Tool #2: Feedback Guidance

What is it?	Why use it?	When to use it?	How to use it?
This tool will help you collect and analyze feedback from users, beneficiaries, and "customers" of your solution.	To help you identify the improvements needed in the design of your solution and/or its roll-out.	When preparing the user engagement strategy (before and during). To be used more than once, at various stages of the innovation process.	With all people involved in the user engagement strategy. To choose your user engagement strategy, you will need ~1h30 of preparation with your team.

Introduction

To generate feedback on your innovation from users/beneficiaries, and/or customers, and other stakeholders, and conduct simple assessments, you will need to use some qualitative tools, such as questionnaires and interviews. "Qualitative" refers to a type of data that is usually non-numerical such as, for example, information about users' satisfaction or users' experience. For comparison, "quantitative" data is numerical, i.e., it relates to things you can count such as number of participants, number of users, % of women, % of increase.

Depending on the amount of consultation needed, you can traditionally gather feedback through surveys, focus group discussions (FGD) and key informant interviews (KII). Surveys involve the least consultation, while key informant interviews are the most consultative. Click the links in the previous sentence to download instructions on how to conduct these types of consultations.

However, current practice tends to move away from relying only on the traditional interviewer/interviewee format that can create a biased and skewed rapport (and can therefore produce biased and skewed results), and seeks **to prioritize a more participatory and horizontal approach for meaningful engagement.** As such, we recommend, in addition to traditional methods of engagement, to include more participatory methods to engage users/beneficiaries more meaningfully into innovation processes as well as to build rapport and trust. Such tools can easily be integrated into interviews and FGD but also into existing programmatic

activities such as women or youth groups, training courses, and community outreach activities. Integrating data collection exercises into regular known community activities allows 1) not to disturb the community 'rhythm' and habits; 2) to maximize a trusting and safe environment; and 3) to collect information (with consent) in a more comfortable, engaging, genuine, and horizontal manner.

About this tool

This tool will help you create questionnaires for your focus group discussions and key informant interviews.[1] In addition, it also suggests complementary participatory methods to further engage users during group discussions and/or interviews. As such, **the tool has four parts**:

1. A table to help you decide which generic questionnaire to use.
2. Generic questionnaires for you to adapt to your specific innovation and your feedback information needs
3. A list of examples of complementary participatory user engagement methods to either integrate into group discussions/interviews (when relevant) or to use a stand alone data collection exercises.
4. Examples of additional relevant methods of data collection (in addition to interviews, surveys and group discussions).

It is likely you will need different questionnaires at different stages of your project. For example, at the end of the project, you will need to have a final round of consultations that will allow you to understand what key groups of people think of your solution and its potential for further scaling. This means you will need to use this tool more than once.

Questionnaire guidance 101

- Make sure your questionnaire covers all aspects of the user experience and provides you with enough details on specific innovation functions you want to test.
- Keep questionnaires short (no more than 12 questions) to help increase response and completion rates.
- Use a mix of methodologies (surveys, FGDs and KIIs) to obtain answers to your questionnaire. Surveys will help you get broad feedback from a large number of users (and can be done remotely too), whereas FGDs and KIIs will help you get more detailed inputs.

[1] It is important to note that surveys (which are quantitative data collection methods), KII and FGD (which are qualitative methods) require different modalities and means of engagement; for example, survey questions must be short and easy to analyze (e.g no open questions); whereas KII and FGD allows for more in depth questions and information (e.g. open questions).

- Make sure to consult a representative sample of responders (especially for Questionnaires 1 and 2) and make sure that your consultation methodologies do not exclude vulnerable or marginalized segments of your user base (for example, written questionnaires will exclude illiterate people and FGDs may exclude women if mixed-gender meetings are culturally prohibited).
- Make sure to respect good and culturally-/context-relevant practices about consent before user engagement.[2] If children are interacting directly with your innovation, make sure you use appropriate, child-friendly language in your questionnaire, that you obtain consent from a legal guardian before starting the questionnaire and that the child is accompanied by said guardian.
- You may want to integrate various user engagement exercises to build trust and encourage participation (e.g. conversation starters, drawings, experience journey, resource flow - see part 3 below).

You can find other guidance on developing useful user consultation questionnaires here. Go to the section "project lifecycle" under "crosscutting M&E".

