



Terms of Reference Universal First Aid App Feedback Study

About the GDPC

The Global Disaster Preparedness Center¹ is a joint venture between the International Federation of Red Cross and Red Crescent Societies (IFRC) and the American Red Cross. The GDPC aims to expand and enhance disaster preparedness capacities of the global Red Cross Red Crescent (RCRC) network through a service-oriented, demand-driven approach. The GDPC focuses on three areas of service: knowledge management, technical assistance, and research.

Background on the Universal First Aid App

The Universal First Aid App² was established in 2012, designed to be a 3-Phase rollout (pilot, scaling, run-and-maintain). GDPC has been well into Phase 3 for several years and is looking toward the future of the FA app, as both the needs of RCRC national societies and the state of technology have evolved dramatically in the last decade. Some RCRC national societies have been heavily engaged in the First Aid app program and others less so; similarly some of the apps perform (downloads, user engagement as measured by Google Analytics) better than others. To date, a formal process has not been put in place to collect feedback on the user experience.

Research Overview

In 2022, the GDPC will redesign its Universal First Aid app. Prior to updating the product, GDPC is seeking to learn from years of experience hosting the original app on its platform. The user feedback of the first generation of the app will prove invaluable to making decisions about what content, features, and functionality to emphasize, enhance, or let go of. The study will inform:

- A. update the user experience and design to better match current expectations and technological capabilities;
- B. expand and improve the learning experience to be more interactive and engaging, following learning paths and incorporating opportunities for microlearning and blended

¹ www.preparecenter.org

² [First Aid App - PrepareCenter](#)

learning based on research conducted by GDPC in 2019³ and the accompanying case studies from RCRC national societies;⁴

- C. address learnings from the past decade of program management and app usage, as well as national society experiences, to improve the content management system;
- D. review and revise the content of the app, including adding new content relevant to current global concerns such as heatwaves/climate change, psychological first aid, migration, pandemics, and road safety;
- E. validate existing sustainability measures and good practices taken by RCRC national societies to support their app implementation and where possible identify new/novel approaches.

Purpose of Study

The purpose of this study is to both understand the impact of the existing first aid app product and inform the rebuild of the FA app and future of App program management taking place in 2022. The information and recommendations generated will be used to:

- validate or invalidate hypotheses we have about the apps, including:
 - that the app is a useful tool for reminding the user of the actions they can take in an emergency;
 - that the app content reinforces and reminds people what they learned during in-person training;
 - that app users are aware of the content in the app and can easily find relevant information.
- to provide inputs regarding user expectations with regard to content and features for the new version of the FA app
- to inform decisions of stakeholders regarding expansion of financial and technical support
- to determine positioning among other similar projects/programs
- To inform revisions to the design of the app program and management with regard to outreach and support of RCRC national societies

Objectives of Study

The objective of the study are:

- describing and assessing user experiences – intended and unintended, positive and negative;
- drawing lessons learned;
- receiving recommendations from experts on how to do a better job in meeting the objectives of the program; and
- considering to what extent the product and program objectives are still relevant

³ [Effective Blended Learning for First Aid Training: A Guide for Red Cross and Red Crescent National Societies - PrepareCenter](#)

⁴ [Cases of Blended First Aid Training in Red Cross National Societies - PrepareCenter](#)

Target Audience, Anticipated Use of Study Findings, & Dissemination Plan

The main audience for this study is GDPC staff and volunteers and other stakeholders involved in the redesign of the first aid app and the app program. The emphasis for the former is on learning objectives and the latter is on accountability objectives.

The study findings will be heavily utilized to inform both the comprehensive rebuild of the First Aid app and the design of program management for 2023 and beyond.

Dissemination mechanisms will include PrepareCenter.org, GDPC, IFRC, and GFARC social media, internal and external webinars, and possible speaking engagements at global conferences relevant to first aid education and/or mobile technology. Most stakeholders would receive a summary rather than the full report. Individual national societies involved in the app program may receive tailored summaries including relevant feedback from their domestic user base.

Activities & Deliverables

The following reflects required activities and deliverables expected as part of this consultancy.

1. Discussions with key program staff and volunteers
2. Desk review, literature search
3. Develop and submit inception report and study design for approval.
4. Co-develop data collection instruments with program staff.
5. Collect data
6. Draft report
7. Presentation to program team
8. Final report
9. Executive summary

Timeframe

The duration of the consultancy for this study will be January - March 2021.

Qualifications

- Demonstrated experience in leading research of humanitarian projects/programs, Demonstrated experience in quantitative data collection and analysis
- Demonstrated experience in qualitative data collection and analysis
- Technical expertise in mobile technology, or first aid learning, blended learning, and program management preferred
- Experience in Red Cross / Red Crescent Movement is preferred
- Experience conducting research on similar programs strongly preferred
- Fluency in English required

Application & Selection Details

Application Materials

Interested and suitable candidates should submit an application package which includes the following. Please note that any proposal which does not contain all items will be rejected.

