Building DPI
Feedback Loops:
How to improve your impact in 5 simple steps

Day 2 | 15:00 – 16:30

THE WORLD BANK

Session Roadmap

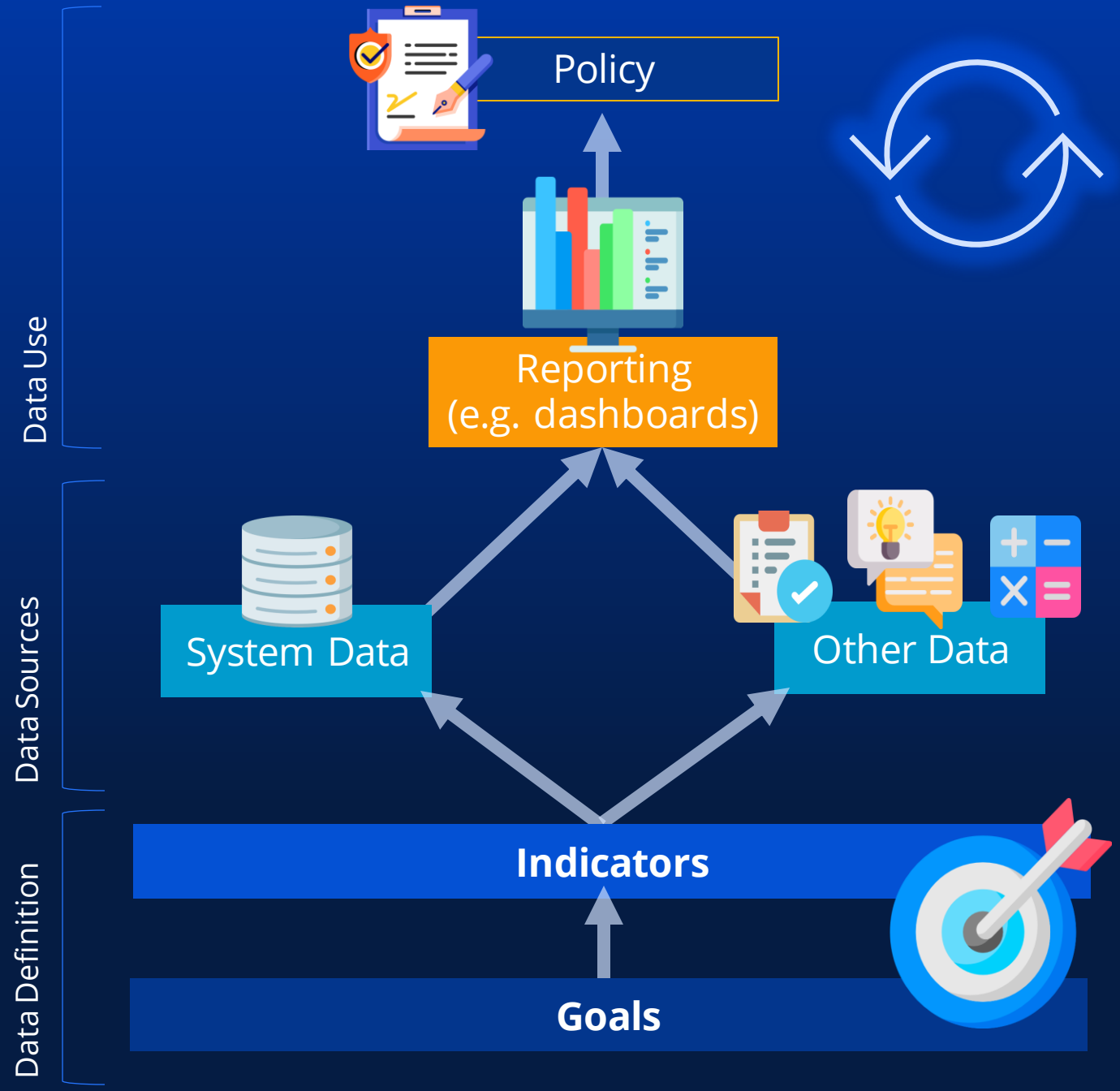
- The meaning of **MEL**
  World Bank
- **5 simple steps** to improve your impact
  World Bank
- **Interactive deep dive** into Time & Motion Studies
  Technopoly

The meaning of MEL

World Bank

What is MEL?