1. Part 1 - Questionnaire selection:

Find the most appropriate profile of your innovation user in the table below to find out which generic questionnaires to use and when to use them.

Innovation user profile	**Questionnaire(s) to be used**	**Timing of use**
Primary users/customers are crisis-affected populations ("the end line beneficiary"); for example, children, adults, parents, women, and households, farmers. ➔ *Example types of innovations: cookstove, handwashing station, literacy app, and cash transfer scheme.*	1 for end-line beneficiaries	At the introduction of the solution; then at least once when people have become habitual users; and after any change in design.
Primary user is a service provider; for example, health facility staff, an NGO staff, and Community Healthcare Workers integrating a solution into their work.	2 for service providers	At the introduction of the solution; then at least once when people have become habitual users; and after any change in design.

[2] Guidance on informed consent in humanitarian settings (ICTworks, 2019); Written informed consent templates (WHO); Cartoon-based informed consent (ILRI, 2014); Guidance on digital consent (ICTworks, 2016).

➔ *Example types of innovations: Telemedicine app/scheme for nurses in rural settings; data management tool for NGO staff.*		
User or other stakeholder in a leadership position in their community, facility or organization who decide how to allocate resources in these program areas, and who may not directly interact with the solution; for example, health center managers, headteachers, and heads of village or farmer associations, ➔ *Example types of innovation: Any of the above.*	3 for leaders/decision-makers	At the end of the pilot
Innovation does not have explicit/recognizable/targetable "users"; for example, it is a process innovation, communication campaign, or small business creation.	Gather custom feedback from beneficiaries, such as through a Knowledge Attitudes, Practice survey or customer satisfaction survey	After introducing new content or features

2. Part 2 - Questionnaire samples:

Questionnaire 1

This questionnaire is for individual users or customers. Try to determine a representative and significant percentage of the targeted population (e.g. Focus group discussions with women, men, youth boys, youth girls, people with disabilities, pregnant women, etc.) based on the total number of targeted population. Statistical significance will vary according to the method used (the sample will be larger with surveys than with interviews or FGD).

Task:

1. Determine the number of people you need to reach with the questionnaire.
2. Adapt each of the questions below to fit your innovation. One obvious change is inserting the name of the innovation, but there will be other changes to make so you can gather the information you need. Aim to make your questions as easy to understand as possible.

	Questions
1	Can you **describe** the innovation in your own words
2	What **challenges/needs** in your life does the [innovation] address?
3	Is the [innovation] **easy to use**? Explain why or why not - What is easy to use? - Which challenges did you encounter while using it?
4	How is the [innovation] **different** to the previous products/methods used / traditional systems (or other systems used)?
5	Which part of the [innovation] do you want to see **improved** and why? Explain what **changes** you'd like to see and why
6	Do you see any reason **why you would stop using** [innovation]? Explain

Questionnaire 2

This questionnaire is for service providers **using the solution**. Try to reach a significant percentage of the population with this questionnaire.

Task:

1. Determine the number of people you need to reach with your questionnaire.
2. Adapt each of the questions below to fit your innovation. One obvious change is inserting the name of the innovation, but there will be other changes to make so you can gather the information you need. Aim to make your questions as easy to understand as possible.

	Questions
1	Which **challenge/need** does the innovation address?
2	Is the [innovation] **easy to use**? Explain - Which aspects are **easy** to use? - What **challenges** did you face in implementing/using [innovation]?
3	How does the [innovation] compare (**added value**) to the traditional system (or other systems/products)?
4	Which component in the [innovation] needs to be **improved** and why? Explain what **changes** you'd like to see and why.
5	Do you think it's possible to integrate the [innovation] into systems you currently use? Explain what you see as barriers to and opportunities for **integration.**

6	In your opinion/experience, could such a solution be largely adopted (by many) and why? Explain barriers and enablers (what would make adoption easy) to **adoption.** - Follow-up question, if not addressed: How could such a solution be **largely adopted**?

Questionnaire 3

This questionnaire is for **leaders/decision-makers** within key stakeholder organizations or within the community who decide how to allocate resources in these program areas, e.g. a hospital director or a local MoH official who may not directly interact with the solution. This questionnaire will usually be done through KIIs.

Task: Adapt each of the questions below to fit your innovation. One obvious change is inserting the name of the innovation, but there will be other changes to make so you can gather the information you need. Aim to make your questions as easy to understand as possible.

