

SCORE // TOPS BCC/Service Testing

BCC

Service

Brand

Respondents Needed (HAOR AND CHAR):

5 with NEW iDE Toilet (mixed men/women)

5 WITHOUT A TOILET (mixed men/women)

2 or 3 LPs

iDE Staff/SAs/CARE TEAM - mixed (about 10 people)

Would prefer 1:1 not FGDs...

BCC & SERVICE

ACTIVITY 1

BCC- VISUAL LANGUAGE

DIRECTIONS

- **Print out the cards in color.**
- **Show a respondent two cards and follow the prompt questions. Remove the unselected card. Put down a new card.**
- **Ask the prompt question.**
- **Take note of final choices.**

OBJECTIVE

To understand which messages speak to users.
To understand ideal placement of messaging.
To understand which media style resonates best with users.

PURPOSE

To validate/invalidate BCC concepts, placement, and media.

PARTICIPANTS

Interviewee and interviewer

OUTPUT

Completed worksheet with preference.

MATERIALS



TEMPLATE ON NEXT
PAGE



PENS OR PENCILS

VISUAL LANGUAGE



VISUAL LANGUAGE



Questions to ask:

Do you see the photos on these cards? You see they are people, correct?

1. Out of these (Show card 1 & 2) - can you please tell me who you would trust to tell you good information about good toilet practices?
2. Why?

(RECORD PREFERENCE TO Question 1 AND WHY

Remove the two cards that were NOT selected and place two cards more down - **LEAVE THE SELECTED CARD.**

1. Now, can you tell me out of these three cards who would you trust to tell you about good toilets and health?
2. Why?

Response Sheet BCC Activity 1 **Char**

Household 1

Household 5

Household 2

Household 6

Household 3

Household 7

Household 4

Household 8

Response Sheet BCC Activity 1 **Haor**

Household 1

Household 5

Household 2

Household 6

Household 3

Household 7

Household 4

Household 8

ACTIVITY 2

BCC- VISUAL UNDERSTANDING

DIRECTIONS

- **Print out the cards in color.**
- **Show a respondent two cards and follow the prompt questions. Remove the unselected card. Put down a new card.**
- **Ask the prompt question.**
- **Take note of final choices.**

OBJECTIVE

To understand which messages speak to users.
To understand ideal placement of messaging.
To understand which media style resonates best with users.

PURPOSE

To validate/invalidate BCC concepts, placement, and media.

PARTICIPANTS

Interviewee and interviewer

OUTPUT

Completed worksheet with preference.

MATERIALS



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PAGE



PENS OR PENCILS

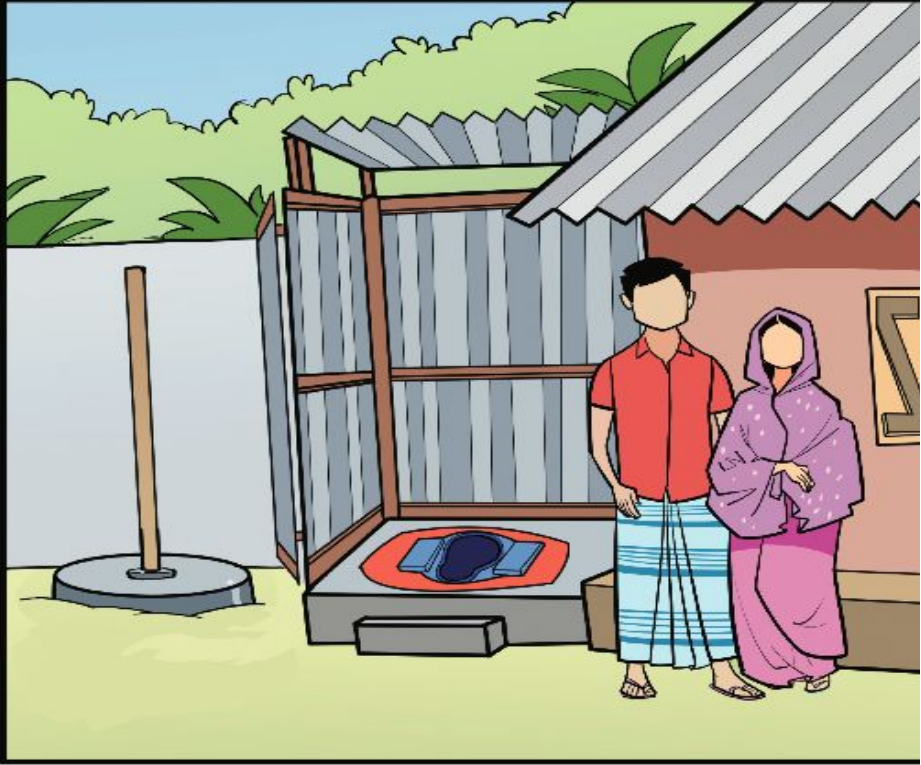
VISUAL UNDERSTANDING (HAOR)



