



FAN, FAMILY & WRITER
FEEDBACK FROM
THE LEAN DATA SPRINT
SEPTEMBER 2017



LEAN DATA

ON
OMIDYAR NETWORK

WELCOME TO YOUR LEAN DATA RESULTS

1

Headlines:

- + Top actionable **insights**

2

Your data:

- + Question by question **results**
- + A selection of user **quotes**

3

Just for fun:

- + **Staff quiz** results: how well do you know your user?

4

Details on approach:

- + **Methodology**: what we did
- + **Survey questions**: for you to re-use in future

Sponsored by:



OMIDYAR NETWORK

Delivered by:

LEAN DATA

TOP ACTIONABLE INSIGHTS

FROM ONLINE SURVEY WITH 343 USERS

1

Satisfaction & value prop

Your Net Promoter Score – a common metric of satisfaction – is **50** among all users which is very good. **Family respondents scored highest at 82, Fans scored FunDza at 56** and Writers scored FunDza 30. Writers valued access to editing and publishing, Family valued that Fundza encourages reading and Fans valued access to content. **Continue pushing these value propositions to the different groups.**

2

Social impact results

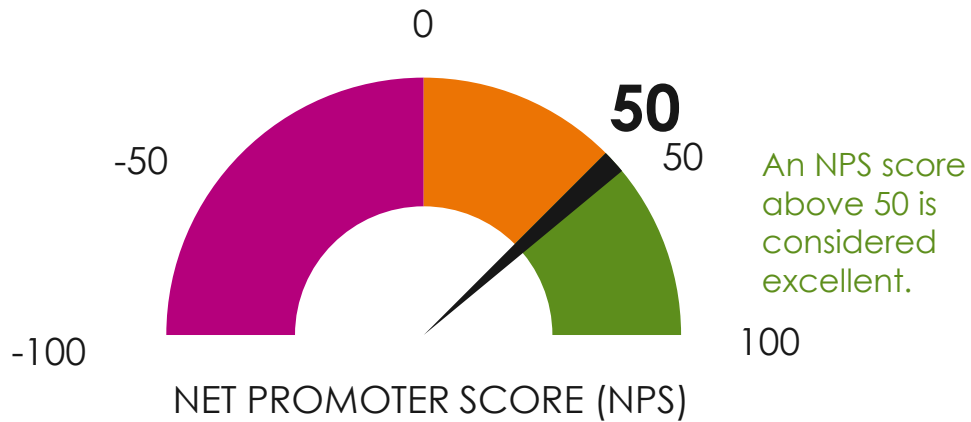
86% say quality of life has improved because of FunDza. Writers reported more or better writing skills as a key outcome, where Family and Fans reported improved reading and writing as key outcomes. Share these impact results with staff and prospective funders/donors, and consider using in marketing material.

3

Suggested improvements

Writers' and Fans' top suggestion for improvement was improved **ease of use of the application and/or website.** Family users asked for **more or improved content.**

FUNDZA'S NET PROMOTER SCORE IS 50; PROMOTERS VALUE WRITING, READING BOOKS & ACCESS OF CONTENT



The NPS is a gauge of customer satisfaction. It asks the question “On a scale of 0-10, how likely are you to recommend FunDza to a friend or colleague?” The “Net” score is calculated in the following way:

$$\text{NPS} = \% \text{ promoters} - \% \text{ detractors}$$

9-10 likely to recommend 0-6 likely to recommend

Anything above 50 is considered excellent. A negative score is considered poor. Apple, Amazon, and Netflix have net promoter scores of 66, 66 and 64 respectively. FunDza's score of 50 is good. Consider how to convert passives & detractors

We also ask respondents to explain their score, which yields insights on value proposition:

EMERGING THEMES ACROSS GROUPS

 **Promoters: 65%**
9-10 likely to recommend

Love:

