

Frequently Asked Questions

1. Who can apply?

- A. Impact Evaluation – assessing the impact of the Viamo Platform on family planning outcomes
⇒ Two consultants or a firm can apply to this offer.
- B. Research partner – Qualitative Research for Feedback on Viamo Platform Experiments
⇒ Individual(s) or a firm can apply to this offer.

2. What are the eligibility criteria?

Please refer to the qualifications criteria on the Scope of Work. In addition, the consultant must submit to be eligible:

- (i) A technical offer - clearly outlining the proposed approaches, skills, experience, key personnel etc.
- (ii) A financial offer - clearly outlining costs or daily rates if appropriate. Please outline any taxes as relevant.

3. What is a financial offer?

A financial offer is the consultant's daily rate for executing the services, or a firm's budget for achieving the scope of work. It shall be expressed in US\$.

4. How to apply?

By submitting financial and technical offers to procurement@viamo.io before the deadline (extended to January 22nd 2024).

5. For Impact Assessment of Family Planning (FP) Interventions on the Viamo Platform in Nigeria - We are kindly requesting clarification on areas without treatment for this assessment as the ToR requests an RCT-type approaches. Would it be possible to share known areas to be selected for temporal control?

The project focuses on Lagos and Kano Districts.

6. For qualitative research and impact assessment:

- a. Does a bidder have the option to bid for the *qualitative research on UX* in Nigeria alone?

Viamo: We are looking for a partner who would be able to coordinate research across the three geographies. The partner would not necessarily need to have a direct presence in all three countries, but would need to oversee work in both Uganda and Mali in addition to Nigeria.

b. What is the intensity of the family planning Interventions in Nigeria, specifically population reach, States, Local Government Areas, and Communities?

The Viamo Platform in Nigeria reaches more than 1 million people across the country each month. The focus areas for our family planning related interventions are Lagos and Kano state. It is likely that the samples for platform user experience improvements will target around 10,000 people for the core experiments. We would need a small but robust sample for Ux feedback.

For the impact assessment we would need a more representative sample - which can be agreed and refined with the successful partner.

7. What are the key indicators essential to evaluate the impact of FP interventions?

These will be discussed and finalised between Viamo, the Bill & Melinda Gates Foundation team and the research partner. Some potential factors to consider may include:

FP Outcome Type	Description	Target Audiences
Knowledge	Female: <ul style="list-style-type: none"> - Is familiar with three or more modern methods of contraception - Knows at least one location/source where she can get information, products, and services for FP - Awareness of common side effects Male <ul style="list-style-type: none"> - Is familiar with three or more modern methods of contraception - Knows at least one location/source where a partner can get information, products, and services for FP 	Prospective and existing female users of reproductive age (particularly interested in ages 15-24)
Attitudes	Female: <ul style="list-style-type: none"> - Can articulate the relevance of FP to herself, and others (recommend to a friend who wants to avoid pregnancy) 	Prospective and existing female users

	<ul style="list-style-type: none"> - Rejects common myths and misconceptions - Believes she would have support from partner, friends, and family if she chose to use FP - Believes the benefits of contraception outweigh common side effects. <p>Male:</p> <ul style="list-style-type: none"> - Can articulate the relevance of FP for himself and his partner - Believes it is his role to support his partner's FP use - Rejects common myths and misconceptions - Would support his partner logistically, financially, and emotionally to use FP - Believes he would have support from the community if he supported his partner's FP use 	Household decision-makers/gatekeepers
Self Efficacy	<ul style="list-style-type: none"> - Believes she can discuss FP with her partner, friends, family - Believes she can get a method if she wants one <ul style="list-style-type: none"> - Get to/from the location - Engage provider for her care - Pay for services - Believes she can switch methods if the current method is not satisfactory 	<p>Prospective and existing female users</p> <p>Household decision-makers/gatekeepers</p>
Content Engagement	<ul style="list-style-type: none"> - Engagement with different key messages (contraceptive methods, benefits, and side effects of men's roles in family planning, myths and misconceptions, and where to access family planning) - Frequency of engagement with different types of FP content. (female listenership) - Repeat users/engagement - Duration of engagement 	Prospective and existing male and female users

	<ul style="list-style-type: none"> - Accessibility to the Viamo platform (structural and non-structural barriers to access) - Satisfaction of women and girls on the Viamo platform - Confidence and trust in the platform - Intention to use the platform 	
Behavior /Uptake	<ul style="list-style-type: none"> - Believes that platform content has equipped them to consider, negotiate, and/or use contraception - Action: discussed FP with a partner, and sought counseling, products, or services as a result of using the Viamo platform - Uptake of FP methods as a result of the Viamo platform <ul style="list-style-type: none"> - Types of FP methods used - Referral of other prospective users to the Viamo platform 	

8. What is the budget enveloped for this impact assessment, and are there any specific financial considerations to be aware of?

We are looking for competitive, reasonable and well laid out budgets which reflect team size and experience, level of effort of senior researchers, quality of data analysis and reporting - which should, in the case of the impact evaluation, be of a standard ready to publish.