VISUAL UNDERSTANDING (CHAR)



VISUAL UNDERSTANDING



Questions to ask:

Do you see the cards here?

1. Out of these two cards which shows a very, nice clean toilet?
2. Why?

(RECORD PREFERENCE TO Question 1 AND WHY

Remove the card that WAS NOT selected and place two cards more down - **LEAVE THE SELECTED CARD.**

1. Now, can you tell me out of these three cards who would you trust to tell you about good toilets and health?
2. Why?

Response Sheet BCC - Activity 2

Household 1

Household 5

Household 2

Household 6

Household 3

Household 7

Household 4

Household 8

ACTIVITY 3

BCC- KEY MESSAGES

DIRECTIONS

- Ask the respondent the following questions.
- Take notes of responses.

OBJECTIVE

To understand which messages speak to users.
To understand ideal placement of messaging.
To understand which media style resonates best with users.

PURPOSE

To validate/invalidate BCC concepts, placement, and media.

PARTICIPANTS

Interviewee and interviewer

OUTPUT

Completed worksheet with preference.

MATERIALS



TEMPLATE ON NEXT
PAGE



PENS OR PENCILS

Questions to ask:

I am going to ask you some questions. Please answer them with a YES or NO.

Yes or No

1. Faeces in water is bad?
2. People get sick if there is faeces in the water?
3. Faeces in water is unclean/dirty?
4. Seeing faeces in water is unclean/dirty?
5. Fish eat faeces and then it is dirty.
6. If I see faeces in water, I do not want to bathe there or wash clothing.
7. If my neighbors see my faeces in the water, I feel ashamed.

Response Sheet BCC - Activity 3 - put Y or N in each box.

Household 1

--	--	--	--	--	--	--

Household 2

--	--	--	--	--	--	--

Household 3

--	--	--	--	--	--	--

Household 4

--	--	--	--	--	--	--

Household 5

--	--	--	--	--	--	--

Household 6

--	--	--	--	--	--	--

Household 7

--	--	--	--	--	--	--

Household 8

--	--	--	--	--	--	--

ACTIVITY 4

BCC- KEY MESSAGES

DIRECTIONS

- Show the respondent the following photo.
- And ask them the following questions.
- Record responses.

OBJECTIVE

To understand which messages speak to users.
To understand ideal placement of messaging.
To understand which media style resonates best with users.

PURPOSE

To validate/invalidate BCC concepts, placement, and media.

PARTICIPANTS

Interviewee and interviewer

OUTPUT

Completed worksheet with preference.

MATERIALS



TEMPLATE ON NEXT
PAGE



PENS OR PENCILS

KEY MESSAGES - ACTIVITY 4



Questions to ask:

I am going to ask you some questions. Please answer them honestly.

1. Is this toilet unclean?
2. Can you tell me how this toilet is dangerous?
2. Can you tell me how this toilet is unclean?
3. Who would you trust to tell you about the dangers of this toilet?

ACTIVITY 5

BCC- PLACEMENT

DIRECTIONS

- **Ask the respondent the following questions.**
- **Record responses.**

OBJECTIVE

To understand which messages speak to users.
To understand ideal placement of messaging.
To understand which media style resonates best with users.

PURPOSE

To validate/invalidate BCC concepts, placement, and media.

PARTICIPANTS

Interviewee and interviewer

OUTPUT

Completed worksheet with preference.

MATERIALS



TEMPLATE ON NEXT
PAGE



PENS OR PENCILS

Questions to ask:

I am going to ask you some questions. Please answer them honestly.

1. Where do you prefer to learn about new ideas? Why?
2. Do you ever watch TV?
3. And what about the radio?
4. Do you ever receive SMS messages on your phone? From who? What do they say?
5. How often do you travel to Sunamganj/Kurigram?
6. Do people in Sunamganj/Kurigram have better information?
7. How often do you use transportation? CNG, bus?