Monitoring
Evaluation
Learning



Where can MEL be applied in DPI?

SYSTEMS

- ID System
- Payment System
- Data Sharing System

USE CASES

- G2P Payments
- Education Credentialing
- Health Record Management
- Etc.

Why does MEL matter for DPI?

KNOWLEDGE IS POWER

DATA IS KNOWLEDGE

Data gives you the power
to track your performance, improve your plan,
& demonstrate your impact.

5 simple steps to improve your impact

World Bank

5 simple steps to improve (and prove!) your impact

01

Know What Success Looks Like

Define your goals & indicators

02

ABCD: Always Be Collecting Data

Make sure your tech will collect (& report!) your data points

03

Listen to your Users

Complement numbers with user perspectives

04

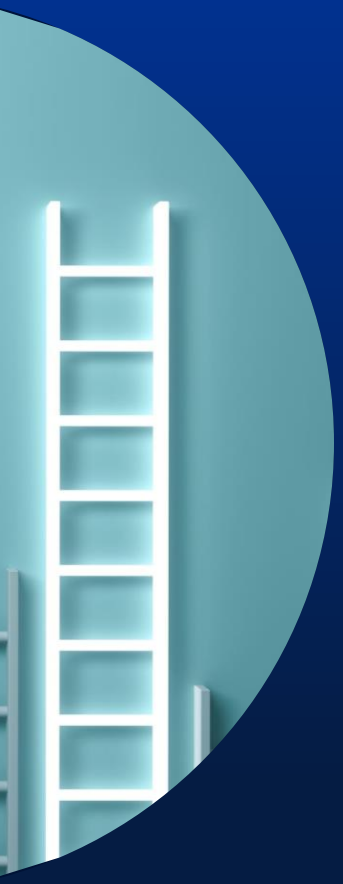
Analyze & Apply

Use your data to flag problems & improve design

05

Begin at the Beginning

Plan early to capture the status quo & enable impact evaluation



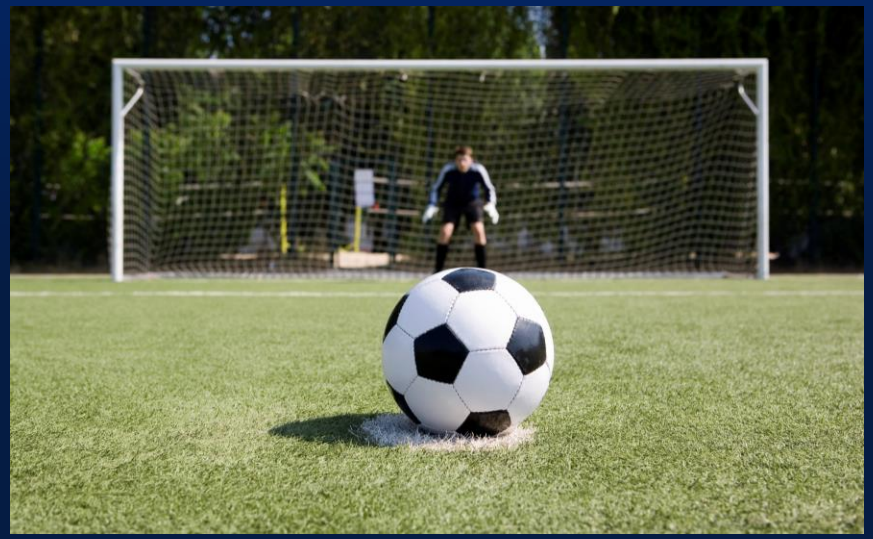
1

Know What Success Looks Like

What are your goals?