- + Writers: access to editing and publishing (46%)
- + Family: encourages reading (63%)
- + Fans: access to content (41%)

VALUE PROPOSITION DRIVERS

 **Passives: 21%**
7-8 likely to recommend

Like:

- + Writers: improvements in writing & access to content (35%)
- + Fans: encourages reading and learning (62%)

...but:

- + Family: enhance content offerings (67%)

 **Detractors: 14%**
0-6 likely to recommend

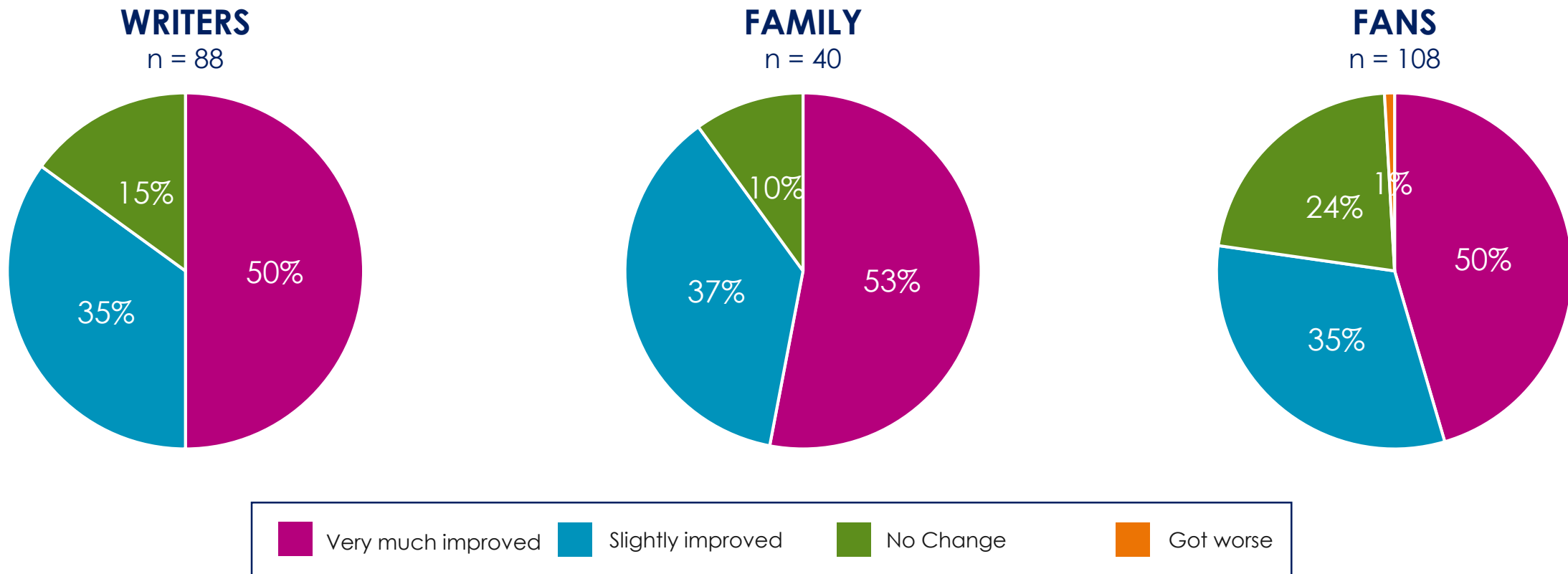
Have complaints about:

- + Writers: improve publishing tools (36%)
- + Family: more workshops (50%)
- + Fans: improve ease of using platform (71%)

