

# Development Engineering

Research in Action Speaker Series | Spring 2014

## Faculty Panel Discussion: Impact Analysis

- **Clair Brown** – Professor, Department of Economics
- **Ken Goldberg** – Professor, Industrial Engineering and Operations Research
- **John Canny** – Professor, Electrical Engineering and Computer Science
- **David Levine** – Professor, Haas School of Business



Wednesday, March 5<sup>th</sup>



# ReadyMade: Automated Impact Assessment Tool

Clair Brown with developers Priya Iyer, Rob On

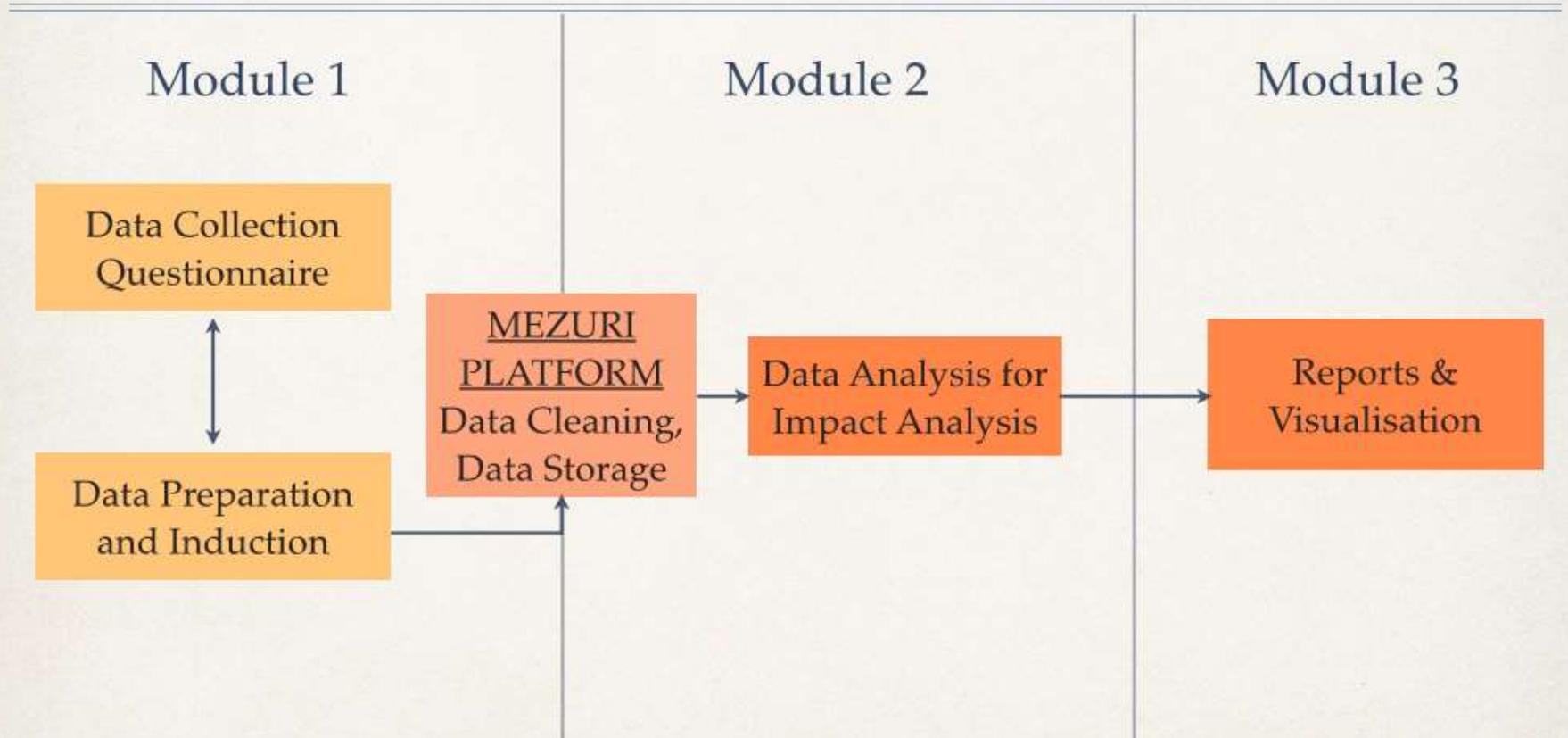
- **Goal:** Field researchers and NGOs *continually* evaluate project (collect and analyze data), from design to development to scaling and RCT.
  - Use ReadyMade for evaluation of project design, assess user feedback, compare prototypes, assess project performance across different regions and households, and use socio-economic data to evaluate the project's broader impact. As a project scales, set up and evaluate a Randomized Controlled Trial (RCT).
  - ReadyMade has conducted four proof of concept prototypes in health care delivery, agricultural financing, college readiness, and community safe water.
  - ReadyMade is in testing phase of the free online prototype beta.

# ReadyMade Structure

ReadyMade uses open source tools—including the DIL’s cloud storage platform Mezuri and ODK, open source visualization Tools, Python, and R – with an interface that guides the user through each step.

- Design Impact Analysis
  - Set up the evaluation framework with hypotheses
  - Select variables for analysis (outputs, inputs, controls) and upload data
- Analyze program performance
  - Perform the analysis, and provide graphical results with a summary of assessment

# ReadyMade Architecture



# Research and Reality: Using Interactive Mobile Messages to Promote Maternal Health in Rural India



**Divya Ramachandran**  
*University of California, Berkeley*

**Melissa Densmore**  
*Microsoft Research, Bangalore*

**Vivek Goswami**  
*Dhirubhai Ambani Institute of ICT*

**John Canny**  
*University of California, Berkeley*

# Who?



What ?



# How?



	Chart	Phone
Dialogic	G1	G2
Non-Dialogic	G3	G4

- Recruited 94 health workers so far in
- Target is 400-500 pregnant women
- 4 study arms, isolating effects of medium (chart, phone) and content (dialogic or not).



# Challenges

- Cyclones
- Babies
- Caste
- Language
- Time
- Relationships
- Selection bias
- Right censorship



Prof. David Levine, Haas School of Business

Project Impact Assessment

**“Compared to what?”**