

# The Reality of Using Segmentation to Drive Behavior Change

PANEL DISCUSSION | ICFP 2022

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# Welcome!



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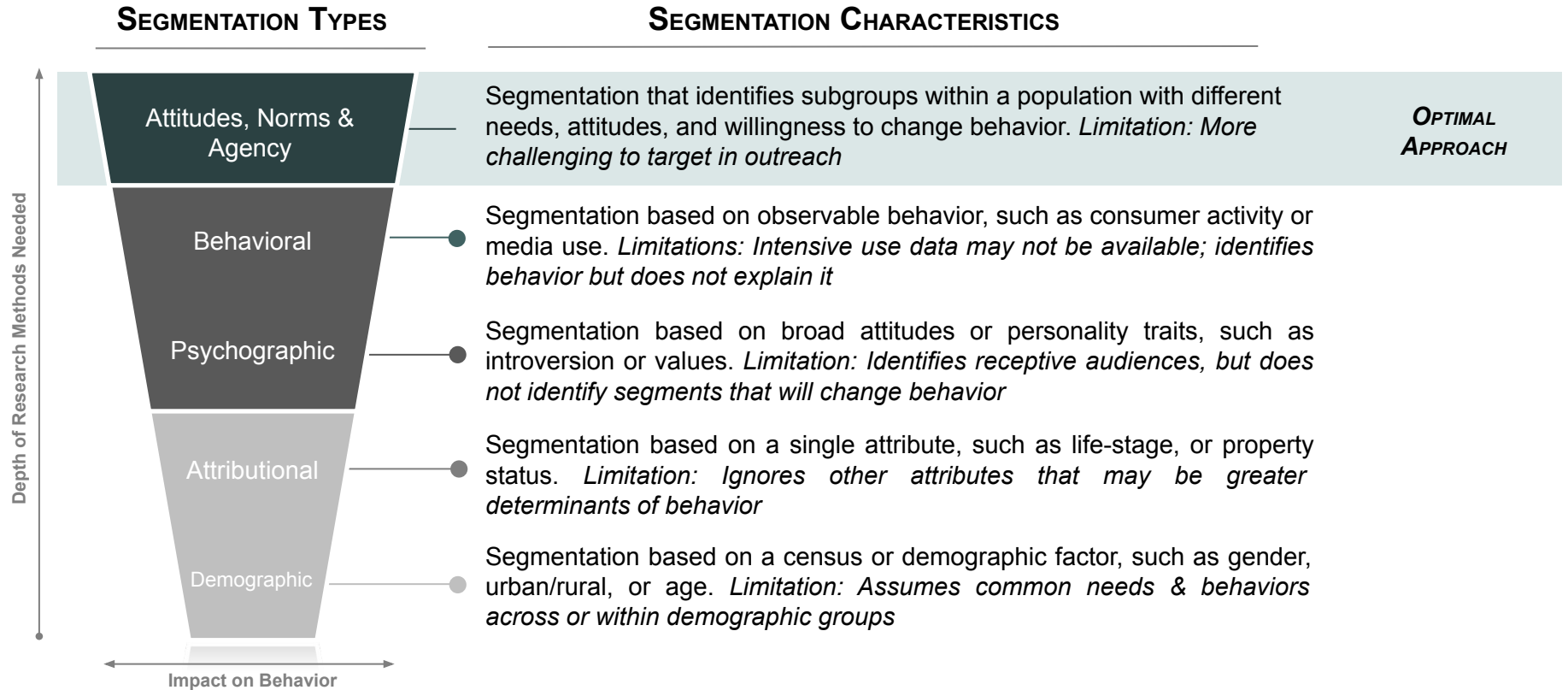


**Sakina Zaidi**  
Director  
Camber  
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**Nicole Ippoliti**  
Technical Director  
YLabs

# What is psycho-behavioral segmentation?



# Slido Poll

**Join at Slido.com**  
**#3126 100**



# Case Study: Beyond Bias

Key factors to consider when integrating  
psycho-behavioral segmentation in your program

