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 percent 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.

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