



Lessons learned from the content development stream of the mNutrition initiative:

End-user feedback and its role in producing high-quality localized content

Between 2014 and 2017 the GSMA's mNutrition initiative brought together five global content partners (GCP) to deliver the content stream of the initiative across 12 implementing countries. Lead by CABI, GCP activities included: the development of a general framework for nutrition content creation, carrying out landscape analyses of nutritional needs in each implementing country, and identifying key factors for sustainable content services beyond the project. GCPs contracted and provided technical assistance to local content partners (LCP) so that they were able to partner with mobile service providers and/or mobile operators to either scale-up existing or develop, launch and market new mNutrition content services.

In this brief, the focus is on outlining the lessons learned related to content localization and end-user feedback opportunities.

1 END-USER FEEDBACK OPPORTUNITIES

Local content is a much trickier and time-consuming concept than one might think by simply putting the two words together. It has been identified as the ‘key driver in creating a step change in the usage and engagement of the mobile internet and mobile-enabled services, particularly for mid- and low-income consumers in emerging markets’ in GSMA’s ‘Local World – Content for the next wave of growth’ industry intelligence support. However, as the report goes on to define, discuss and differentiate between types of local content (in local language, locally relevant and locally created), a clear conclusion is drawn that local content needs to go beyond local language to be deemed relevant and perceived as engaging by its target audience. As a conclusion, local creation is considered the best way forward. But, local content creation is not an easy task to undertake, especially in markets where there is a lack of data on consumer insights. Therefore, if the idea is to use expert-generated content, it must be produced in a way that it engages with users in a ‘user-centred design process’ to ensure the content is relevant for the target audience.

In the case of mNutrition, the majority of LCPs (with the exception of Sri Lanka) carried out end-user testing before publishing the content. By doing so, they were able to incorporate specific end-user feedback before going live with the messages. Whilst this is obviously a clear best practice and offers a significant advantage to the mobile services, MNOs and VAS providers need to be made aware that this is a worthwhile but time-consuming activity.

As the mNutrition project developed, it has soon become clear from the pressured deadlines – and time taken up by other content processes – that end-user testing was often an ‘afterthought’ that was not developed as well as it should have been. The general assumption was that once messaging was released, there would be user input in real time, providing the LCPs with the opportunity to revise the content based on feedback as part of a retrospective



review. However, this failed to occur due to implementation delays at different levels and the inability to extract LCPs’ content-related feedback due to the fact that the messages were integrated into existing platforms, making it difficult to know whether the M&E findings pertain to the new content integrated as part of mNutrition.

A closer collaboration between the LCPs and grantees (mAgri) after developing the content and before releasing it would have helped build stronger relationships between the two parties and smoothen out the editing process (if edits were required based on field research feedback). Furthermore, it would also create open communication channels that would contribute to a greater overall partnership between the two.

In hindsight, end-user testing should be established as a crucial component of the content development process and conducted before releasing the messages. In fact, user design work should be extended to content as the first step, before the content is even to be developed. This way, any feedback can be incorporated before prior to rolling the content out through the service. Creating content based specifically on user-demand is a costly and time-consuming endeavour and requires field research into specific local practices, interests and details which have not been well documented in literature so far. Furthermore, ensuring that sufficient time is allocated to this activity – including incorporating learnings – as part of the content development process is crucial.

Project overview and aim:

The mNutrition initiative was launched in 2014 by the GSMA in partnership with the UK government's Department for International Development. The aim was to see 'improved nutrition for the poor as a result of behaviour change promoted by accessible mobile-based services delivered at scale through sustainable business models', reaching 'at least three million people across eight Sub-Saharan African and four Asian countries'.

The GSMA delivered this through leveraging expertise and capacity from two of its existing development initiatives under Mobile for Development: mFarmer (mAgri) and mHealth, and brought the global content partners onboard to manage the content creation process.

Briefs in this series:

- 1** **How to set up the right content creation model, processes and structures to achieve maximum project efficiency and quality outputs**

- 2** **End-user feedback and its role in producing high-quality localized content**

- 3** **Validating the content via sign-off letters as a part of the content development process**

- 4** **Quality assurance and quality control processes as a part of mNutrition's aim to produce high-quality content**



To view and download for free the content produced by the mNutrition initiative's content partners, please visit the Nutrition Knowledge Bank at: www.cabi.org/nutritionkb.