SID-WASHINGTON INNOVATION CHALLENGE

PRODUCT NAME: SHARE

PROBLEM STATEMENT

While independent evaluation has remained a valuable tool in international development, there are gaps in feedback between evaluators, respondents and stakeholders and the donors or funders of the evaluation. 1) Evaluators often are not able to communicate back the findings, conclusions and recommendations to respondents and stakeholders who they gave their inputs. Participants of evaluation efforts are spread out geographically or are otherwise hard to reach, either due to time or travel constraints. Yet, evaluation participants often have a personal stake in the outcomes of an evaluation. 2) Donors or clients who commission evaluations are often removed from interacting with the participants of the evaluations. This lack of contact can lead to a poor understanding of the needs and realities of participants and relies heavily on the evaluators to interpret context for the participants. 3) Evaluators themselves struggle to connect donors and evaluation stakeholders when sharing findings, which is often just the beginning of a discussion to achieve consensus building, evidence-based discussion and a policy change lens.

PRODUCT

The QED Group is therefore developing SHARE, a tool that will be crucial in addressing this feedback loop deficit. SHARE is a web portal and website that will host findings, conclusions and recommendations of evaluations. Evaluation data will be hosted on this platform and will be used to inform respondents of the larger results of data collection efforts as well as to garner participation from respondents after completion of a data collection exercise. This will allow respondents to continue in discussions and review their responses within a larger context. Respondents will also be able to see where they fall among other respondents and give feedback on the findings and recommendation that evaluators have derived from this data. SHARE will therefore close the feedback loop by sharing evaluation results and recommendations with its participants.
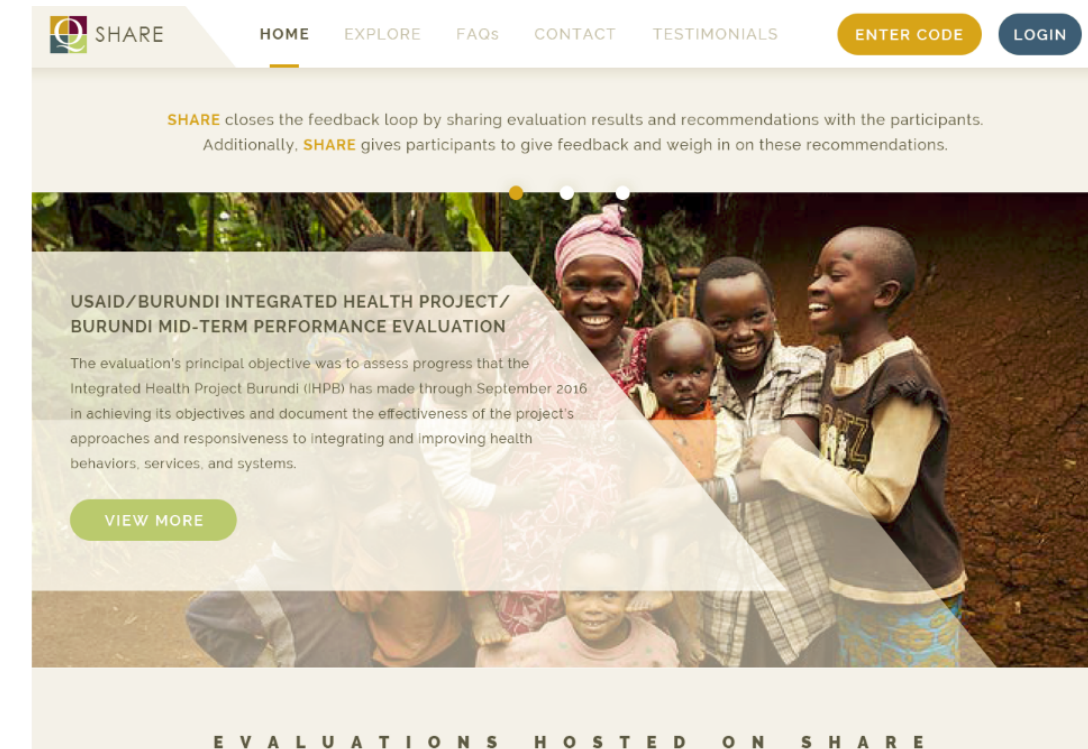
Figure 1: SHARE Homepage

