

Request for Proposals (RFP) - Individual(s) or Firm to coordinate and conduct qualitative research and analysis to capture user feedback on User Experience (UX) enhancements and Viamo platform experiments

Introduction

This RFP invites qualified organizations to submit proposals for a research support contract, with a focus on collecting, collating and analyzing in depth qualitative experiment feedback.

About Viamo

Mobile technology is revolutionizing how organizations engage with their end users. More than 96% of the world's population has access to a mobile phone, meaning it is now possible to reach nearly every single person on the planet. Yet three billion people living in emerging markets still lack access to relevant, timely, and engaging information in their local languages, and their voices remain underheard. The organizations that serve them lack the technology and capacity to reach them, and many are unaware of the power of mobile technology to meet their organizational goals.

Viamo connects individuals and organizations using digital technology to make better decisions. With more than 28 million people reached so far in 2023 alone, we are well on our way to meeting our goal of reaching 50 million people annually by 2025.

BMGF investment

Viamo's three year grant from the Bill & Melinda Gates Foundation (BMGF) falls into two of the three Bodies of Work within the BMGFs Gender Equality Division's Digital Connectivity Learning Agenda: (1) Action-oriented User Research; and (2) Gender-Intentional Tool and Platform Development. Viamo has access to a unique and growing data set to uncover key preferences regarding how women and girls engage with a mobile / digital platform to improve their health and livelihoods. In addition, Viamo's powerful platform is already leveraged by many international development organizations across sectors, and improvements to user experience and engagement under the BMGF investment will consequently scale to millions of women and girls accessing life-enhancing content across a multitude of areas.

BMGF's funding comes from three program strategy teams; the Gender Equality

Team, the Family Planning Team and the Neglected Tropical Diseases Team. These teams are aiming to leverage the Viamo Platform's unique ability to reach the 'under-connected' or otherwise difficult to reach populations - including women and girls - through their mobile device, in their own language, and irrespective of their literacy levels.

Viamo has conducted quantitative analysis of our current users and qualitative field research of our current and potential users to develop version one of a strategy that identifies women's and girls' needs and barriers for activation and behavior change. Based on the research findings, Viamo will conduct UX experiments on the Platform in three countries: Mali, Nigeria and Uganda, in Q1 and Q2 2024.

Research project overview

The research involves a strategic collaboration between Viamo and the successful Research Partner. Viamo will implement UX enhancements and platform experiments informed by research completed in 2023. The Research Partner will provide crucial, in-depth qualitative insights and monitoring support during this phase. The research partner's role is pivotal in supporting Viamo through qualitative evaluation and monitoring of the implemented changes, to allow for iteration based on user feedback, and complementary data to the platform metrics that Viamo will collect and analyze during this phase of implementation.

Objectives

The primary objective is to support platform experiments by conducting qualitative follow-up research with a subset of users for each experiment conducted. Viamo estimates that this will be required for approximately 15 experiments / sub-experiments. These experiments will be conducted in Nigeria, Mali and Uganda.

Methodology

The Research Partner will support UX experiments through qualitative follow-up research, addressing gaps in quantitative dashboard data, designing qualitative instruments, implementing research (training field teams as necessary), and providing agile synthesis and analysis.

Viamo's role

Viamo will conduct UX experiments focussed on improving engagement of girls and women on the platform, and on promoting behavior change specifically with regard to family planning content. Proposed experiments include personalized user journeys, referral offerings, call-to-action prompts, and direct links to service providers. The experiments will focus on creating nudges and handshakes for increased engagement and behavior change.

Research partner's role

The research partner will provide qualitative feedback on the US experiments to inform iteration and refinement of the features and initiatives being tested, and also provide additional information to complement an impact evaluation (under a separate RFP) which will be conducted following the FP experiments.

Activities

1. Identification of gaps in Viamo's quantitative dashboard data.
2. Design of follow-up qualitative instruments.
3. Field team training and piloting of qualitative instruments.
4. Implementation of follow-up qualitative research.
5. Agile synthesis, analysis and initial reporting of qualitative findings.
6. Final synthesis and reporting.