These are substantial pieces of work, and while Viamo has an overall budget ceiling for this piece of work, the highest scoring partners on the financial proposal will be those who provide clarity, detail and quality in their financial offer, cohesive with their technical proposal.

As a general guide, both advertised tenders will come from the same budget line. We would anticipate the Ux Feedback for Platform Experiments being the smaller of the two scopes, and the impact evaluation the larger. The total envelope for both pieces of work (i.e. combined budget like) is in the region of \$320,000.

Successful bidders should expect a period of discussion post notification of acceptable of their offer, as Viamo, BMGF and the successful partner refine and

agree a final scope of work, detailed workplan, deliverable and milestone schedule and final budget.

9. What is the sample size for qualitative and quantitative analysis?

For the qualitative analysis we have not set a sample size, but we would be looking for a robust sample to achieve some level of saturation.

Experiments run on the platform will be using groups of listeners of around 10,000 people per group, who will then require impact survey follow up in some cases.

10. Within Nigeria, are we looking at both urban and rural geographies?

Priority areas are Kano and Lagos, but the platform is nationwide.

11. In the RFP, the timeline is mentioned as Feb 2024- Nov 2025 for the Impact Assessment, however, your mail mentions next 6 months, Please clarify the timeline

The final report and paper for publication from the impact assessment will be due November 2024.

The experiments being implemented will be complete by the end of June 2024.

12. Will this be a contract or grant?

This is a contract.

13. On page 4, the proposal outlines the requirement to "envision feedback from small representative groups of Viamo Platform users for 15 platform experiments conducted in Uganda, Mali, and Nigeria."

- a. Could you please clarify if the 15 platform experiments are intended to be distributed across all three countries, or if there are 15 platforms designated for each country?*

There are 15 platform experiments and you should assume you will need to collect feedback in at least 2 countries for each experiment.

- b. What is the anticipated number of individuals to be reached in each group within the specified countries?*

This depends on the experiment. For the purposes of identifying changes in user behaviour in our platform metrics, we may be targeting groups of around 10,000 people in each experiment. The qualitative Ux Feedback should be a small, but robust sample.

c. *Additionally, could you specify the geographical locations where the user experiments will be conducted in Uganda, Mali, and Nigeria?*

d.

These are nationwide platforms, accessible across each of the target countries. It is suggested that phone interviews may be relevant, or Viamo can assist in identifying users in certain geographies for the Ux feedback.

14. Impact Assessment of Family Planning (FP) Interventions on the Viamo Platform in Nigeria, please see below our questions regarding the RFP:

- *The title of the RFP refers to Nigeria, and the RFP mentions that Viamo will conduct UX experiments on the Platform in three countries: Mali, Nigeria and Uganda. Please confirm this RFP is for impact assessment services in Nigeria only.*

Confirmed that the impact assessment is only for Nigeria.

- *The scope of work will start from February 2024 and will run until November 2025, and budgets should be presented to cover a period of approximately six months. Can you please specify if:*
 - a. *Impact assessment services for this RFP are expected to last a total of up to 6 months during the scope of work period?*

The interventions and platform experiments will last 6 months. The impact evaluation should be complete by November 2024. November 2025 is a typo.

- b. *Whether the 6 months budget is to cover the first six months of the programme or (as per the question above) if impact assessment services and related budgets are expected to last a total of up to six months?*

The experiments are running for 6 months. The impact evaluation should be complete by November 2024.

Could you please give an indication of the available budget for the impact assessment services of this RFP?

Please see the answer earlier in the document.

15. Is it possible to ask for an extension for the preparation of the bid?

Ideally we will have all offers to evaluate by 22nd January as specified, as we urgently require our research partner to be onboarded. We do not currently wish to extend the bidding period.

16. It says total budget to be submitted for 6 months. Does that mean total effort is 6 months spread between Feb 2023 to Nov 2024?

6 months is for the qualitative platform Ux feedback. The impact evaluation research partner should expect to be engaged longer - until November 2024.

17. They expect inferential analysis. Will there be a requirement for control group?

Yes and the platform experiments will be designed to reflect this.

18. Target Audience Engagement: Could you please clarify the expected frequency of engagement with the sent messages and listenership messages for the target audience? Understanding this pattern will be crucial for designing an effective intervention.

This will depend very much on the specific intervention - and can be discussed as part of the inception phase.

19. Prior Research Access: Would it be possible to access the report from the previous research conducted on the Viamo platform in Nigeria? Reviewing these findings would greatly inform our proposed methodology and approach.

We are unable to share the previous research report at this stage, but we would look to review this with the selected research partner during the inception phase.

20. User Base: Could you share the total number of users (women of reproductive age) currently enrolled and actively utilizing the platform? This information is essential for estimating the project's potential reach and impact.

This is not a straightforward question to answer and would be better clarified through discussions with the selected partner. At the highest level - of registered users who provide demographic information, around 38% are female, and we see in the region of 800,000 - 1m users per month.