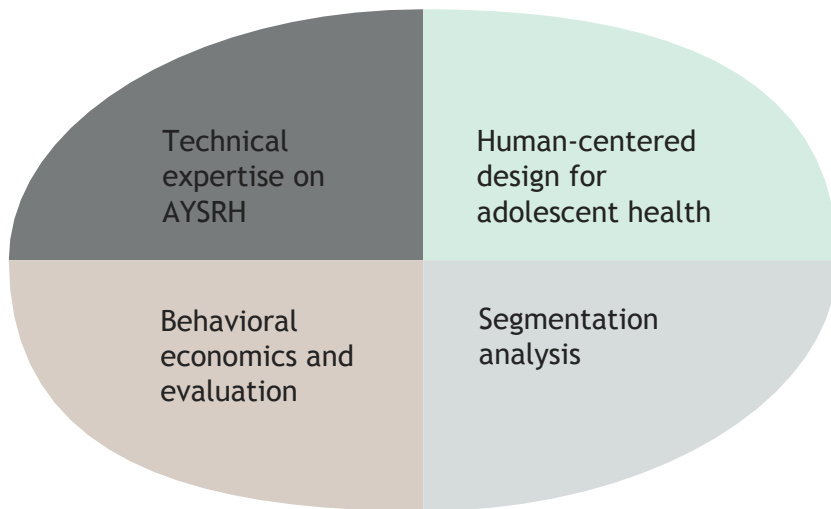
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**Lydia Murithi**  
Pathfinder International

# Beyond Bias Project

**Goal:** To design and test scalable innovative solutions to address provider bias toward serving youth ages 15-24 with family planning services in **Burkina Faso, Pakistan, and Tanzania.**

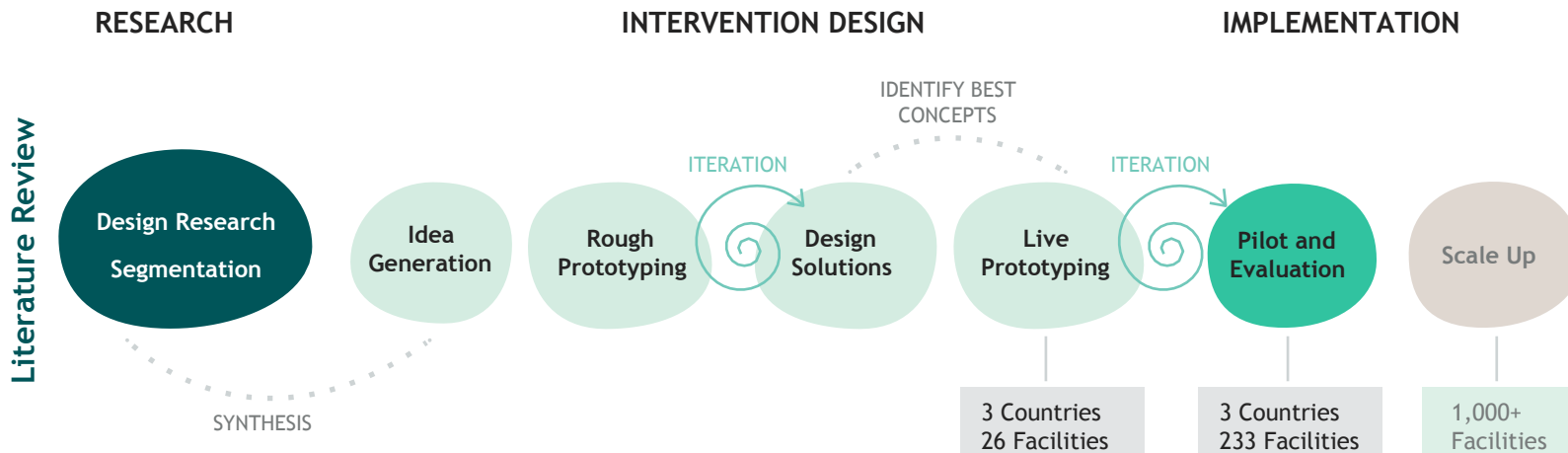
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# Beyond Bias' User-centered Process



## WE USED SEGMENTATION TO:

Better understand the major drivers of bias (bias profiles) by country:

- How do these drivers present in each context?
- Are there trends in the appearance of these drivers in segments across regions?
- What are the key opportunities and obstacles to shifting provider attitudes and behaviors in each country?