Define **why** you're doing this (desired outcome) & **how** you want to do it

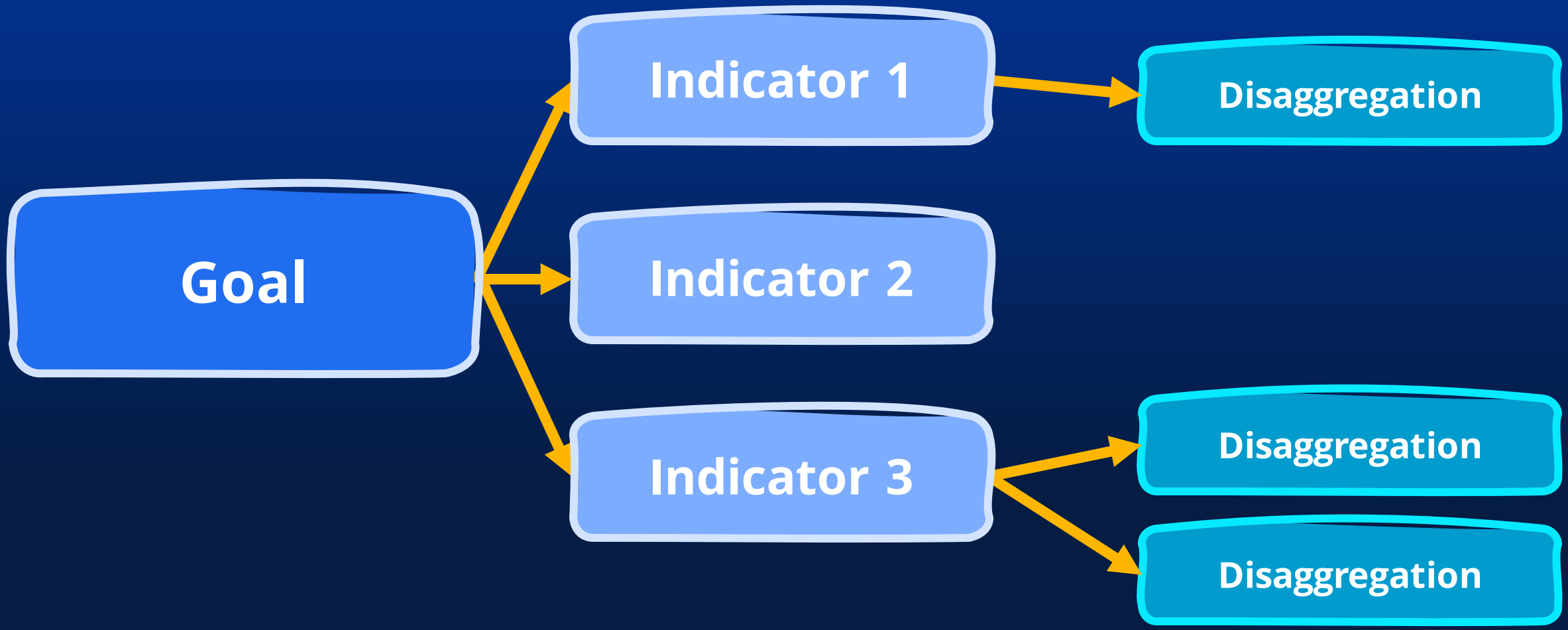
→ ***GOALS***



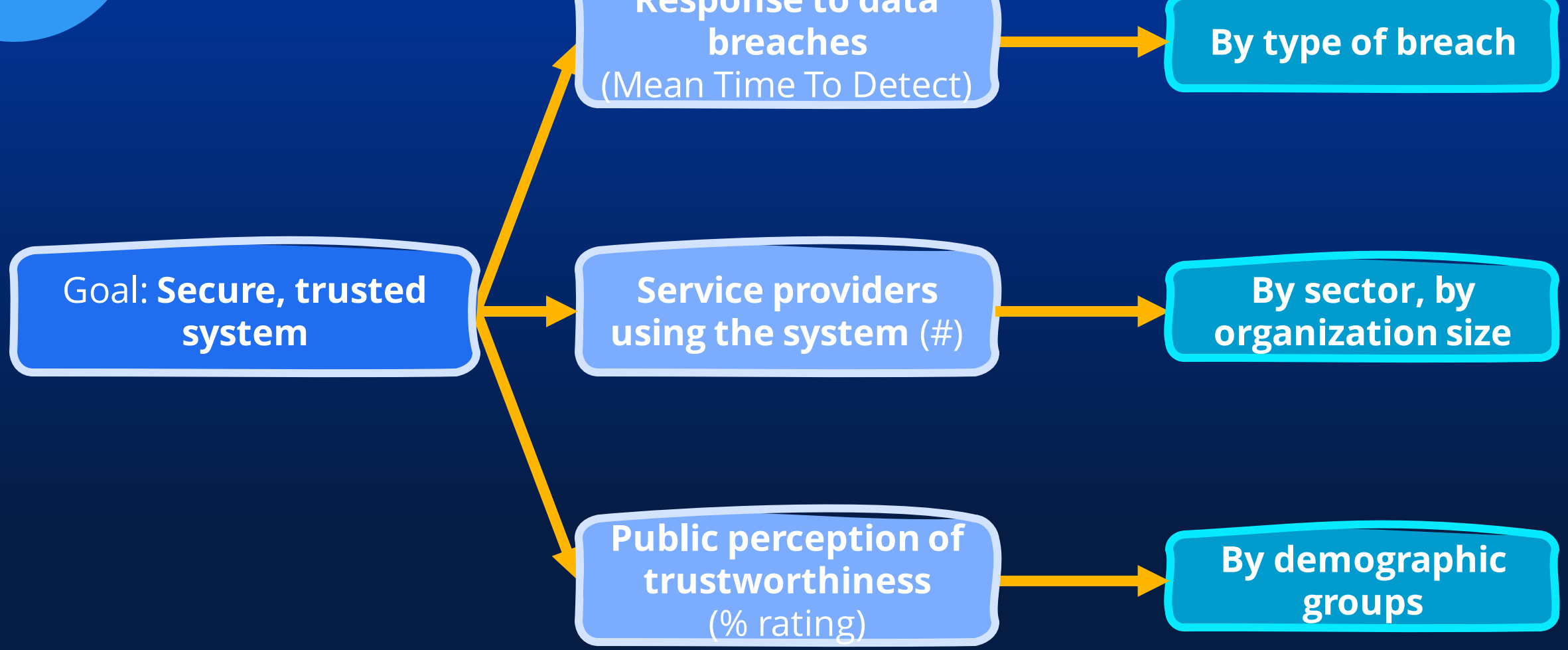
How will you know if you're achieving them?

What **data** do you need to **answer the question** "Is [goal] happening?"

→ ***INDICATORS***


Goal
Indicator 1
Indicator 2
Indicator 3
Disaggregation
Disaggregation
Disaggregation

ID SYSTEM EXAMPLE

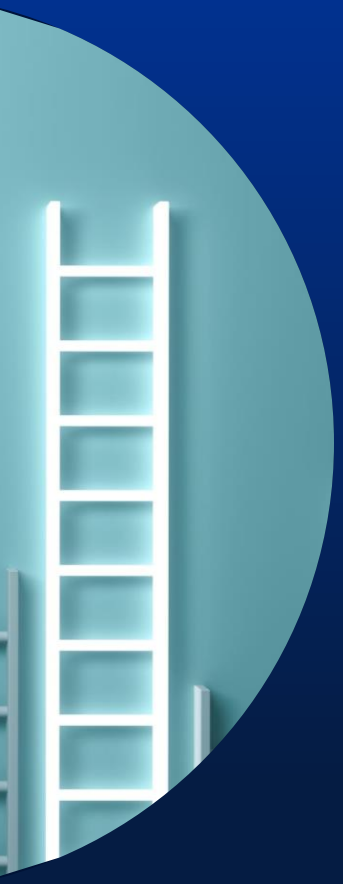


G2P USE CASE EXAMPLE

Goal:
Convenience for Recipients

- **Travel Time to payment point** (# of minutes)
- **Cost of travel to payment point** (amount)
- **Payment methods offered** (#)

- **By gender**
- **By urban/rural**
- **By mobile phone ownership Y/N**



2

ABCD:

Always Be Collecting Data

Where do indicators come from?

Goal: **Secure, trusted system**

Response to data breaches (Mean Time To Detect)

Service providers using the system (#)

Public perception of trustworthiness (% rating)

By type of breach

By sector, by organization size

By demographic groups

When it comes to system data, **never make assumptions.**

1. Define every indicator you want to track
2. Meet with the system owners
3. Confirm that each indicator:
   - Is being collected
   - Can be accessed later
   - Can be presented in a user-friendly format
4. Ensure that it can be easily accessible to decision makers

↪ Must be done at the design phase, or it may be too late

ID SYSTEM EXAMPLE

Registration

Identity Deduplication

Credential Issuance

Identity verification for service delivery

Grievance redressal

Registration Kits & Module | **ABIS** | **Printing & Personalization Module** | **Verification Module** | **GRM Channels**