SERVICE

ACTIVITY 6

LAND ASSESSMENT PLAN

DIRECTIONS

- Provide respondent with a clean copy of the following template.
- Ask them to draw their mound: home and tubewell.
- Collect the worksheet.

OBJECTIVE

To understand how users view their home environments.
To understand if users can visually understand their environments.

PURPOSE

To validate/invalidate Land Assessment Plan Service Element

PARTICIPANTS

Interviewee and interviewer

OUTPUT

Completed worksheet with preference.

MATERIALS



TEMPLATE ON NEXT
PAGE



PENS OR PENCILS

HH # _____

SERVICE - LPs

SERVICE ELEMENTS FOR LPs

DIRECTIONS

- Ask LPs the following questions and record responses.

OBJECTIVE

To understand LPs future engagement and willingness to partake.

PURPOSE

To validate/invalidate Land Assessment Plan Service Element/and training.

PARTICIPANTS

Interviewee and interviewer

OUTPUT

Completed worksheet with preference.

MATERIALS



TEMPLATE ON NEXT
PAGE



PENS OR PENCILS

Questions to ask:

I am going to ask you some questions. Please answer them honestly.

1. If a household asks, where to install their toilet, what do you tell them?
2. We are recommending that households install AWAY from the edge, what are your thoughts about that?
3. Are you willing to provide households with this new recommendation?
4. How do you think we should make sure households do not install toilets on the edge? (Flyer, follow-up)
5. Are you willing to travel to Sunamganj/Kurigram or another place for a new training on this?
7. Are you interested in adding more services to your LP business? What would those be?

SERVICE - iDE TEAM/SA

LAND ASSESSMENT PLAN

DIRECTIONS

- Share the following design with the iDE Team and SAs and ask them the following questions.
- Record responses

OBJECTIVE

To understand stakeholders perceptions of Land Assessment Plan.

PURPOSE

To validate/invalidate Land Assessment Plan Service Element/and training.

PARTICIPANTS

Interviewee and interviewer

OUTPUT

Completed worksheet with preference.

MATERIALS



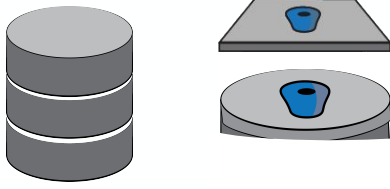
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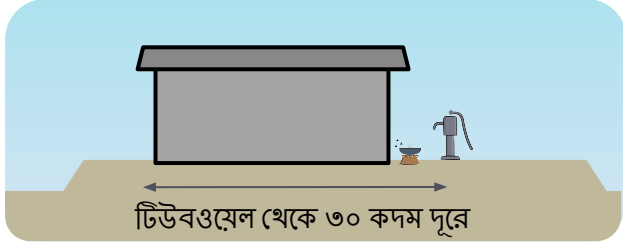
PENS OR PENCILS

ল্যাট্রিন বসানোর স্থান নির্বাচন পরিকল্পনা

ধাপ ১: বর্তমানে বাড়িতে ল্যাট্রিনের নতুন যে যে উপাদান আছে সেগুলো দেখুন এবং নিচের ছবিতে গোল চিহ্ন দিন



ধাপ ২: খানা'র নিকটস্থ টিউবওয়েল এবং বর্তমান রান্নাঘর এর বিপরীত দিকে বসতঘর পানে ৩০ কদম হেঁটে যান



ধাপ ৩: আপনি এখন যেখানে দাঁড়িয়ে আছেন তা কি ভিটার কিনারা থেকে কমপক্ষে সোয়া ৩ ফুট ভেতরের দিকে?

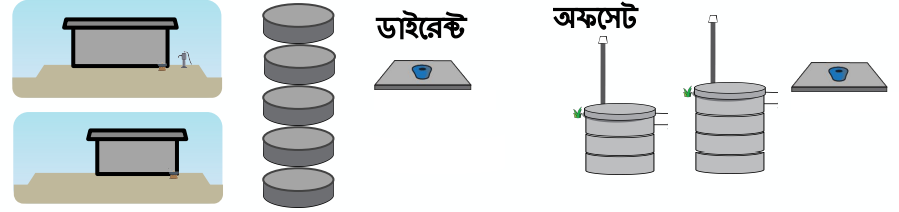
নাম:
পরিবারের সদস্য সংখ্যা:
উপজেলা:
ইউনিয়ন:
গ্রাম:

ধাপ ৪: টয়লেট বসানোর জন্য কতটুকু জায়গা ব্যবহার করা যাবে? নিচের ছবিতে গোল চিহ্ন দিন



ধাপ ৫: সম্পূর্ণ ল্যাট্রিন বসানোর জন্য খানা'র বাজেট কত টাকা?

