

Objective Formula

Our Objective is for U (user-group) to change from E (existing state) to I (improved state) by addressing O (biggest obstacle).

The tool on this page helps to separate each element of the objective formula. Below are examples:

Our objective is for **U** children of recently arrived migrant families in the capitol to change from **E** 50 percent DTP1 coverage to **I** 80 percent DTP1 coverage by addressing **O** caregiver perceptions about the accessibility of services

Our objective is for **U** children of nomadic pastoralists in the North to change from **E** 35 per cent completion of the childhood vaccination schedule to **I** 80 percent completion of the schedule by addressing **O** the obstacles and opportunity costs of accessing services at fixed sites by families on the move

Our objective is for **U** children of ethnic minority background in a poor peri-urban neighborhood to change from **E** 30 percent loss to follow up (“drop out”) to **I** less than 10 percent loss to follow up by addressing **O** negative experiences at the point of service that keep parents from returning to the clinic

Our Objective is for

U User-group (1a)

to change from

E Existing State (1b)

to

I Improved State (1b)

by addressing

O Biggest Obstacle(s)* (1c)

*This biggest obstacle(s) are working assumptions that we will question during “What do we think we know?” and return to during user research.