G2P USE CASE EXAMPLE

Targeting & Registration

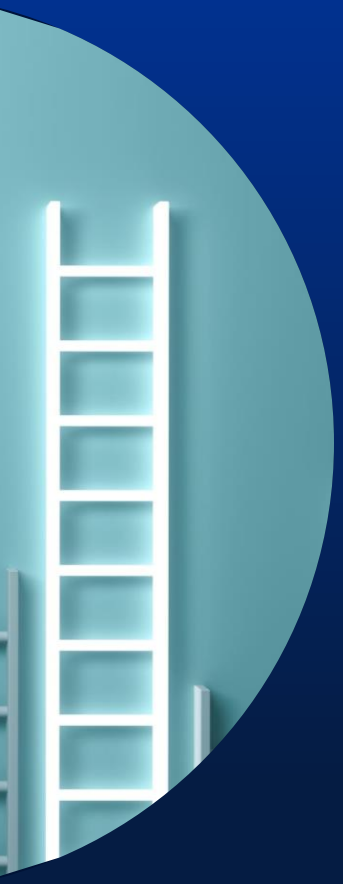
Enrollment

Account onboarding

Payment delivery

Grievance redressal

Social Registry | **Program MIS** | **Payment System** | **GRM Channels**



3

Listen to Your Users

Seeing the unseen

Program MIS report:

- ✓ All recipients enrolled
- ✓ Payment instructions submitted in time
- ✓ Funds transferred in time

Payment Service Provider report:

- ✓ Account onboarding complete
- ✓ Payments transferred to recipient accounts

Recipients' perspective:

- !! Unaware of documents required to complete enrolment
- !! Multiple trips required
- !! Long wait time
- !! Application form language different from local language

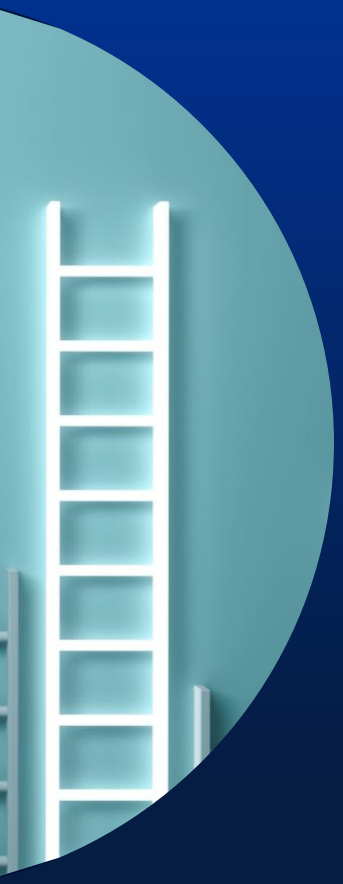
Exit Surveys

Focus Group Discussions

Stakeholder Interviews

Large-Scale Surveys

Etc.



