experiencing challenges in designing a questionnaire using Qualtrics (including performing display logics), creating a mobile-based data collection process, planning capacity building sessions for data enumerators, and performing data analysis. Due to these challenges, SMC requested support from mSTAR Bangladesh.

Overview of SMC Implemented mSTAR Activities

SMC is planning to integrate mobile money payments into the following three programmatic areas:

- Blue Star
- Private Community Health Providers (PCHP) training program
- Sales collection

The financial transactions made through mobile money payments will be to disburse training related expenses to field level project staff from Blue Star and PCHP. Training costs include venue rental, food, honorariums, logistics procurement, travel costs, accomodation, and other related expenses. Also, five sales officers will be depositing their sales using mobile money payments in the proposed piloting phase.

Purpose of TA Request

The purpose of the TA was to train SMC on designing survey questionnaires using Qualtrics, support training to their hired data enumerators' on mobile-based data collection processes, and assist in data analysis processes using the platform.

TA Topics Requested by SMC

In particular, SMC requested the following types of TA support from mSTAR Bangladesh:

Training: Training a nominated person from SMC on the development of survey questionnaires using Qualtrics and facilitating a half day training with demonstrations for SMC selected data enumerators.
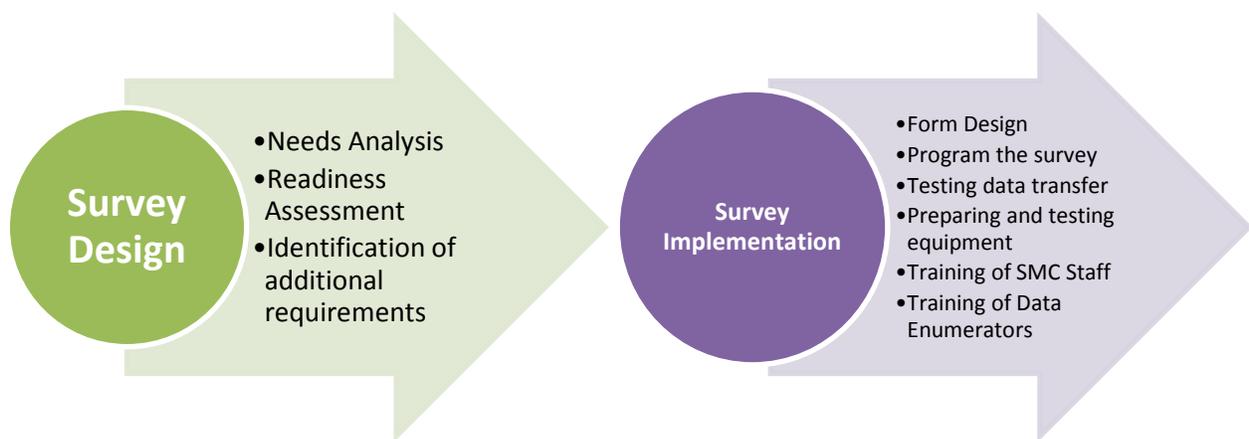
Designing of baseline questionnaire: Support SMC nominated person to design the questionnaire in Qualtrics.

Database preparation and analysis: Support SMC to export the dataset from Qualtrics into Excel and analyze it.

Logistics support: Test six tablets pre-loaded with their baseline survey questionnaire (on loan from mSTAR).

TA Activities and Timeline

The mSTAR Bangladesh team undertook the following activities in order to support SMC in collecting their baseline survey data using mobile phones.

Survey Design
- Needs Analysis
- Readiness Assessment
- Identification of additional requirements

Survey Implementation
- Form Design
- Program the survey
- Testing data transfer
- Preparing and testing equipment
- Training of SMC Staff
- Training of Data Enumerators

Survey Design

Needs Analysis

mSTAR Bangladesh worked with SMC to identify the type of data that needed to be collected from the baseline survey to determine the suitability of using mobile data collection. A bilateral meeting between SMC and mSTAR held on January 15, 2015 found that all of the targeted data were quantitative in nature, which could be collected using tablets..

Readiness Assessment

The bilateral meeting on January 15, 2015 also provided a way to assess the readiness of collecting baseline data using mobile phones. The readiness was assessed considering the following components:

Infrastructure: The network connectivity of SMC chosen data collection areas (from six districts) is very good; about 95% of the areas have good network coverage. Also, local SMC staff reported that the areas have good and widespread electricity supply, which meant that data could be collected without any disruptions.

Data enumerators' capacity: It was decided in the meeting that SMC would select data enumerators' with experience using mobile data collection tools, in particular those who have received prior training from mSTAR. The major reason behind this strategy was that the data enumerators had already received intensive training on using mobile data collection app and would only require a one day orientation program to familiarize them with the survey questions.

Respondents' capacity: Respondents' capacity to respond to the survey questions was also taken into account in order to employ mobile-based data collection. It was noted that all the respondents are literate (since they are pharmacy owners, rural medical practitioners and sales officers). This was very helpful in taking the decision to collect data using the mobile data collection app.

Quality Control: SMC planned to recruit two quality controllers (QC) for six districts (three districts under one QC) who would be in the field to visit the data collection spots and support the data enumerators. The QCs were not regular staff of SMC; but, they had previous experience.