1. Statement of Interest
2. Study proposal outlining and describing proposed deliverables, including a work plan
3. Financial proposal, including cost breakdowns per major activity/deliverable
4. **One-page Summary of Experience** (see below)
5. **Detailed CVs** of all professionals who will work on the evaluation. If there is more than one consultant on the proposed study team, please attach a table describing the level of effort (in percentages) of each team member in each of the study activities.
6. **Professional references:** please provide two references from your previous clients.

Summary of Experience

The **Summary of experience** should be no more than one page and should include the following:

1. Experience in leading research of humanitarian projects/programs,
 - a. number of research studies conducted/led (with dates, locations and names of organizations)
 - b. number of research studies served as team member
2. Experience in quantitative data collection and analysis
 - a. numbers of years of experience
 - b. tools/methods used in past
3. Experience in qualitative data collection and analysis
 - a. numbers of years of experience
 - b. tools/methods used in past
4. Technical expertise in mobile technology, or first aid learning, blended learning, and program management preferred
 - a. number of years of experience
 - b. specific areas of expertise
5. Experience in Red Cross / Red Crescent Movement (if applicable)
 - a. number of years of experience
 - b. titles of positions held
 - c. countries worked in
 - d. organizations worked for
6. Experience of conducting research on similar programs (if applicable)
 - a. numbers of years of experience

b. Program types and study objectives

Application Procedures

Applications should be submitted to the GDPC at gipc@redcross.org. Incomplete applications or those received after the above deadline will not be considered. Please combine all application materials into a single file (with the exception of team member CVs which may be sent as separate attachments) in PDF format, with the naming convention of "CompanyName_FAStudy" and "Lastname_CV"

Deadline for Submission

Application packages should be received no later than **11:59pm EST on 30 December 2021**.

Selection Criteria

Candidates will be evaluated and selected based on the following:

1. Capacity to complete the study in required time frame
2. Experience conducting similar studies
3. Expertise in program areas
4. Experience in suggested research methods
5. Cost

As an Affirmative Action/Equal Opportunity Employer, well-qualified women, minorities, veterans, and persons with disabilities are encouraged to apply.

Annex 1

Suggested Methods and Data Sources Available for Study

The exact methodology, including number and locations to be surveyed, will be determined in coordination between GDPC and the selected consultant, and may change as appropriate over the duration of the study, but proposed methods include:

Target Groups for Data Collection

The target groups for gathering feedback from include the following three groups:

- Users (individuals who download the app)
- User Organizations (national societies who host, market and promote the app in their home countries)
- Subject Matter Experts (technical specialists or reference centers such as the Global First Aid Reference Centre, Psychosocial Centre, Climate Center, etc. who can add value to the technical content of the app)

Literature Review

- Existing relevant GDPC reports and other relevant resources will be reviewed

Quantitative Data

Google analytics helps us track usage but not the experience itself or requests for updates in content. However, we have been able to learn quite a bit through monitoring the program over time. The following are some insights we are able to track already and would be available to the consultant to consolidate and analyze as part of the user feedback study.

- Analysis of existing quantitative data from Google Analytics across all individual first aid app properties (national society bundles). This data includes not only the number of active users and page views, but duration of use, active updates of the app, and some demographic data.
- We use the tools and data available to us to understand user interaction and feedback. Google Analytics shows us user behavior, which helps us to understand how users are interacting with the content in the app and how much time they spend doing so. We have analytics data showing, for example, that there are spikes in app usage around times of natural hazards or other emergency events.
- User retention (returning sessions), daily active users, time in the app, and other metrics show us how users are engaging and act as a proxy for the value users place in the apps. For example, in France, users in the past month have spent an average of 9 minutes 12 seconds in the First Aid app, and 97.6% of users were returning users.

Qualitative Data

- Review of ratings from the Google Play and iTunes app stores. Users frequently rate the app and leave narrative reviews on their app stores which often include suggestions for future enhancements and examples of how and when they used the information in the app in their lives.

- To further understand and solicit feedback from existing app users, the consultant and GDPC will co-design and release a brief survey for app users, making use of the push notification feature to encourage participation. The survey will be conducted across all relevant app languages and with the cooperation of participating national society partners.
- Key Informant Interviews (and/or focus groups when appropriate) will be conducted with a sampling of representatives from national society partners engaged with the First Aid app. These conversations will help GDPC understand how the use of the app has impacted their service delivery, relationship with their communities, revenue-generation, and emergency response activities.