11 major drivers of bias were cross-validated by Camber's quantitative survey (n=811) and YLabs' qualitative interviews (n= 373).

### Biographic

- Negative attitudes
- Willingness to change
- Provider attributes
- Difficulty communicating
- Product inexperience

### Situational

- Lack of motivation
- Workload
- Workplace norms
- *Competing SRH*
- *risks*
- *Clinic reputation*

### Societal

- *Social norms*

# Quantitative Psycho-Behavioral segmentation was used to identify six segments of providers, with different bias profiles.

## DETACHED PROFESSIONAL

Well-trained, though emotionally disconnected from youth



## AVERAGE PASSIVE

Aware of AYSRH practices, but somewhat biased and relatively unsympathetic for youth



## CONTENT CONSERVATIVE

Generally open-minded and youth friendly, but distrustful of modern methods and independent women



## IMPROMPTU SISTER

Most connected with young clients, though also prone to believe they know what's best



## SYMPATHETIC GUARDIAN

Well-intentioned, and though somewhat misinformed, exhibit overall high quality youth service






## PATERNALISTIC CLINICIAN

Busy older doctors who, despite some progressive attitudes, show strong marital and parity bias

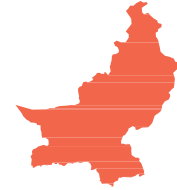


Link to full segmentation report: <https://www.pathfinder.org/publications/?keyword=beyond+bias>

# Segment composition for each country

	DETACHED PROFESSIONAL	AVERAGE PASSIVE	CONTENT CONSERVATIVE	IMPROMPTU SISTER	SYMPATHETIC GUARDIAN	PATERNALISTIC CLINICIAN
 TANZANIA	7%	59%	1%	16%	17%	0%
 PAKISTAN	1%	25%	59%	2%	0%	13%
 BURKINA FASO	79%	12%	0%	8%	1%	0%

# Drivers and manifestations of bias by country



## DOMINANT SEGMENT

**Average Passive**  
(60%)

**Detached Professional**  
(79%)

**Content Conservative**  
(60%)

## WHAT BIAS LOOKS LIKE

- Bias against LARCs and hormonal methods
- Requiring clients to take HIV tests
- May refuse service to unmarried clients

- Prioritize older clients
- Do not explain all methods or side effects
- Likely to promote abstinence to unmarried youth

- Refusal to serve unmarried clients
- Deny LARCs to nulliparous clients
- Require spousal or parental consent

## MAJOR DRIVER

S ● ● ●

- Competing SRH risks
- Social norms
- Willing to change

- Workload Negative attitudes Social norms
- norms

- Social norms
- Misinformation
- Negative attitudes



# KEY FACTORS TO CONSIDER:

Four critical factors to consider when using segmentation analysis in global public health programs:

- Utility: the effectiveness of the segmentation analysis approach vs no segmentation or standard segmentation based solely on demographics.
- Ethics: the potential unintended consequences or moral decision points that arise through segmentation analysis or application of its findings.
- Scale: the balance between nuance and generalizability.
- Sequencing: of segmentation activities relative to other intervention design activities such as design research, ideation etc.



# Case Study: Breakthrough RESEARCH

Psychographic Segmentation at Scale:  
Constructing Measures for Cross Country  
Application

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**Leanne Dougherty**  
Population Council

# Background

- Understanding **psychographic characteristics** such as attitudes, self-efficacy, and social norms, and measuring their **relative contribution to behavioral uptake** through audience segmentation is essential in designing and monitoring effective family planning (FP) programming.
- Despite their importance, **few psychographic indicators are routinely captured** outside awareness of contraception in large scale surveys.
- We aim to show **how collecting psychographic measures** in large scale surveys in low contraceptive prevalence settings can **generate behavioral insights** that lead to improved social and behavior change (SBC) programming.



# Methods

**Study Objective:** Develop reproductive health audience profiles integrating both **sociodemographic** (e.g., age, education, wealth) and **behavioral determinants** to inform SBC approaches tailored to audience subgroups.