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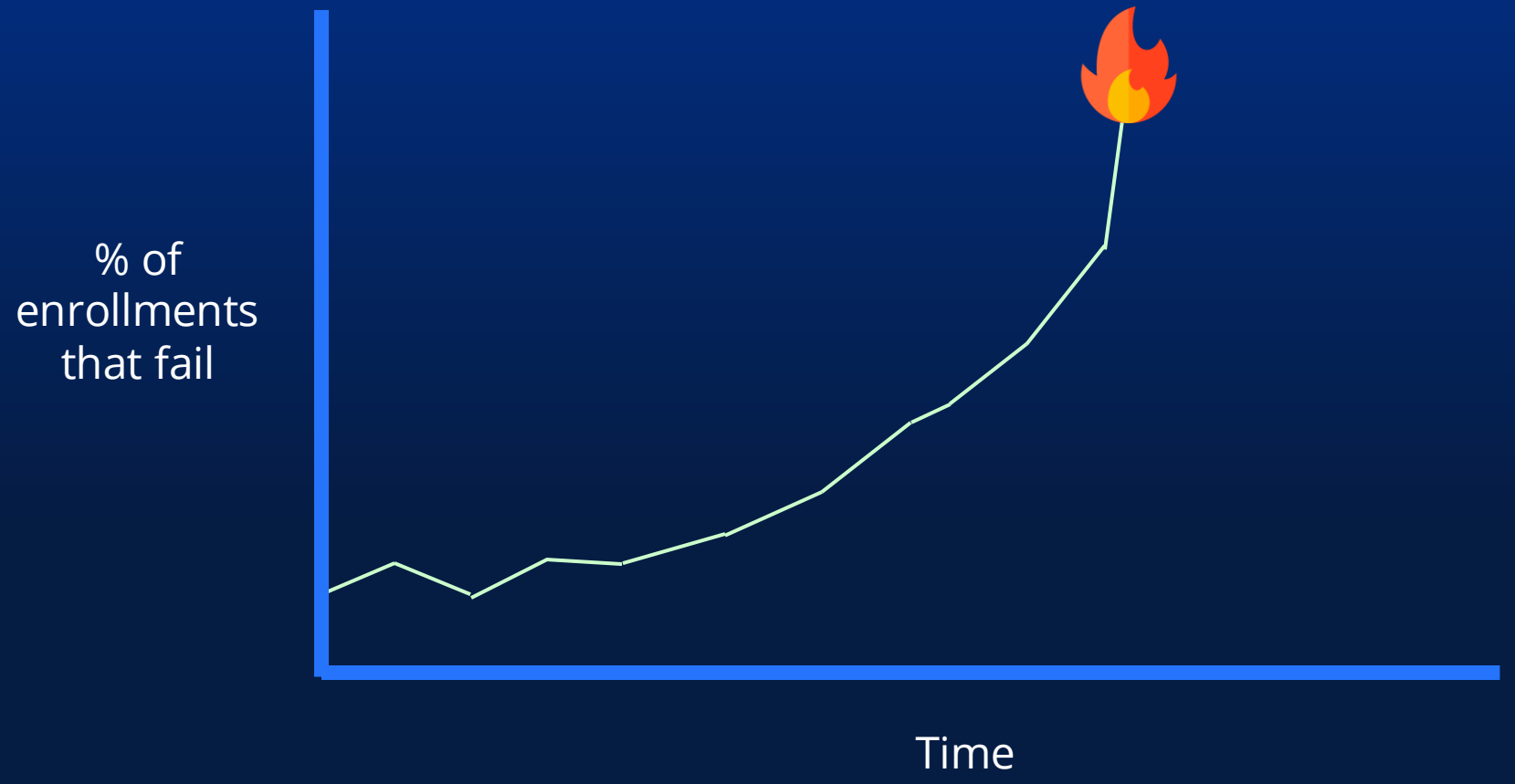
Analyze & Apply