TARGET USERS AND BENEFICIARIES

SHARE beneficiaries include funders of evaluations, evaluators and evaluation respondents. SHARE is designed to provide a tailored experience for each of its users. Participants of the original evaluations will be given a code immediately after giving responses into the evaluation, which will serve as a unique identifier that will bring them directly (upon entering the code on SHARE) to their results. The participant's responses will be color-coded to distinguish between the general dataset and participants will be able to choose various graph styles to visualize their data. They will be able to like, comment, and print these findings, to give them further control and voice in this process.

New users (who were not necessary respondents), can navigate through evaluations hosted on the portal by geography, sector, donor, and other filters, to reach the home page of a specific evaluation of interest. On that home page, they will be shown photos and videos from that evaluation and will be able to peruse and comment on the findings and recommendations, thus allowing additional input into what can be a closed process. Additionally, if the evaluation included a questionnaire or survey, the user can take the survey to increase his/her understanding of the subject matter and the participant experience and then see how his/her answers compare to the overall data set. Again, the user will be able to interact with the data and other SHARE users through the commenting and liking features.
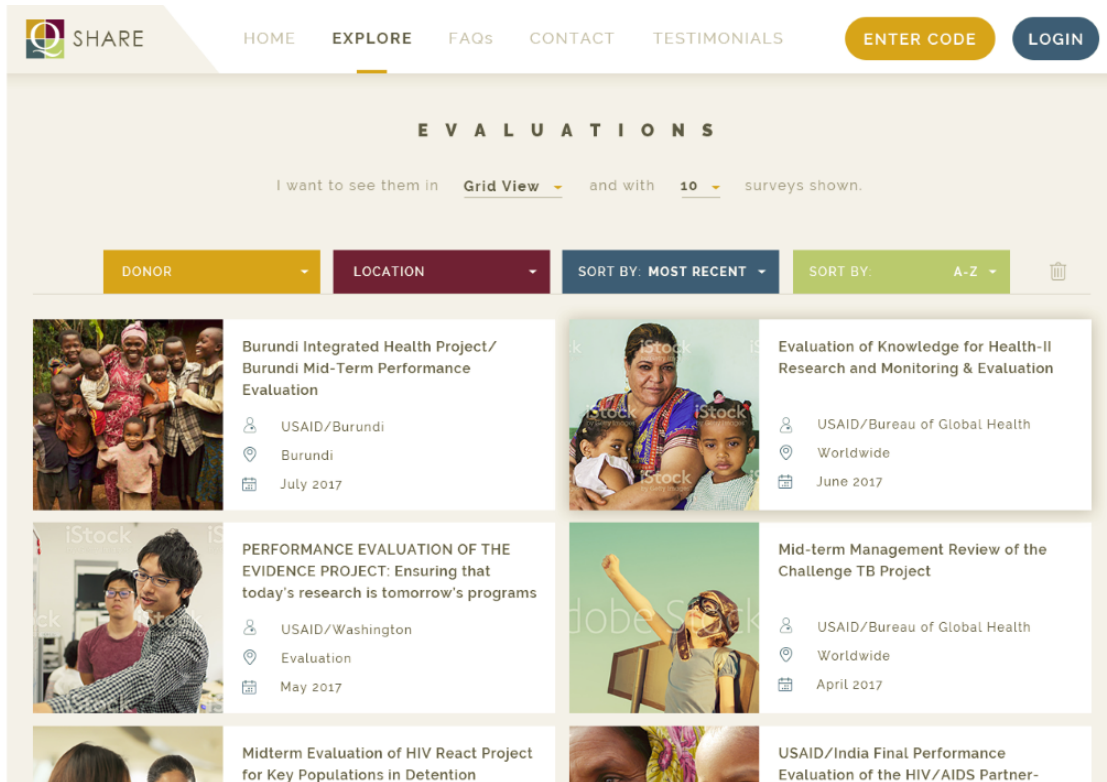
Figure 2: SHARE's Evaluation List

