

Utility Test A: Paper-Based vs. Tech-Based Solution

Data points we would like to collect:

- Previous interaction with PEV
- Info about self, children and dependents
- Diet information (have nutritional information prepared)
- Food sourcing
- Previous knowledge on nutrition and its priority
- How much and what do you and your family eat
- Household health and daily energy levels
- Income
- Are they currently seeking a solution
- Do they have access to technology and what type
- Paper or tech based preference

Survey

*Questions in bold are essential for data collection

Conversation starters and building rapport

- Introduce self and get to know the customer (name, how are you, how is your day/week/weekend)
- Brief explanation of who we are and what our goals are today
 - Ask if you have heard of Project Everest before
 - Explain Hidden Hunger
 - Make aware that we do not provide food but provide information on nutrition and how to have a varied diet
- Ask permission to take notes and record the conversation
 - Need to write down name, age, phone number, location (village and what three words) and customer id

- 1. Age, if they have children, how many children/people dependent in your household**
 - a. What does your day look like?
 - b. What does their normal day look like/do they like to play all day?
- 2. What foods do you generally eat?**
 - a. What have you eaten in the past couple of days?
 - b. What's your favourite thing to eat?
 - c. How many times do you eat in a day?/Do you eat as a family or separately?
 - d. Do you think about nutrition when making meals?
 - e. Is nutrition important in your diet?
- 3. Who in your family normally provides/prepares your food?**
 - a. Do you buy or grow your own food? Why and what range of food?
 - b. How much does it cost?
 - c. What foods are the easiest to access?
 - d. What foods do you wish were more accessible?
- 4. What is your understanding of nutrition?**

- a. Do you look for different vitamins and minerals in your diet?
 - b. How do you learn about nutrition?
 - c. Are you looking for ways to find out more information?
 - d. How important is information on nutrition to you?
- 5. Do you have access to a phone that can use facebook/whatsapp?**
- a. Do you have access any phones?
- 6. Explain our solution transparently**
- *We are developing a solution that will provide you with information on what foods to eat to make sure you and your family have a healthy diet. We are still very early on in the developing stages and are trying to find out how to make it easy for you to access the information.
- a. Is this something you would be interested in?
 - b. Would it be easier to have it sent to your phone or would you rather the information on paper?
 - c. Have examples and pros and cons for each option prepared
- *Paper - you have a physical copy of the information that you will be able to keep handy and someone will come back to deliver it to you and make sure that you understand the information. However, it will take a longer amount of time for this information to reach you.
- *Tech - we can create either an app or a USSD service so that the information can be sent instantly to your phone. This will be easy and available all the time for you to use however if you don't have a charged phone or an access to a charged phone then the information will be hard to get too.
- 7. Would you like a follow up visit if our solution progresses?**

NOTES:

- The word nutrition may be confusing and it needs to be established before the survey. Surveyors need to either be able to explain what nutrition means or have other words they could use instead that are more easily understood.