



CODESIGN TOOL:

Evaluation Planning



This guide can help the team to imagine a vision of how their resource is being used by its audience in the future and make a plan to assess whether the resource is achieving the team's goals for impact.

Assessing Impact

Throughout the project, you have been thinking about what kinds of information or indicators help you to assess whether your co-designed resource is effective and is having the desired impact.

You may have identified indicators such as:

Indicators, by Goal:

Goal: Awareness

- Clicks on a website
- Downloads
- Shares or retweets
- Mentions online
- Reactions (such as likes)
- Engagement (bounce rate, session duration)
- Attendance at an event
- Scores on an assessment of understanding

Goal: Knowledge & Skills

- Scores on an assessment of understanding
- Achievement/performance data
- Citations
- Derivative works created
- Self-reports of increased skill
- Self-reports of efficacy

**Goal: Behavior Change**

- Rates of attendance, participation or engagement
- Following/subscribing to a communication channel
- Sales figures or profits
- Rates of use
- Changing policies or practices

Goal: Systems Change

- Aggregated or broad achievement/performance data
- Policy or practice change
- Rates of partnership, connection, or collaboration among agencies
- Rates of attendance, participation or engagement
- Increases in funding or public support

Creating a plan

It is time now to plan and schedule the data collection that you will need in order to assess the impact of the resource. Much like gathering feedback on the prototype in Stage 5, gathering data on impact can be a huge task or a relatively small one, depending on timelines, resources, and team goals. There is no formula for this work that will apply to all projects, but all teams should consider:

- ☐ **Baseline measurement.** Will your team gather information of some kind *before* your design is launched, or before users interact with or use the resource? What can this baseline tell you about your audience? What value might this “pre” data have later, when you compare it to “post” data? Note that during the analysis of your audience that you did in the early stages, you may have captured a data point that is useful here, such as the audience’s awareness or understanding of a topic.
- ☐ **Intervals.** In what intervals do you want to gather further data? Once? Once a month? Is your aim a single snapshot of improved outcomes, or a trend over time? This may mean planning different indicators for short-, medium- and long-term impact (if that’s within your team’s resources and goals).
- ☐ **Approach, rigor, and scope.** Decide to what degree you want to study your impact. For example, are you interested in basic tracking of reach or access, or are you thinking about an experiment? Are you interested in studying implementation? Are



you planning a qualitative (e.g. interviews, focus groups, observations) approach? Here in this stage, it is important to ask if the indicators you've chosen and the intervals you've just established are a good fit for the impact you are seeking to assess.

- ☐ **Tools.** Decide on the analytics, software applications, survey tools, or other mechanisms you'll use to gather your data and take your measurements.
- ☐ **Tracking.** Decide where your team will record or keep track of data collected.
- ☐ **Pivoting.** Decide when during your efforts to reach the audience/s with your resource you will bring the team together to review the data and decide on next steps, such as adding additional methods to drive up engagement, or pivoting to different methods.
- ☐ **Schedule it!** This seems obvious, but calendar events and reminders should be created now so that you are capturing data at the right intervals and with the tools you've selected.



The Plan

Summary of approach: <i>How</i> are you evaluating (see 'rigor and scope' section above)?				
Measure (What)	Interval (When)	Tools (How)	Who is collecting?	Where is data collected?
Follow up: <ul style="list-style-type: none">• Who will collect the data and share with the team?• When will the group meet to discuss outcomes and make decisions about next steps?				