DISSATISFACTION DRIVERS

86% SAY QUALITY OF LIFE HAS IMPROVED BECAUSE OF FUNDZA

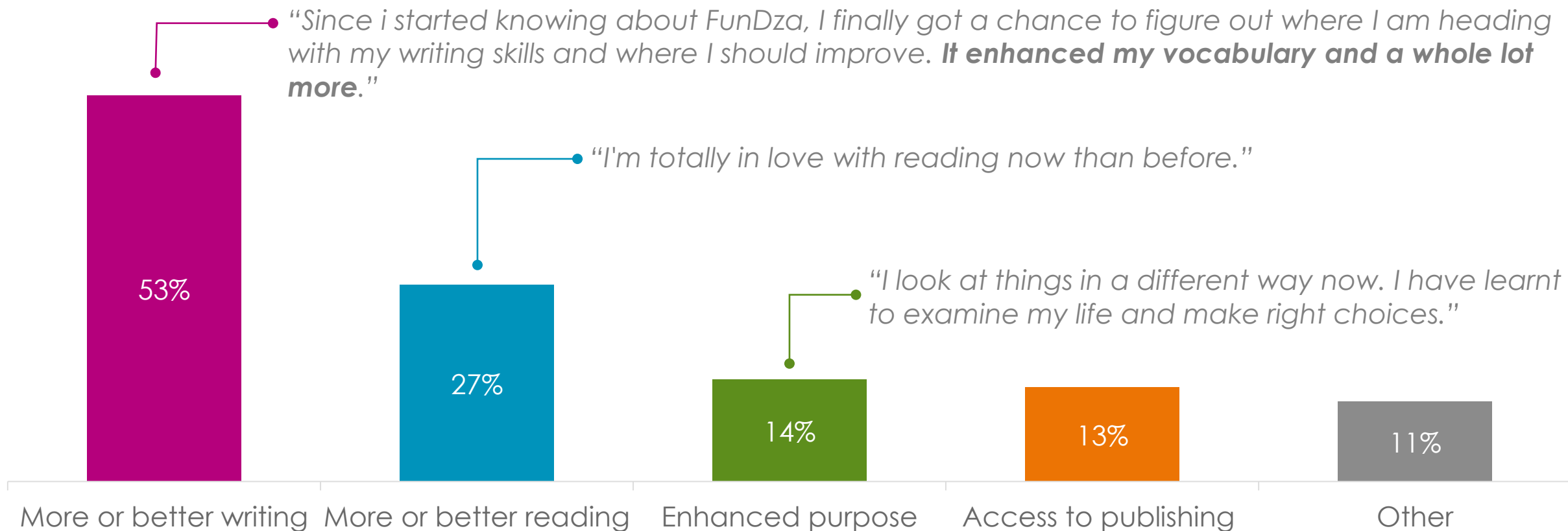
Q: How has your quality of life improved because of FunDza?



FOR WRITERS THE TOP OUTCOME IS: “I FEEL I AM A BETTER WRITER”

Q: How has your quality of life improved because of FunDza? (n = 88)