SHARE also includes an Admin Dashboard, accessible with an Admin code or login, which tracks site analytics and allows for member management.
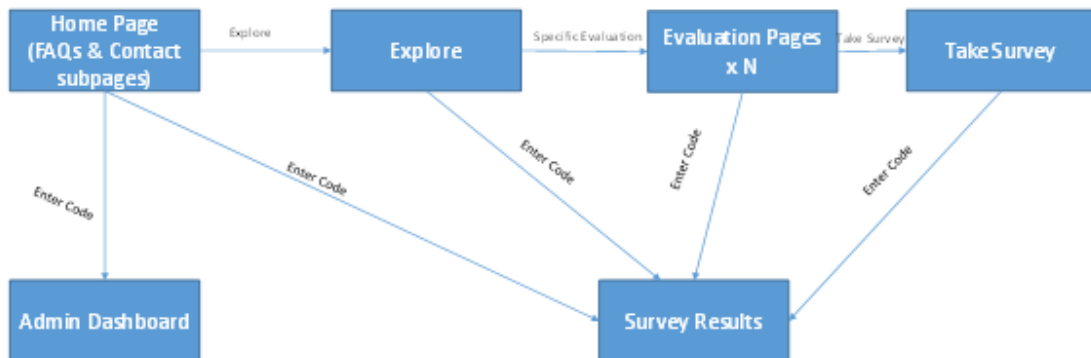

Figure 3: SHARE's Workflow

GENESIS OF SHARE

The idea to develop SHARE came about through QED's innovation process. QED's innovation process is an iterative process that rapidly develops prototypes and processes to address clients' pain points. Each step of the innovation process represents a point for decision-making, benchmarking and communication with key stakeholders. QED's innovation process can be adapted to fit client needs and timelines. It begins with idea generation and prioritization and builds in human-centered design approaches while planning for scale. QED relies on this process to assist clients in understanding, assessing, and where appropriate, adopting emerging technology as it applies to MEL, including data collection, data analytics, data visualization and reporting.

Using an online collaborating community platform, QED employees (using the innovation process), submitted ideas on new ways to serve our customers and clients and SHARE was one of the ideas selected for digital prototyping.

Figure 4: QED's Innovation Process

WHY SHARE IS DIFFERENT AND SUSTAINABILITY

SHARE fills a unique and previously unmet need in evaluation efforts. The SHARE platform will be instrumental in increasing the transparency of evaluation processes and promoting accountability of evaluators and policymakers by including more people, namely the evaluation participants themselves, in the process of learning and reporting. SHARE is also a unique platform in that it includes upward (donors), horizontal (peers), and downward (data subjects) reporting and collaboration, and is a cost-effective way of bringing all of these groups together to reflect and learn from evaluations. Donors benefit because they receive richer information from an evaluation effort. Beneficiaries benefit because they actually get something in return for the data they give when they respond to an in-depth interview, focus group discussion or survey. Organizations also benefit because reports have the potential of promoting action, rather than being merely filed and archived. SHARE's power also lies in its ability to hold multiple evaluations of different subjects and donors in one platform as opposed to hosting only an evaluation from one particular project.

SHARE's appeal is also in its sustainability and cost-effectiveness. Once development is complete, the SHARE platform can easily be adapted to a number of projects. Because analysis is built into the SHARE platform, use of the tool will save costs and resources for implementers by providing additional insight with minimal time or operating cost.

Figure 5: SHARE's Results Page with Participant's answers highlighted.

In 2017, the SHARE concept received an Innovation award from IDEASCALE, a crowdsourcing online platform.