



Scoping a low cost RCT

Simple RCT Sprint | 2022

City: _____

Sprint team members: _____

Instructions

- Week 2 Assignment - Part I of this worksheet
- Week 3 Assignment - Part II of this worksheet

Please answer the questions in Part I to the best of your ability. We do not expect you to have all of the answers, but please input as much information as you have.

Once you have completed the worksheet. Email it to your coach. This will serve as a guide for your first coaching call, and your coach will use this information to help you determine the best options for your evaluation.

In week 3, you will complete Part II of this worksheet. Feel free to jump ahead and start working on Part II if you can.

Part I - Week 2 Assignment

Scoping Checklist

- Outline the project purpose
 - Find an email or SMS to test
 - Check if randomization is possible
 - Understand your recipient list
 - Determine the topic & what to measure
 - Build support
 - Confirm your evaluation project team
 - Consider ethics & equity
 - Anticipate obstacle
-

Project Purpose

- What is the program, policy, or initiative that you're evaluating?
 -
- In plain language, what do you want to learn from this evaluation?
 -

MEANINGFUL?	Does it answer a question your stakeholders care about?
NOVEL?	Does it give you new information?
ACTIONABLE?	Does it give you an answer you can use to improve a service or policy?

Find an email or SMS to test

- What communication will you be evaluating?
 -
- Will you be redesigning an existing email or SMS communication?
 -
- If redesigning an existing message, what is the purpose of the existing message?
 -
- If creating a new message, please describe the email or SMS you would like to create.
 -

Check if Randomization is Possible

- Do you have the capacity or approval you need to send some people one version of a communication, and other people another version?

-
- Can you ensure that people get the version of the communication that you intend for them to get?
-
- How will you actually perform the randomization?
 - I'm working with an email or SMS delivery platform that can randomize your recipient list for you (e.g., Mailchimp)
 - I will have a list of all email addresses or phone numbers in the recipient list in an Excel sheet
 - Other (please explain):

Understand your Recipient list

Size: How many unique addresses or numbers are on your recipient list?	
Delivery rate: What % of messages sent to this list usually go undelivered?	
Open rate (if email): What % of recipients typically open emails sent to this list?	
Quality: Is the list up to date? How often is it updated?	
Other variables: Is there other information included about the individuals in this list (e.g., name, zip code, etc.) or would you have access to more information on these individuals somewhere else?	Some of these variables might be helpful for your eventual analysis - we can help you determine this later on in the project.
Recipient characteristics: What groups of people might the contact list reach/not reach? Are certain demographic groups underrepresented? Do people in the list likely have a similar interest or background?	

Determine the Topic and What to Measure

- What will be the topic of your email or SMS communication? What do you want people to know?
-
- What will you test? (I.e., what will you vary in your design?)

CONDITION	DESCRIPTION
Control	
Treatment	

- What will you measure to know if your email worked? Is there an action you want recipients to do?
 - Link clicks
 - Email opens
 - Sign ups
 - Survey completion
 - Responses
 - Other, please specify:
- When do you plan to send the email? Are there any deadlines or important dates to be aware of?
 -

Build Support for your Trial & Confirm your Team

- Who needs to approve the email or SMS before sending? How much lead time do they need to review it?
 -
- Is there anyone else's buy-in or support that would make the project successful?
 -
- Do you have design support you can use to create your email?

This may be something you can do on your own. Sometimes people like to include a graphic designer, specific imagery, or City branding assets.

 -
- What will you need to analyze your data?

Data analysis can be done with MS Excel. Sometimes people choose to involve a data analyst or use statistical programs like Stata or R.

 -
- Who else might be able to help you complete your evaluation?
 -

Consider the ethics of your trial

- Will you be accessing any personally identifiable information (e.g. social security / identity numbers, names) that may require data security procedures?
 - Yes
 - No
- Are there any costs for participants, either in terms of finances, mental / physical wellbeing, or time involved in participating in your study? Might these costs differ between control and experimental group participants?
 - Yes
 - No
- Do you have any other ethical concerns?
 - Yes
 - Please explain:
 - No

Anticipate Obstacles

- What might prevent your email or SMS from launching (e.g., internal politics, implementation of new policies, technology issues, etc.)?

-

Part II - Week 3 Assignment

Why do you think your email or SMS will work?

- Why will sending this email or SMS affect our outcome of interest (refer back to the 'what to measure' section for information on the outcome of interest).
 -
- How confident are you that your communication will be helpful, and why?
 -

Design Summary

- Now that you have your design, refer back to the table you completed in part I. Add specific information on key design decisions and differences between the two groups.

CONDITION	DESCRIPTION
Control	
Treatment	

Mockups

Once your email designs are finalized, insert screenshots of your communications, calling out specific changes or design choices.

Part III

We will complete part III together during the week 6 session.

1. Is your trial well suited for a t-test, linear regression, or another analysis method?
 - a.
2. Are there variables that you think might influence the outcome of your trial (covariates)?
 - a.
3. Do you have data for any subgroups of the sample that you might want to analyze?
 - a.
4. Is there a secondary outcome measure you think would be important to analyze?
 - a.
5. Is there any other data that might be interesting to report (exploratory analyses)?
 - a.
6. What data source contains your contact list?
 - a.
7. What data source contains your outcome measure?
 - a.
8. Have you reviewed an example of all data sets? If not, when do you plan to review them?
 - a.
9. Do you have any initial concerns about data cleaning or the quality of the data?
 - a.