

## Introductory Workshop on Mobile Messaging to Mothers

### Getting Started Checklist

#### 1. DESIGN THE PROGRAM – AAKASH GANJU, MAMA INDIA

- ☐ Define your market – segment for your product or produce for your segment
- ☐ Understand the behaviors and patterns of your target user
- ☐ Map your target healthcare supply chain and define the value proposition for each stakeholder
- ☐ Measure Success
- ☐ Get started

#### 2. DEVELOP THE MESSAGES – SIDDHARTHA SWARUP, BBC WORLD SERVICE TRUST

- ☐ The technical content is the starting point – the consumer oriented content is miles away
- ☐ Each audience understands and interprets content differently – choose the lowest common denominator
- ☐ User-testing of actual creative content is necessary – user-test many times over to get the right balance of content load, accent, tone and speed
- ☐ Rural, low literate audiences and early mobile users have at least 50% lower comprehension – keep it simple
- ☐ Eliminate the need for IVR navigation – or be prepared to lose audience and users

#### 3. DESIGN FOR TECHNICAL ELEMENTS – TIM WOOD, GRAMEEN FOUNDATION

- ☐ Design for scale at the outset
- ☐ Plan for permutations when picking your platform (your requirements will change)
- ☐ Know that telco integration takes time (shortcodes, e1 lines, multiple carriers – all harder than you think)
- ☐ Identify a professional hosting service (Bob's laptop is not a server)?
- ☐ Devise a support strategy (call center, 24/7, tier 1 vs. tier 3)

#### 4. ASSESS THE POLICY ENVIRONMENT – ANNIE O'CONNOR, VITAL WAVE CONSULTING

- ☐ Become familiar with 2 sets of regulation & policy for a given geography: telecommunications and healthcare
- ☐ To accelerate scale, participate in the formation of a legal framework related to mHealth at the national level
- ☐ Use replication to scale internationally (vs. one large scale implementation) This will accommodate growth.
- ☐ Participate in and encourage the setting of standards and best practices for protection of privacy
- ☐ Proactively establish ownership of customer data. Think about: Who can use it? Who can charge for it? Will the individual benefit from sharing data?

#### 5. DEVELOP A BUSINESS MODEL – ANANYA RAIHAN, D.NET

- ☐ Define your business model, value proposition and business structure
- ☐ Identify demand side and supply side factors that influence your financial model
- ☐ Estimate your costs and revenues; be creative identifying alternative sources of revenue
- ☐ Identify challenges and strategies to overcome them
- ☐ Identify the right balance between protecting your business model and fostering partnerships