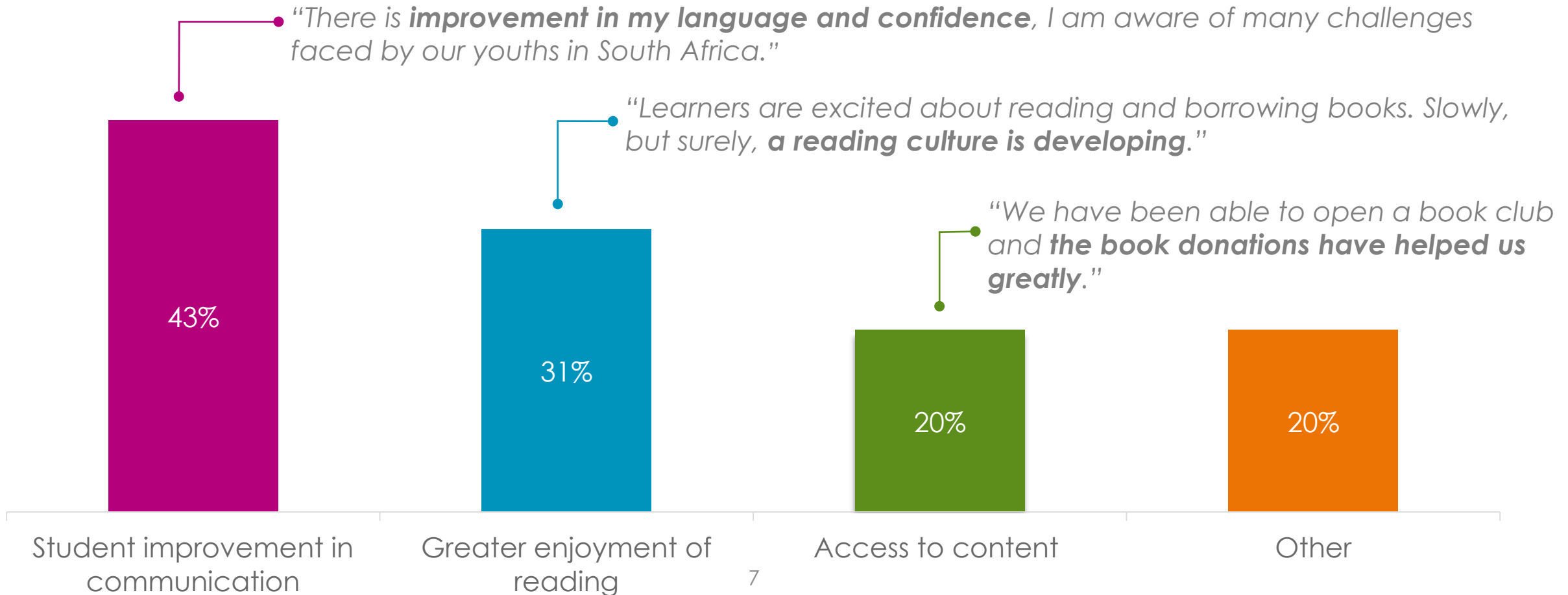
For 75 respondents who said their life had improved. Open ended, coded by Lean Data team:



FOR FAMILY MEMBERS, THE TOP OUTCOME IS: “I FEEL MY YOUTH ARE BETTER COMMUNICATORS”

Q: How has your quality of life improved because of FunDza? (n = 40)

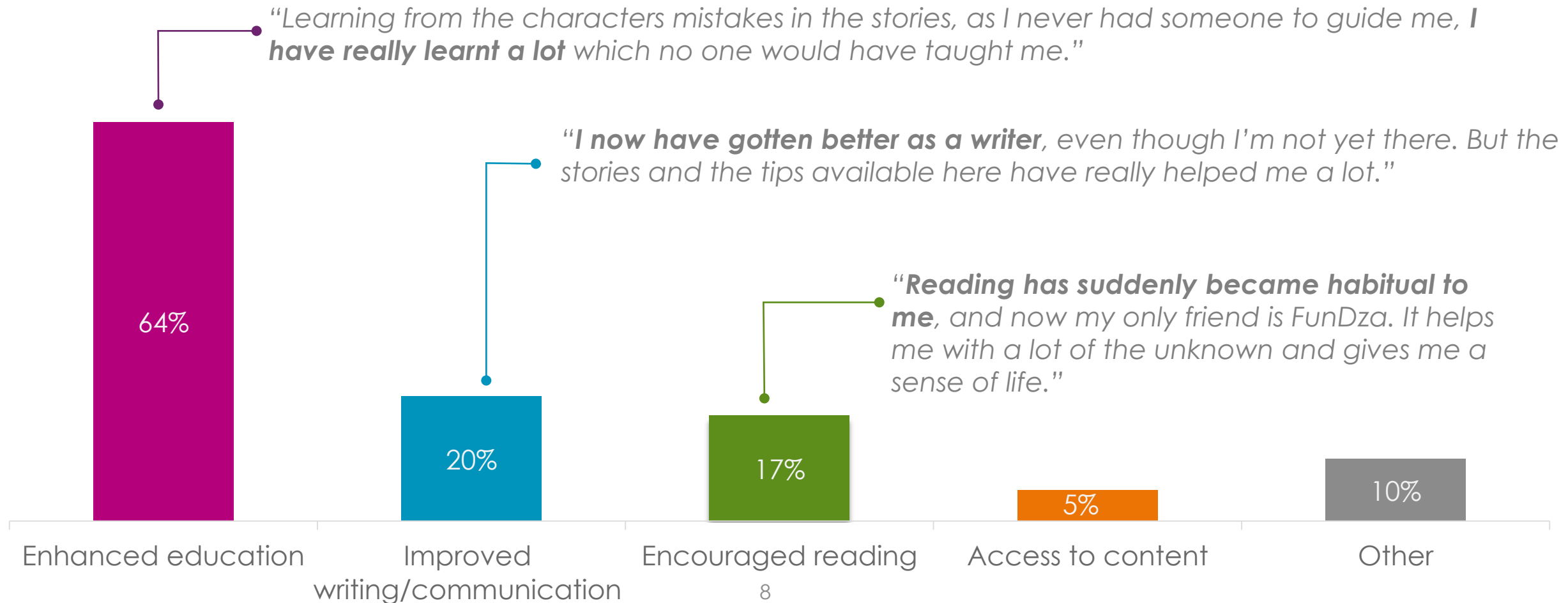
For 36 respondents who said their life had improved. Open ended, coded by Lean Data team:



FOR FANS, THE TOP OUTCOME IS: “I FEEL I HAVE LEARNED A GREAT DEAL”

Q: How has your quality of life improved because of FunDza? (n = 108)

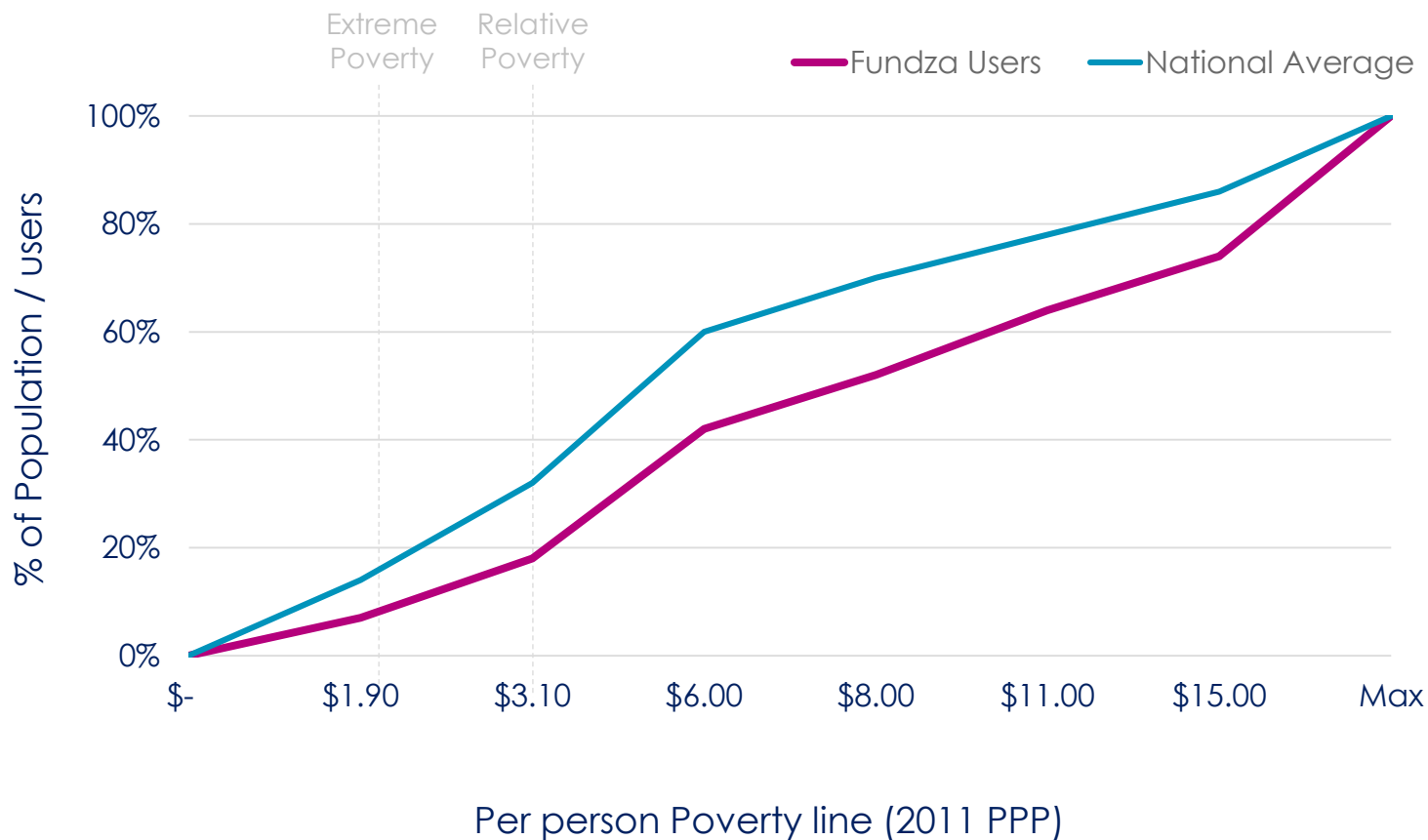
For 92 respondents who said their life had improved. Open ended, coded by Lean Data team:



FUNDZA IS SUCCESSFULLY REACHING LOW-INCOME USERS – ALTHOUGH SLIGHTLY LESS THAN THE NATIONAL AVERAGE

USING INTERNATIONALLY RECOGNIZED POVERTY LINES, 18% OF USERS LIVE IN POVERTY COMPARED TO 32% OF THE POPULATION MORE BROADLY.

% living below different \$ /day, (2011 PPP)



This data suggests that there may be room for FunDza to try to penetrate further into the lower income market.

WANT TO GEEK OUT?

Purchasing Power Parity (PPP) is an economic theory that compares different countries' currencies through a market "basket of goods" approach. According to this concept, two currencies are in equilibrium or at par when a market basket of goods (taking into account the exchange rate) is priced the same in both countries.

This useful tool which is maintained by the World Bank allows us to get a sense of whether and to what extent you are reaching some of the poorest people living in South Africa and also investigate how this compares across countries. We used Grameen's "Progress out of Poverty" tool to estimate the poverty profile of your users. This tool uses asset and household indicators to estimate poverty likelihood.

TOP SUGGESTIONS FOR IMPROVEMENT ARE: EASE OF USE ON FUNDZA PLATFORMS, AND MORE CONTENT

Writers

21% of writers want greater ease of use on the platform, app, or website.

" Good, interesting stories. Perhaps the site can link writers to publishers. I'd love an option to download stories."

"I struggled to search for my story and my profile, please make that easily accessible."

*"The **site layout could be improved** by adding categories, and author pages. **The website appears somewhat cluttered.**"*

Family

22% of family respondents want even more or different content.

"...I wish they can provide more books kids love them..."

"...Increase the number of books available to organizations..."

"To continue publishing new stories in the Harmony High series."

Mobi Fans

18% of fans sought improvements in ease of use and access.

"Let the readers be able to mark where they stopped reading, so they can be able to resume where they stopped without starting from the menu..."

*"**Access all people** of all ages especially those without the phone...."*

"Improve visual reading for visual people like me as sometimes I struggle to read."