- Cross-sectional **household survey** with married women aged 15–49 (N=2,709) in Maradi and Zinder regions of Niger in RISE II program intervention and comparison sites, April–May 2021.
- **Latent class analysis** used to identify audience subgroups based on patterns of responses across study participants in survey data.
- Segmentation approach allows us to move beyond focusing on one characteristic at a time (e.g. age) and instead **finds relationships within the data** to create audience profiles **using multiple characteristics** at once.
- Audience **subgroups** used to create **personas** to provide important insights for SBC programs.

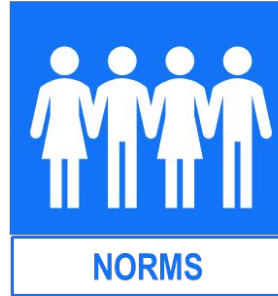
# Behavioral determinants



- Has heard of at least 3 different **FP methods**



- Acceptable for a couple to use **FP methods** such as condoms, the pill or injectables to delay or avoid pregnancy



- Members of this community agree that a woman should use **FP methods**



- Know where to go to get **FP methods**



- Feel comfortable discussing **FP methods** with my partner

# Segmentation insights

## Developing Personas Based on Latent Class Audience Profiles



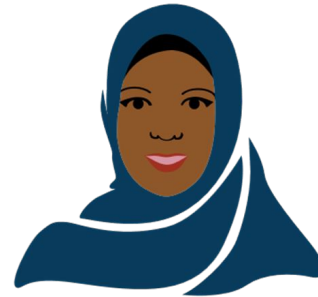
Aida (29% of sample)

- Poorer, less educated Nigerian woman.
- Low levels of knowledge about FP methods.
- Less likely to believe it is acceptable to use FP methods.
- Weak self-efficacy and low levels of partner communication.



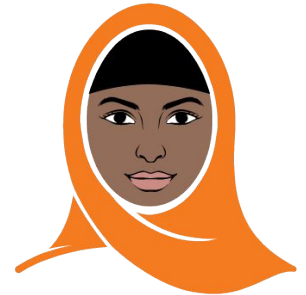
Bintou (7% of sample)

- Wealthier, educated Nigerian woman.
- Believes it is acceptable to use FP methods and she knows where to obtain FP methods.
- Less likely to believe women in her community agree it is ok for women to use FP methods.



Fatou (51% of sample)

- Older, less educated Nigerian woman.
- Believes it is acceptable to use FP methods and she knows where to obtain FP methods.
- Strong levels of partner communication about FP methods.



Laila (21% of sample)

- Young, educated Nigerian woman.
- Believes it is acceptable to use FP methods and she knows where to obtain FP methods.
- Believes women in her community believe it is ok for women to use FP methods.

# Implications for scalability

- Previous FP segmentation analyses using large scale surveys have primarily relied on socio-demographic characteristics from the *Demographic and Health Surveys* and have not incorporated psychographic measures.
- Psychographic measures can create more nuanced profiles that can be used for more tailored, message specific SBC programming.
- More effort is needed to develop psychographic measures through qualitative research that can be incorporated into large scale multi-country surveys.
- Programs also need tools that facilitate application of segmentation data.