Set up alerts to catch problems early

Use everything you collect; collect nothing you don't use

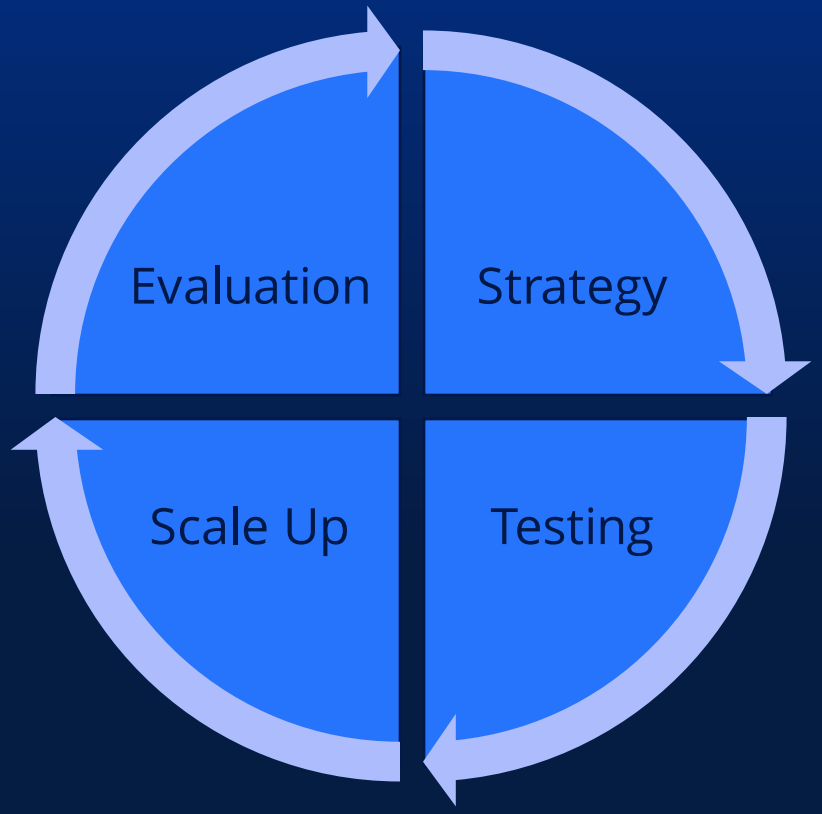


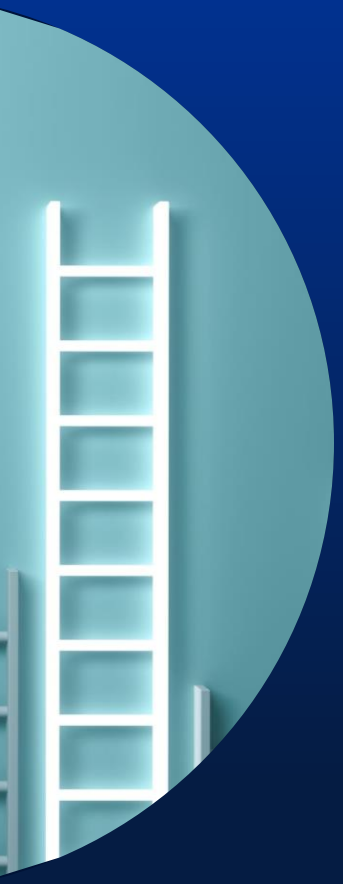
Set up alerts to catch problems early

Use everything you collect; collect nothing you don't use

Use evidence to iterate your design

Use everything you collect; collect nothing you don't use



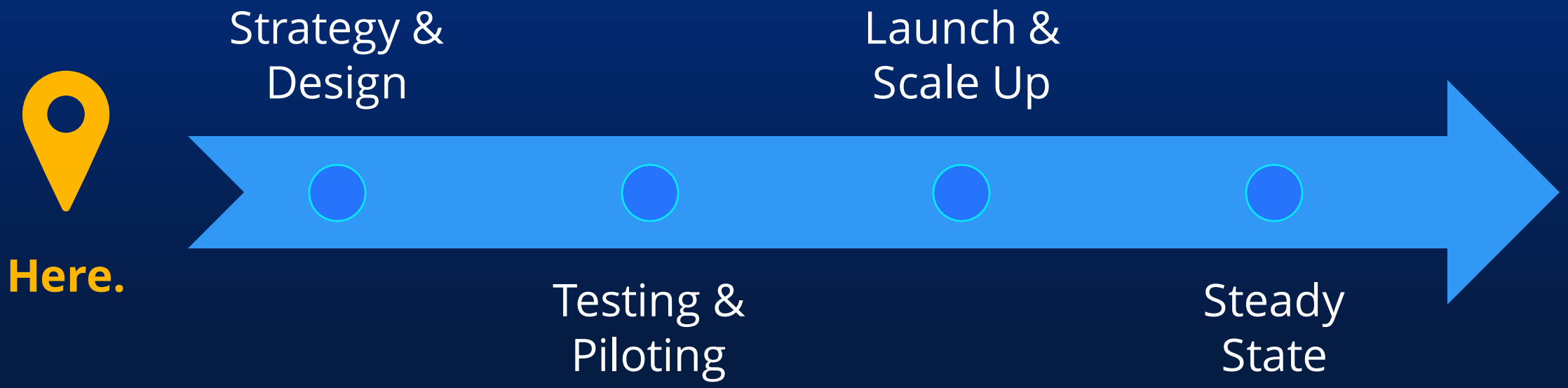


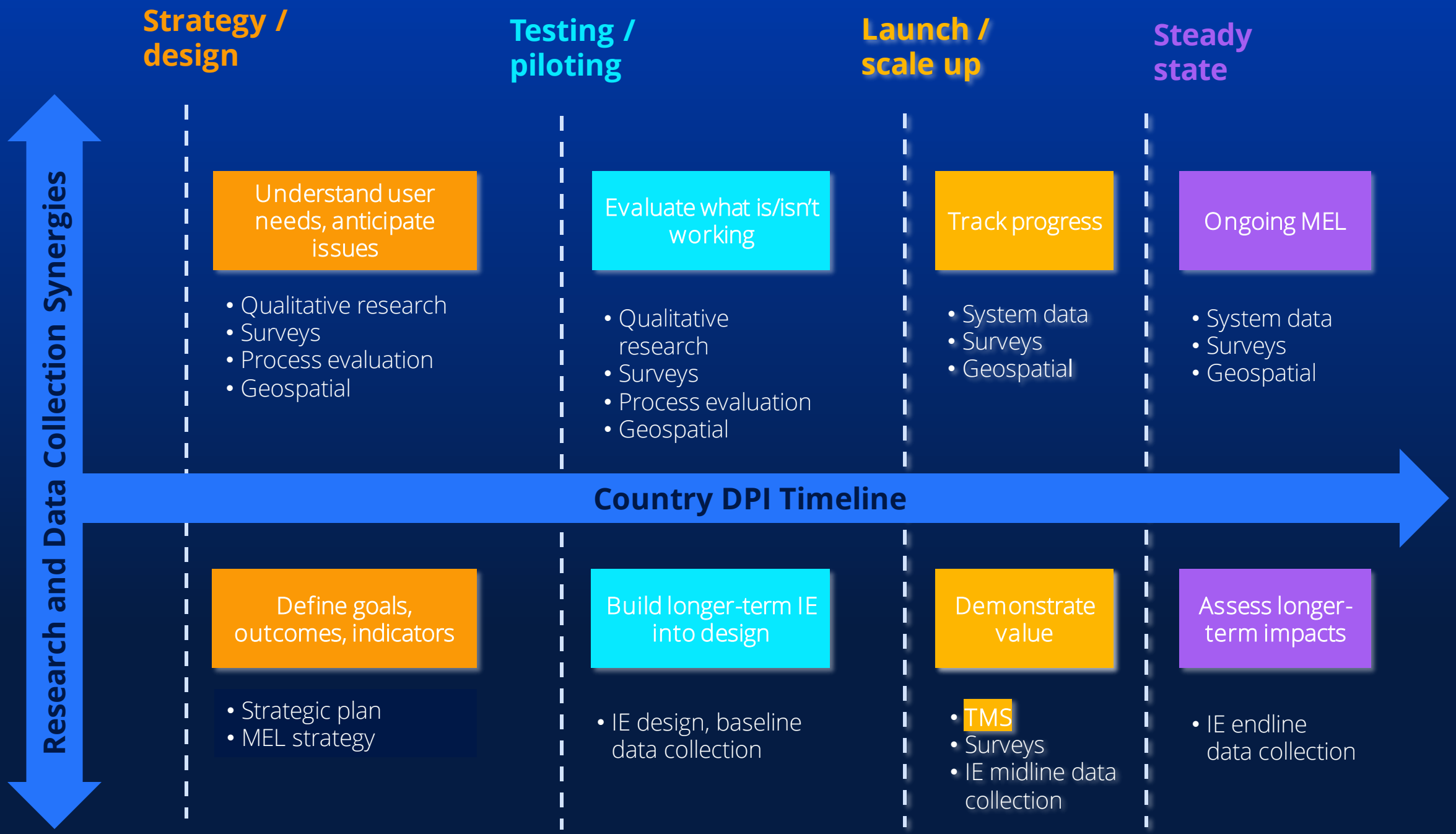
5

Begin at the Beginning

⏮

When should MEL start?




Strategy / design
Testing / piloting
Launch / scale up
Steady state
Research and Data Collection Synergies
Understand user needs, anticipate issues
• Qualitative research
• Surveys
• Process evaluation
• Geospatial
Evaluate what is/isn't working
• Qualitative research
• Surveys
• Process evaluation
• Geospatial
Track progress
• System data
• Surveys
• Geospatial
Ongoing MEL
• System data
• Surveys
• Geospatial
Country DPI Timeline
Define goals, outcomes, indicators
• Strategic plan
• MEL strategy
Build longer-term IE into design
• IE design, baseline data collection
Demonstrate value
• TMS
• Surveys
• IE midline data collection
Assess longer-term impacts
• IE endline data collection

Interactive deep dive into Time & Motion Studies

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