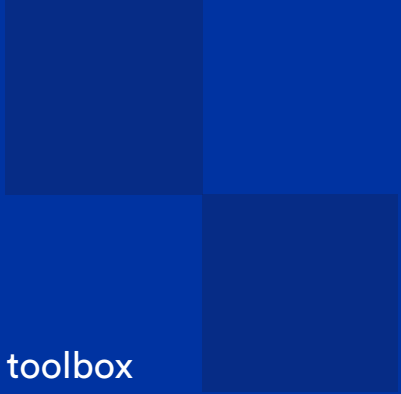


# BUSARA ONLINE

*Envisioning Research in the New World*





At Busara, we're expanding our researcher toolbox to meet the needs of the current world. Whilst we might be able to restart in-person research activities in the future, the current pandemic has paved the way for rethinking remote data collection in a way that is creative, effective, efficient and of high quality. And that should be here to stay. As an organization that has always looked beyond traditional data collection methods, Busara Online brings interactive experiences softwares through apps, websites, offline tools, and 'how to' guides to take our unique offerings remote and achieve our mission of advancing and applying behavioral science toward poverty alleviation in the Global South.

Busara Online takes our end to end research process remote, including participant recruitment, experiment implementation, qualitative & quantitative data collection to empower us to continue to study, and understand our populations of interest.

# Foundational Qualitative Research and Barrier Mapping

The methods here help gain a detailed understanding of the current beliefs, barriers and behaviors of the target population and an in-depth understanding of context to inform next phases in the research process.

## Photovoice

Participatory action research (PAR) is a process that involves community members throughout the research process; recognizes that research is a co-learning process between researchers and community members; and a continually reflexive exercise. Under the umbrella of PAR, Photovoice is one methodology that uses photography as an elicitation tool for engaging communities in identifying concerns and potential targets for change (i.e. a first step in developing interventions to address these self-expressed needs/priority areas).

Our guide takes you through how to leverage digital tools (such as Whatsapp, Zoom and Skype) to complete the photo-assignments around a thematic question and then convene a focus group that follows the SHOWED methodology. We're using this tool in a study to understand the potential of online networks to initiate social norms change. We're piloting WhatsApp based PhotoVoice during Focus Group Discussions to understand social norms, reactions to family planning messaging, redesigning and creating messages.

## Journey Mapping

A journey map is a story designed to provide insights into the user's journey. It is a visualisation of the process that a person goes through in order to accomplish a goal tied to a specific outcome.

Journey maps can be very useful as it helps people to understand the problem at hand in a digestible visual format - that would be much easier to understand than if the barriers and levers were described to them alone. It also helps with seeing if there are particular points in the user journey that have more barriers - thus helping with prioritisation. They are not intended to be representative of every nuance of a journey - in fact adding in too much detail can make them hard to read and undermine their value.

# Segmentation, Intervention Design and Rapid Prototyping

The methods here explore emerging themes from 'Understand' to identify and differentiate the end user groups through behavioral segmentation and design and prototype tailored intervention.

## Co-Design & Prototyping

Busara's approach to collating data from 'Understand' progresses to using human centered design techniques for intervention design. We utilize co-design approaches by bringing users into the solution testing process, and ensure that the product and service design is addressing needs/challenges.

Our solutions are prototyped multiple times through the co-design process. This helps to check assumptions and to gain prompt feedback from our users before moving to high cost product/service development.

This microsite takes you through conducting remote co-design workshops and building out prototypes for testing by including methods, templates and best practices.

# Testing and Recommendations for Scale-up

Experimental testing of final interventions through a virtual decision lab and collect quantitative data to arrive at tangible, effective and scalable solutions.

## KITE

Busara's Knowledge and Insights Tool for Experiments that is an application available on the Google Playstore that anyone can download, join Busara's participant database and fill out surveys, participate in campaigns, experiments and polls. This platform can also A/B test multimedia content such as posters, videos and audio clips.

We've used this app in two ways: as a simple survey tool and as a way to deliver audio visual content. In the first, we sent out links to download the app and fill in a survey that gathers insights into resilience and the need for information from low income communities in Kenya during COVID19. In the second, we're evaluating an edutainment show on piracy and illegal fishing in Somaliland and delivering the audio content via KITE which can collect listening data and participants can fill out incentivized quizzes on content.

## Virtual Lab

Takes Busara's decisions lab remote and provides participants with the lab experience from their home. Participants can partake in mechanism and intervention based experiments from their browser and is powered by the same Python Operating system (OTree) that we use for live lab sessions.

We've tested this out with low income participants in Kibera to test the effectiveness of communication/messaging that works best to reduce violence against women and children. Additionally, we're hosting a virtual interactive lab game over Zoom (using various zoom sessions to simulate a physical lab) and studying strategic social distancing decisions across cultures - with students in Kenya and the United States.

## Phone-Based Surveying

Over the phone and through SMS to allow collecting data on intervention effectiveness and can also be used to deliver certain message and information based interventions. These tools allow us to reach less literate populations whilst still maintaining data quality and research fidelity.

In the wake of COVID19, we used SMS surveying to test out different incentive structures that encourage people to look for health information relating to COVID19. We sampled about 6000 participants with a 15% response rate and analysis is ongoing.



**Contact us for more information**

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