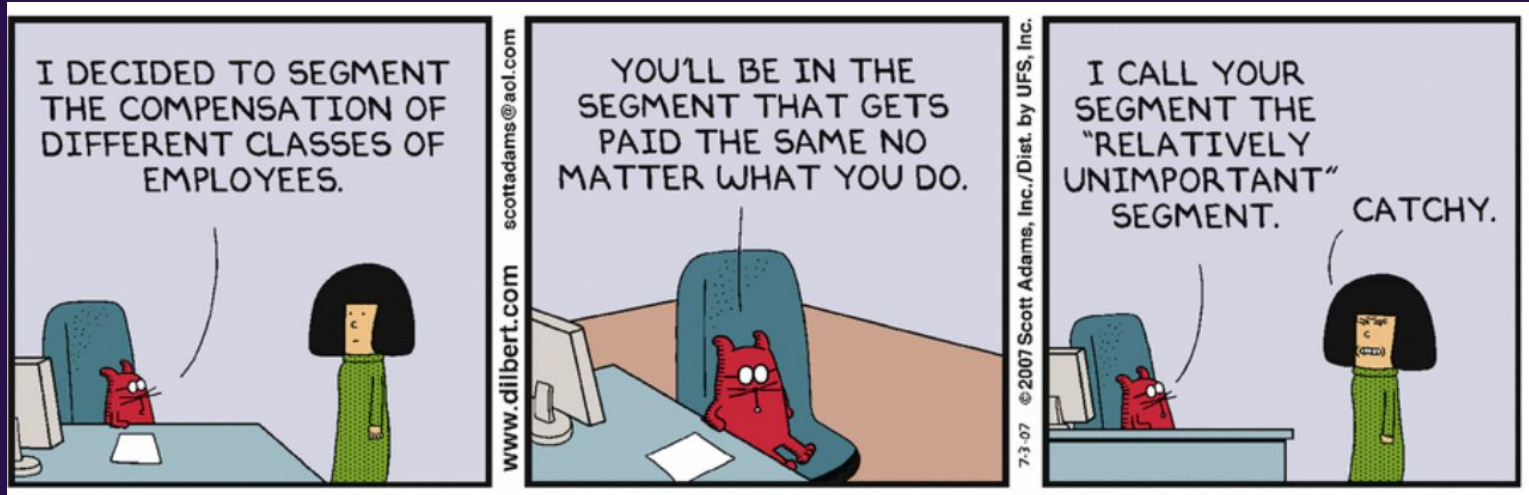
# Case Study: YUVAA

Designing Segmentation Studies that Reflect  
Project Realities

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**Sakina Zaidi**  
Camber Collective

# What will the segmentation be used for?



**Yuva** (**Youth Voices for Agency and Access**) combines innovative communication & social entrepreneurship to shift social norms & improve access to contraceptive choices for young couples in 10 districts of Bihar and Maharashtra.

# YUVAA segmentation was intended to help answer 3 Qs:

## WHO:

Which couples should we target?

## HOW:

Which messages/messengers should we deploy to shift couples' beliefs?

## WHAT:

What bundled products should we sell to couples?



# It would touch all aspects of **intervention design**...



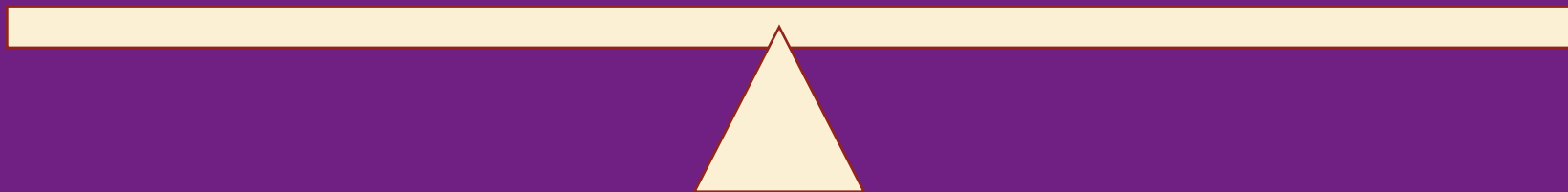
\*YCM = YUVAA  
Corps Member

# SO segmentation had to be **designed** to balance key considerations

*Key Challenge*

Complex enough to  
identify meaningful  
sub populations

Simple enough to  
be used for desired  
interventions



# Critical segmentation **design choices** made for YUVAA included:

*Key Design Choices*

**BROAD  
SURVEY Qs**

**(Vs. Deep on  
Attitudes)**

**TRANSPORT  
SYMBOLS**

**(Vs. Detailed  
Profiles)**

**CO-ED  
SEGMENTS**

**(Vs. Single  
Gender)**

**Key learning:** For segmentation insights to be useful, segmentation design should take into account:

- **Intended interventions/ users**
- **Available resources**
- **Context specific factors**



# Case Study: CyberRwanda

Combining human-centered design with  
segmentation to design scalable yet tailored  
interventions

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**Nicole Ippoliti, Technical Director**  
Y Labs

## Introduction

### CyberRwanda Overview

1. CyberRwanda has 3 main parts
  - Stories
  - Learn
  - Shop
2. CyberRwanda is optimized for tablets and phones, to be used in schools and personal devices
3. It's a web and native app, designed with input from >1000 youth.





