Market Research – Method and Implementation

SOCIETY FOR FAMILY HEALTH
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Project Director
An overwhelming majority of men in Zambia are aware of VMMC (94%) and believe in its benefits (80%); however, two significant drops are defined on the path: from commitment to scheduling of the appointment and from getting circumcised to advocacy.
HUMAN CENTERED DESIGN APPROACH

We are all DESIGNERS!

**Empathize**
Learn about the audience for whom you are designing, by observation and interview. Who is my user? What matters to this person?

**Define**
Create a point of view that is based on user needs and insights. What are their needs?

**Ideate**
Brainstorm and come up with as many creative solutions as possible. Wild ideas encouraged!

**Prototype**
Build a representation of one or more of your ideas to show to others. How can I show my idea? Remember: A prototype is just a rough draft!

**Test**
Share your prototyped idea with your original user for feedback. What worked? What didn't?

Workshop Outputs
- Prioritized segments
- Understanding segments
- Inputs to revise typing tool
- Clear marketing objectives
- Messages to refine & test
- Priority themes
- Early Prototypes
## SEGMENT PRIORITIZATION: Concept and Messaging Criteria

<table>
<thead>
<tr>
<th>SEGMENT:</th>
<th>% POPULATION</th>
<th>% CIRCUMCISED</th>
<th>COMMITMENT LEVEL</th>
<th>ADVOCACY LIKELIHOOD</th>
<th>SEXUAL BEHAVIOR</th>
<th>PRIORITIZATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>KNOWLEDGEABLE HESITANT</td>
<td>10%</td>
<td>50%</td>
<td>Low</td>
<td>High</td>
<td>Very risky</td>
<td>SELECTED</td>
</tr>
<tr>
<td>SELF RELIANT BELIEVER</td>
<td>9%</td>
<td>71%</td>
<td>Very High</td>
<td>High</td>
<td>Very Risky</td>
<td>SELECTED</td>
</tr>
<tr>
<td>FRIENDS DRIVEN HESITANT</td>
<td>19%</td>
<td>14%</td>
<td>Conflicted</td>
<td>Medium</td>
<td>Average</td>
<td>SELECTED</td>
</tr>
<tr>
<td>SOCIODALLY SUPPORTED BELIEVER</td>
<td>11%</td>
<td>56%</td>
<td>High</td>
<td>High</td>
<td>Very Risky</td>
<td>SELECTED</td>
</tr>
<tr>
<td>INDIFFERENT REJECTOR</td>
<td>27%</td>
<td>6%</td>
<td>Very Low</td>
<td>Very Low</td>
<td>Low Risk</td>
<td>LOW MOTIVATION</td>
</tr>
<tr>
<td>SCARED REJECTOR</td>
<td>17%</td>
<td>10%</td>
<td>Very Low</td>
<td>Very Low</td>
<td>Low Risk</td>
<td>LOW MOTIVATION</td>
</tr>
<tr>
<td>TRADITIONAL BELIEVER</td>
<td>6%</td>
<td>71%</td>
<td>Very High</td>
<td>High</td>
<td>Low Risk</td>
<td>HIGH MOTIVATION</td>
</tr>
</tbody>
</table>
• Selected rural and urban facilities
• Selected and trained 23 CHWs on the new tools and strategies
• Revised CHW supervision and reporting tools
• Rolled out pilot for 3 months initially, then extended to 6 months
• Strengthened existing demand creation structures to support new HCD concepts/approaches
MONITORING AND EVALUATION INDICATORS

- Effectiveness
- Conversion Rate
- Productivity
- Usability of new tools and forms
- Format
- Setting
- Characteristics of clients/segments