FAVOURITE CUSTOMER QUOTES

POSITIVE IMPACT TESTIMONIALS

“Just to thank you guys for giving us a platform, **especially the story writers who write with their mother tongue.** Of course the competition you are running time to time...big up to that!!!”

“I am really humbled to be part of this organization as a beneficiary, **the young people I work with are improving and gaining interest on everyday issues.**”

“Fundza - it's a **great platform for young talent to be showcased** and the stories are good and interesting.”

“As a teacher **I have been able to provide fabulous books** to my classes and to my individual learners who now love reading. ”

““I can refer a friend that likes literature to FunDza because it is a good platform for writers to explore their abilities and for readers to read and be motivated generally.”

“I can now narrate the FunDza books well to the learners, using the examples provided in the stories. In short, **I am now a good narrator.**”

“I used to be judgmental to people according to their attitudes but now by reading FunDza stories, I put myself to those people situations just by reading their books.”

“My vocabulary has grown immensely and my take on literature has also improved. **My writing has gone to another level.**”

“My learners literacy levels has improved, they love reading for pleasure. **My marking of their essays in now an absolute joy,** so I am enjoying my English classes because they are showing improvement and have the FunDza books as a point of reference in our class debates.”

FAVOURITE CUSTOMER QUOTES

CONSTRUCTIVE CRITICISM

“**The suggested activities/questions, I feel that they are not challenging**, they don't make the learners go inside their brains, and hence I don't use them.”

“**Accessibility of user accounts**, I sometimes encounter problems when accessing my account.”

“**The time they take to give feedback is too long**. I wrote a short essay months back and I haven't heard anything from FunDza and that is discouraging. ”

“The editing of submitted works is sometimes edited in the way that **the intended message is lost**, that should be improved.”

“To those I have recommended the app to, **they have complained about the not-so-interesting stories, plus the fact that you can't read without having data.**”

“**FunDza needs to work with primary schools** also because there are gaps that I mostly pick up on. In grade 8, when it comes to reading, simple basics of reading.”

“**Publish free books at townships** where kids has no access to phones or tablets.”

“Make it easy for me to have my block and publish my work.”

“The **books should be more challenging** for older learners as well.”

“**There must be editors** so that spelling and grammar errors can be improved.”

“The stories should include more of what's going on now... rather than focusing on predicting the future.”

STAFF QUIZ RESULTS:

HOW WELL DO YOU KNOW YOUR CUSTOMERS?!