## HCD + Segmentation

To guide adaptive implementation and new feature design we have combined quantitative data of 5,778 youth with qualitative data of 109 youth to inform qualitative segmentation and 2023 scale up strategy.

## Midline Quantitative Analysis (n=5778)

Where do you most frequently access the following?	Own device	Borrowed device	At Youth Center	At School	NO access	Refuse to answer
<b>Computer, Laptop, Tablet</b>	0.9%	8.7%	0.6%	<b>61.0%</b>	28.6%	0.2%
<b>Internet</b>	6.6%	22.4%	0.3%	26.9%	<b>43.8%</b>	0.2%
<b>Feature phone</b>	26.8%	<b>49.6%</b>	0.2%	0.4%	22.9%	0.1%
<b>Smart Phone</b>	7.6%	36.2%	0.2%	0.5%	<b>55.3%</b>	0.2%

- Half of youth do not own a smartphone, but use a borrowed feature phone.
- Youth most often access computers and tablets through school and do not otherwise have internet access.



**Location:** Urban

## The Anxious Avoider

### Vibe

- In school, 16, and has access to a shared feature phone.
- Uses Cyber in school on tablets
- Has sex sporadically. Doesn't want to be the "kind of girl who carries condoms", but wants to know how to use them and advocate for them.
- Knew a little about EC, recently learned from CyberRwanda how to use and access EC, in a discreet and affordable way
- Worried about becoming pregnant and having her life go off course
- Uses Cyber during moments of crises



# Using the User Journey

## STEP ONE

*Awareness &  
Priming*



- How do they first become aware of CyberRwanda?
- What opportunities or obstacles impact their awareness of Cyber?

## STEP TWO

*Need  
Identification &  
Selection*



- How do they determine Cyber is trusted? What increases trust?
- What needs is it specifically fulfilling for them?

## STEP THREE

*Ordering*



- What opportunities or obstacles impact their desire and ability to place an order on Cyber?

## STEP FOUR

*Product/Provider  
Access*



- What opportunities or obstacles impact seeking a provider affiliated with the Cyber network?

## STEP FIVE

*Service  
Experience &  
Counselling*



- What impacts their ability to receive a youth-friendly service from the provider and gain the information they need to support appropriate use of the product?



# Anxious Avider: Optimizing the User Journey for Cyber Scale

CyberRwanda

## STEP ONE

Awareness &  
Priming

- Maintain school model
- Advertise Cyber on social media ads via Facebook as that can be accessed through feature phones

## STEP TWO

Need Identification  
& Selection

- Increase tablets per school and integrate Cyber into SMART classrooms
- Increase immediate value and legitimacy of CR through testimonials from trusted officials disseminated via social media

## STEP THREE

Ordering

- Develop USSD to support product placement via feature phones
- Develop marketing material that has the USSD code for ordering

## STEP FOUR

Product/Provider  
Access

- Expand network of providers to include health posts
- Work with implementing, private sector, and government partners to ensure availability of product choice at health posts

## STEP FIVE

Service Experience  
& Counselling

- Partner with government officials to leverage our provider training to support youth-friendly training for health post workers

## Key Takeaways

Rapid qualitative segmentation plus demographic data can provide a practical way to guide design and scale-up strategy, especially when time and funds do not permit quantitative segmentation





## Key Takeaways

Segmentation + focused prototyping helped ensure that prototypes of new design features were meeting distinct user needs. It helped prioritisation of design features and support equity in decision-making on scale-up.



## Key Takeaways

**Advantages** of a rapid qualitative segmentation are:

- Cost-effectiveness
- More rapid timeframe
- Accessible approach to guide design and understand user motivations
- Can be repeated as program scales/evolves

### **Disadvantages:**

- Less understanding of % representation of audience





# CyberRwanda

THANK YOU!



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Healthy People, Wealthy Nation



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