Problem space

- 7,000 Peace Corps Volunteers at any given time
- $318.8 million is budgeted every year
- no current community feedback mechanism = ineffective monetary spending
Who will care about a solution?
- US Government (USAID)
- Peace Corps Organization and Volunteers
- Community Members

Who will a solution effect?
- All stakeholders
- Selected Latin American Communities (short-term)
- All communities with Peace Corps presence (long-term)
weReport will be a **user-friendly, intuitive platform** that would allow NGO-affected community members to publically and anonymously report feedback on developmental projects **using** SMS.
using weReport...

- community members will be able to voice concerns
- Peace Corps will be able to use the information collected to more effectively allocate resources

The main elements

- existing infrastructure in project communities (feature phones, smart phones)
- computers in the US for data aggregation
Design Challenge

- restricting the design to use the existing technology infrastructure
- each community has its own set of cultural factors (language barriers, literacy, SMS plans, cellphone sharing, etc)
- community members may be concerned about anonymity
- across all countries with a Peace Corps presence (about 68, spanning across the world), existing infrastructure and cultural factors vary dramatically
• Many humanitarian crowdsourcing projects relate to weReport, including...
  • Alive in Afghanistan (Todd Huffman)
  • Ushahidi

• Our contacts include:
  • Jaron Reed (Peace Corps, volunteered in Guatemala)
  • Todd Huffman (Alive in Afghanistan)
  • Other Peace Corps volunteers
  • Developers of open-source tools like ODK and FrontLine SMS

• What makes this project novel/interesting?
  • Huge scope
  • Many small projects, feedback not mapped based on location
  • How do we generate a consistent flow of feedback?
Findings so far

What did you do?

- Surveyed PCVs
- Talked to Jaron, Todd, Trevor

What did you learn from your fieldwork?

We need to narrow our scope to a few countries (Latin America)

What further fieldwork is needed?

- Need to explore which specific existing technologies we'll use (ie ODK, Frontline SMS)
- Further research for future target countries, outside of Latin America
Data Collected

- Percent of Households with Cellphones

![Bar Chart: Percent of Households with Cellphones](chartmaker.mathwarehouse.com)
Data Collected

Percent of Population that uses SMS

- Less than 25: 0
- 25 to 50: 4
- About 50: 1
- 50 to 75: 7
- More than 75: 6
Data Collected

- Most areas spend less than 10$ a month on phone services
Basic scenario

1. User reports an incident on their mobile phone.
2. The incident is captured and sent to the nearest server.
3. The server transmits the report to the central management system.
4. The central management system generates a ticket for the incident.
5. The ticket is assigned to the appropriate team for resolution.

weReport
Architecture
Design and evaluation

How will you iterate on your prototype and its UI?
  o Talk to PCVs in initial countries of deployment about what works and what doesn't

Who will you ask to provide feedback?
  o PCVs

How will you evaluate your prototype and its UI?
  o Amount of feedback
  o Usefulness of feedback
  o General sentiment of PCV
Plan for next quarter

**Week 1-2:** ODK, ODK Aggregate, and SMS Frontline running on the devices.

**Week 3:** Test out system locally and focus on security and reliability.

**Week 4:** Redesign based on the findings on Week 3, have a fully functional prototype done.

**Week 5-6:** Send out cellphones to Latin America and have PCVs test it out in the field. Gather data and feedback at the same time.

**Week 7-10:** Analyze the feedback and redesign, re-evaluate, re-implement.