■ Staff Guess Avg.
 ■ Actual Performance
 ↔ Staff Guess: range

Top thing writer promoters value



- Access to content
- **Access to publishing; access to content**

Top social outcome for family users

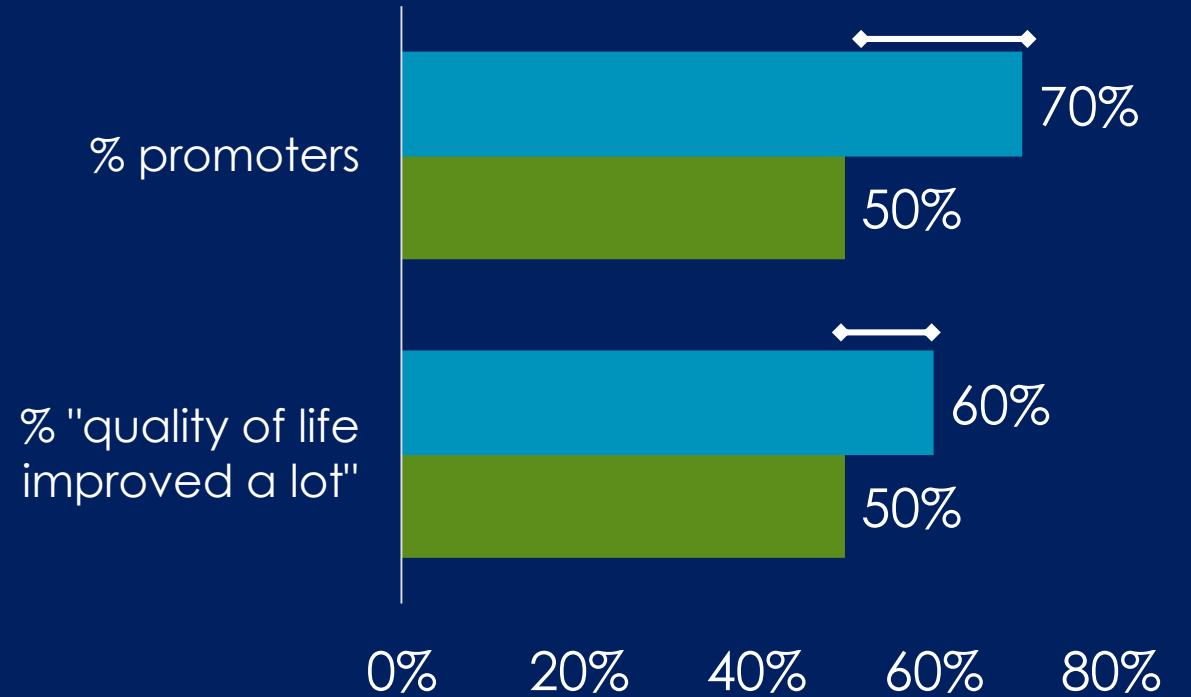


- Greater enjoyment of reading
- **Student improvement in communication**

Improvements to FunDza from fans



- More competitions; increased ease of use
- **Improved ease of use**



The "Know Your Customer" award goes to:



Pearl!
Got the most questions right



RECAP: WHAT WE DID

DATA WE COLLECTED FOR YOU



Customer Online survey

5-min survey
Survey: mid-August 2017
Overall quality of responses: High

343
RESPONSES

Staff Predictions quiz

6-question quiz to try to predict the answers from users

9
RESPONSES

Total responses:

352

ABOUT THE LEAN DATA SPRINT

What is this all about?

Omidyar Network has partnered with Lean Data – a data service created by Acumen – to gather high quality feedback and impact data from your customers. This data will allow both you and Omidyar Network to better understand your customer in order to help grow your business and generate greater social impact.

Who else took part?

Over 30 investees and grantees took part in the Summer 2017 Lean Data Sprint

What types of data did we collect?

We collected comparable data on Customer Satisfaction and Social Impact across all participants of the Sprint. Your performance relative to the Sprint average will be shared with you later in year. Additional questions were added to surveys, based on the strategic priorities of the participating organizations

SURVEY SCRIPT

Method: Online survey using survey software, distributed via email to Fans, Writers & Family members

Hello! We're always looking for ways to improve FunDza for users like you. Help us by completing this 5-minute online survey. Your responses are free and anonymous, & as a thank you for participation, you will receive R6 in airtime. Thanks for your feedback!

- + Can you confirm you are 16 or older?
- + On a scale of 0-10, how likely are you to recommend FunDza to a friend or colleague?
- + What specifically about FunDza caused you to give it the score that you did?
- + Has your quality of life changed due to FunDza?
- + Please explain how your quality of life has improved / got worse.
- + How satisfied or unsatisfied are you with the value of your FunDza subscription?
- + What about FunDza can be improved?
- + Is there anything else you'd like to share about FunDza?
- + Thanks for answering so far. We would like to know a little more about you to serve you better. Can we ask you a few more quick questions?
- + How many members does your household have?
- + What is the main source of cooking energy/fuel for this household?
- + Does this household own a washing machine?
- + Does this household own a microwave?
- + Does this household own a refrigerator or freezer?
- + Approximately, what is your household income per year?

Any data that you don't see analyzed in this deck, you can view in the Excel sheet that the Lean Data team shared with you

QUESTIONS?

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