Qualitative Research Approach

Engagement with users through phone-based and in-person In-Depth Interviews (IDIs) will be conducted to collect qualitative data. This will help explain quantitative trends identified from dashboard engagement data, including reasons for fall-off behavior and attitudes/opinions about content and enhancements.

Deliverables

- Qualitative feedback framework and workplan
- Qualitative instruments finalized
- UX Qualitative assessment report deck (live document, to be updated as experiments are completed and feedback gathered)
- Translated interview transcripts, notes, and insights generation in Dovetail.

Timeline

The scope of work will start from the end of January 2024 and we expect it will be complete by the end of August 2024.

Requirements and Qualifications

Content of the offer

1. *Technical offer*

Applicants should provide a technical narrative proposal outlining their proposed approach, key personnel, tools, methodologies, and data analysis techniques for feedback to the Viamo team conducting the experiments. Please note the evaluation

criteria outlined below.

The technical proposal should envision feedback from small, representative groups of Viamo Platform users for 15 platform experiments, conducted in Uganda, Mali and Nigeria.

Viamo will accept applications from individuals or companies and in both cases would need to see clearly how data will be collected, and by whom.

2. Financial offer

Budgets should be presented to cover a period of six months, and should be submitted in USD.

3. Administrative documents

Bank details, tax clearance card (/ fiscal card / tax identification number). Or, evidence that the individual or the firm is duly registered and up to date with obligations with local tax authorities.

Evaluation Criteria

Proposals will be evaluated against the following criteria.

• Expertise and Experience

- Relevance of the proposing organization's experience in qualitative research, UX evaluation, and similar international development or health-related projects.
- Past experience working with under-connected populations, in particular women and girls or conducting research in Mali, Nigeria, and Uganda.
- Experience in topics around gender, inclusion and familyplanning.

• Methodology

- Soundness and clarity of the proposed methodology for conducting qualitative follow-up research and UX evaluation.

• Technical Competence

- Demonstrated familiarity with relevant tools and data analysis techniques.
- Evidence of technical capabilities in handling project requirements.
- ***Innovation and Adaptability***
 - Creativity and innovation in proposing qualitative instruments and approaches for engaging with users.
 - Demonstrated ability to adapt to changing circumstances and provide agile synthesis and analysis.
- ***Team Qualifications***
 - Qualifications and expertise of the proposed project team members, including relevant educational background and professional experience.
 - Evidence of the team's ability to collaborate effectively with Viamo and other stakeholders.
- ***Budget Appropriateness***
 - Relevance and reasonableness of the proposed budget in relation to the scope of work and deliverables.
- ***Timeline Management***
 - Feasibility and realism of the proposed timeline in completing the scope of work within the specified timeframe.
- ***Alignment with Objectives***
 - Clear alignment of the proposed approach with the primary objective of supporting platform experiments through qualitative research.
 - Demonstration of understanding of Viamo's goals and the BMGF's Digital Connectivity Learning Agenda.
- ***Communication Skills***
 - Quality and clarity of written communication in the proposal.
 - Ability to articulate complex concepts and methodologies in a clear and accessible manner.
- ***References and Past Performance***
 - Positive references and testimonials from previous clients or partner.
 - Evidence of successful completion of similar projects, including testimonials or case studies.
- ***Ethical Considerations***
 - Demonstrated commitment to ethical research practices, including confidentiality and data security.

- Adherence to ethical guidelines and standards in the field of qualitative research - including IRB approvals as necessary.

- ***Inclusion and Diversity***

- Strategies proposed to ensure inclusivity and diversity in the research process, particularly in engaging with women and girls in under-connected populations using the Viamo platform.
- Evidence of commitment to gender equality and diversity.

- ***Cost-Effectiveness***

- Cost-effectiveness of the proposed budget in relation to the anticipated outcomes and impact.
- Any innovative or cost-saving measures proposed by the organization.

Submission Guidelines

Qualified organizations are invited to submit their proposals by **January 22, 2024 at 5pm PST**. The proposal should be submitted to include a technical narrative, key personnel details and a financial proposal.

All inquiries should be directed to procurement@viamo.io by **January 16, 2024**.

Confidentiality and Data Security

At Viamo we take data privacy and security seriously. More information can be found at <https://viamo.io/legal/>