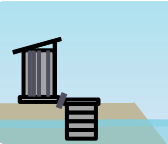
ধাপ ৬: সুপারিশকৃত পণ্যের মডেল ও ল্যাট্রিন বসাবার স্থানে গোল চিহ্ন দিন।



ধাপ ৭: পূরণকৃত ছকটি ফ্রেতাকে দিন এবং ল্যাট্রিন কেনার সময় সাথে নিয়ে আসতে বলুন:

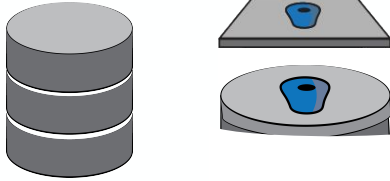
নাম: _____
মোবাইল: _____

সঠিকভাবে বসানো

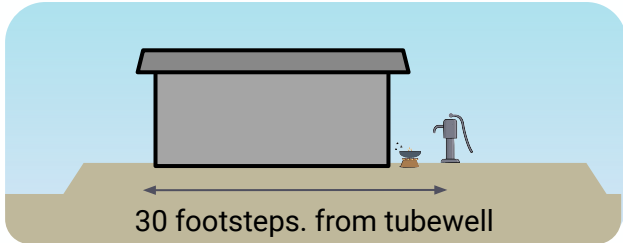


LAND ASSESSMENT PLAN

STEP 1: Check for existing components
And circle what household has



STEP 2: Find household/closest tube well and kitchen and measure 30 foot steps away from tube well but towards the house and go there.



STEP 3: In the place you stand, is it at LEAST 100 cm from the edge of the mound?

Name:

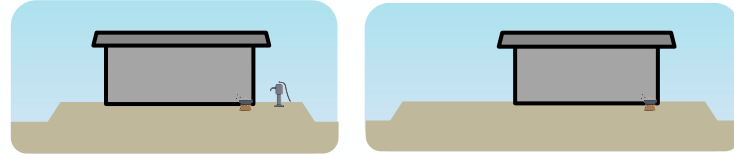
Family (# of inhabitants):

Upazila:

Union:

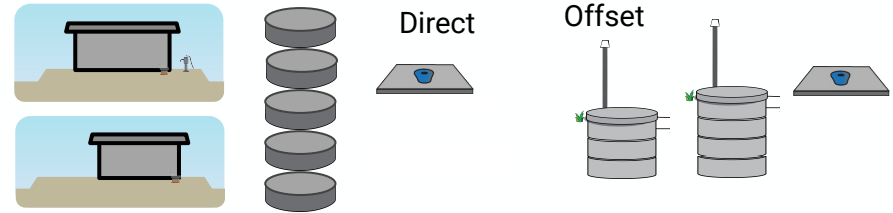
Village: :

STEP 4: How much space is available?
CIRCLE ONE.



STEP 5: What is budget of the household for entire latrine?

STEP 6: Product Recommendation and placement (Circle):

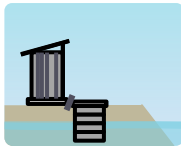


STEP 7: Provide this sheet to customer and bring to purchase:

Name: _____

Number: _____

CORRECT



Questions to ask:

I am going to ask you some questions. Please answer them honestly.

1. What problems do you see administering this to a household?
2. Can you pretend I am household and walk me through this with me?
3. Do you think LPs will understand this?
4. Do you think LPs will follow this?
5. How can we make this idea better?
6. What information is this missing?

BRAND - ONLY HOUSEHOLDS WITH NEW TOILET

Ask each household to provide you with 1 word each:
(Exp. safe, proud, new/clean)

How their new toilet makes them feel:
How their new toilet has helped them:
How their new toilet is different:

Brand-Only households with new toilet

1.
2.
3.
1.
2.
3.

1.
2.
3.
1.
2.
3.