	Questions
1	How does the [innovation] compare to the previous system?
2	What challenges did you face in implementing [innovation]?
3	How many people are likely to be impacted by this [innovation]? Explain in terms of age, number, gender and geographical scope
4	Which component in the [innovation] needs to be improved and why? Explain what changes you'd like to see and why
5	Do you think it's possible to integrate the [innovation] with the systems you currently use? Explain what you see as barriers and opportunities
6	What challenges do you foresee if the [innovation] were to be adopted by many?
7	How do you think the innovation could be adopted by many?
8	How cost effective was the [innovation] piloting? Explain in terms of resources saved and efficiency
9	How will you ensure sustainability of the [innovation] at scale? Explain in terms of ownership in the future and administrative costs.

3. Part 3 - Complementary methods of user engagement

Method	**Description**	**Additional information**

Conversation starters	Conversation starters can help spark dialogue by suggesting discussion topics (questions, pictures, etc.) around a central theme to make participants react and engage. It can be a good method to start a FGD, to make everyone comfortable, build rapport and trust, and encourage participation.	• IDEO guidelines • Example of conversation starter
Cards sorting	A card sort is a quick and easy way to spark conversation about what matters most to the participants/users. It helps you understand priorities. It can help with engagement in a FGD.	• IDEO guidelines • Example of activity on post-harvest lost for small-holder farmers
Collage	This can help understand how users/communities think, what they value, etc. Collages are an easy way to encourage people to put their thoughts into a tangible output and then explain what it means. This can be a good method for users to picture their habits with regards to a specific product or topic, for example.	• IDEO guidelines • Example of a health program
Drawing	This exercise can help understand how people perceive a specific location or activity (especially when it comes to safety). It can help you understand challenges in access, comfort, perceptions etc. This is a good method, for example, to assess perceptions (e.g around safety) with regards to the location of a new product/service.	• IDEO guidelines
Resource flow	This really interesting and useful exercise can help you better understand individuals and households' priorities based on how money is generated and spent. It can also help understand gender-based power relations within a household or community. This could be a useful exercise, for example, to assess people's willingness to pay (e.g. how they prioritize purchasing such product compared to other households' expenses).	• IDEO guidelines • Example of women group in Kathmandu
Experience mapping / user journey	This exercise helps you analyze how an individual experiences a specific need (e.g. going to the toilet) as well as (later on) how she/he will experience the project/solution. This could also be used to	• DIY guidelines • IDEO journey mapping • elrha

	understand the different needs and opportunities of specific at-risk groups (e.g. people with disabilities). It is interesting to conduct such exercise at the very beginning to create a baseline of needs and opportunities (and understand what people usually do to address this need), then another time to test the project solution during implementation, and then finally at the end of the process for evaluation purposes, to see how the project/solution is being used.	
Personas exercise & empathy mapping	This exercise allows you to build a persona, which is a description of a person who represents a group of users/communities. This will help you understand the end user and generate initial insights into the nature of the problem from the perspective of the user/beneficiary. Note: We are personally not a big fan of this exercise because it requires many levels of assumptions, and can therefore be skewed by the researcher's own perception and cultural understanding.	• DIY guidelines on persona • ELHRA guidelines on persona • Overview of both exercises • Additional links about empathy map (in non humanitarian contexts): - https://www.wedesignthinking.com/en/tools/empathy-map/ - https://www.nngroup.com/articles/empathy-mapping/

4. Part 4 - Additional methods of data collection for innovators

On-site observations	Observations 'from outside'. Important note: Make sure that your presence and methods used fully reflect the do-no-harm principle, safety (yours and the communities you work with), and cultural sensitivity.	• Elrha guidelines • IDEO guidelines for guided tours • People shadowing (DIY toolkit, NESTA)
Immersions	Immersion (observation 'from within') into the communities' daily life, e.g. spend a day shadowing a specific group or person, have them walk	• IDEO guidelines • See 'Day in a life of' method

	you through their day and how they make decisions; play with them; and observe them as they cook, socialize, visit the doctor etc.	• Experience tours (DIY toolkit, NESTA)
Analogous inspirations	Methodology that helps you shift your focus to a different context. Analogous settings can help you isolate elements of an experience, interaction, or product, and then apply them to your specific context. This can work well specifically for innovation processes.	• IDEO guidelines