Identification of Additional Requirements

SMC and mSTAR Bangladesh identified and addressed the following additional requirements:

Data collection software: mSTAR Bangladesh agreed to provide usage of Qualtrics for conducting the survey.

Data collection device: mSTAR Bangladesh planned to support SMC by lending them six tablets for data collection. SMC was responsible for buying the SIM cards, data packages and airtime.

Survey Implementation

mSTAR Bangladesh assisted SMC to implement the survey in the following ways:

Form design: mSTAR Bangladesh designed one out of four data collection forms in Qualtrics. Also, Mr. Rashed Monsur, Sr. Research Officer of SMC was trained on designing forms in Qualtrics and he successfully designed the other forms with inputs from mSTAR team.

Program the Survey: mSTAR Bangladesh's M&E Specialist provided support with making changes to the forms as required.

Testing data transfer: mSTAR Bangladesh carried out a data transfer testing using Qualtrics.

Preparing and testing equipment: mSTAR Bangladesh tested the tablets before handing them over to SMC.

Develop survey protocols: mSTAR Bangladesh assisted SMC to finalize their survey protocols, including a data backup plan and device charging instructions.

Training: mSTAR Bangladesh trained Mr. Rashed Monsur, Senior Research Officer of SMC, on how to design mobile compatible questionnaires using Qualtrics. Other associated issues, such as troubleshooting offline survey apps, usage of Qualtrics-generated initial reports, and tracking the data collection process using GPS locations were also covered in the training session. mSTAR Bangladesh also facilitated a half day training session for six data enumerators' on how to collect and store survey data using the Qualtrics mobile app. Another half day demonstration session was arranged by mSTAR Bangladesh to acquaint them properly with the data collection process. The enumerators interviewed each other in a demonstration session using the designed questionnaire, and practiced saving and uploading responses.

The timeline of the TA activities are summarized below:

SL	Activity	Date
1	SMC staff send TA request to mSTAR Bangladesh	January 13, 2015
2	SMC and mSTAR meet to discuss TA request (i.e. survey design & implementation)	January 15, 2015
3	mSTAR prepared a TA plan	January 21, 2015
4	mSTAR trained Mr. Rashed Monsur, Sr. Research Officer of SMC on designing questionnaires using Qualtrics	January 22, 2015
5	mSTAR facilitated a half day training session for SMC's hired data enumerators on mobile-based data collection at SMC's head office in Banani, Dhaka	February 11, 2015
6	mSTAR demonstrated the data collection process at FHI 360's Bangladesh Country Office, Dhaka	February 12, 2015
7	mSTAR loaned SMC six tablets for baseline data collection which were loaded with the in-house tested questionnaire	February 12, 2015
8	mSTAR supported SMC to track the data collection process using GPS locations, and to export the dataset from Qualtrics in Excel for analysis.	February 15-23, 2015

Initial Outcomes

Capacity building on designing mobile compatible questionnaires

The trained staff of SMC acquired the capacity to develop survey forms using Qualtrics. He was able to design three forms out of four with the assistance from mSTAR Bangladesh. It is expected that moving forward he would be able to design similar types of survey using mobile technology on his own.

Capacity building on data collection process

The enumerators successfully collected data from the field using the mobile data collection app. In the future, it is also expected that the data enumerators will serve as master trainers to train other data collectors of SMC who would use mobile technology for data collection.

Baseline data collection using mobile phones

The major outcome of the TA is that SMC was able to collect data from 275 respondents in six districts using mobile phones. The usage of mobile phones in the data collection process enabled SMC to monitor the process remotely. Also, data reliability and validity was easy to ensure because of GPS-enabled location tracking system and recording of interview duration in the Qualtrics mobile app.

A data enumerator collecting data from a respondent using the mobile data collection app

Planned Follow Up

SMC has decided to collect their mid-term and impact evaluation data using mobile phones. Also they are planning to incorporate mobile-based data collection in other surveys that they conduct. mSTAR Bangladesh intends to provide ongoing support to SMC, as necessary, in using mobile phones to conduct data collection during their mid-term and impact evaluations.

Annex-1: TA Engagement

Sl.#	Activity Name	Delivery time	Engaged Person	Hrs. spent	Resources utilized
1.	Train SMC nominated person on survey design using Qualtrics	January 22, 2015	M&E Specialist, mSTAR/B	2 hrs	-
2.	• Support SMC to prepare mobile compatible format of the questionnaire • Review the questionnaires • Upload the questionnaires • Test the questionnaires	January 22-February 8, 2015	M&E Specialist, mSTAR/B	16 hrs	1 round trip visit from FHI 360 to SMC
			Communications Specialist, mSTAR/B	3 hrs	
3.	Training and demonstrations of Data Enumerators	February 11-12, 2015	M&E Specialist, mSTAR/B	8 hrs	1 round trip visit from FHI 360 to SMC
			Communications Specialist, mSTAR/B	4 hrs	
4.	Test and handover six tablets to SMC (final questionnaire loaded)	February 12, 2015	M&E Specialist, mSTAR/B	5 hrs	-
5.	Review the dataset, export to Excel and handover to SMC	February 23, 2015	M&E Specialist, mSTAR/B	2 hrs	-