

# Do MAD Researchers Add Value to Smallholders?


















I  
♥  
MAD  
Research

# Mobile Acquired Data (MAD) Desktop Evaluation



COMM-CARE

Developer: Dimagi, Inc.

HQ: United States

CASE MANAGEMENT

MULTI-PURPOSE

CommCare is an open-source software with mobile and cloud infrastructure that is specifically set-up for case management purposes. Integration with the SMS platform CommConnect makes the app particularly powerful for use in low-resource settings where field data collection is not always possible. CommCare's Active Data Management feature is extremely useful in reviewing and managing performance of data collectors (available for Enterprise pricing plan at \$12,000 per year).

DATA INPUT TYPES	
Text	<input checked="" type="checkbox"/>
Numeric	<input checked="" type="checkbox"/>
Single/multiple choices	<input checked="" type="checkbox"/>
Date/ time	<input checked="" type="checkbox"/>
Image	<input checked="" type="checkbox"/>
Annotated image	<input checked="" type="checkbox"/>
Audio	<input checked="" type="checkbox"/>
Video	<input checked="" type="checkbox"/>
RFID (with select hardware)	<input checked="" type="checkbox"/>
GPS coordinates	<input checked="" type="checkbox"/>
Distance measurement	<input checked="" type="checkbox"/>
Area measurement	<input checked="" type="checkbox"/>

HISTORICAL DATA USAGE	
View	<input checked="" type="checkbox"/>
Skip logic	<input checked="" type="checkbox"/>
Calculation logic	<input checked="" type="checkbox"/>

DATA COLLECTOR MANAGEMENT	
Data collector task management:	<input checked="" type="checkbox"/>
Data collector performance management:	<input checked="" type="checkbox"/>

DATA PROCESSING & ANALYSIS	
In-bulk post-survey data edit	<input checked="" type="checkbox"/>
Data analysis & visualization capability	No built-in capability
Multi-form data export in csv.:	<input checked="" type="checkbox"/>

LOGIC FUNCTIONALITY	
Skip logic	<input checked="" type="checkbox"/>
Answer limits & validations	<input checked="" type="checkbox"/>
Calculation logic	<input checked="" type="checkbox"/>

PRICING PLAN	
Annual Fee	\$6,000
Included number of form designers:	Unlimited
Additional charge per year for one extra form designer:	N/A
Included number of data collectors:	500
Additional charge per year for one extra collector:	\$12
Included API calls per month:	Unlimited
Additional charge for one extra API call:	N/A

SECURITY MEASURES	
Data storage facility	Rackspace & IBM
Data storage location	US & India
Device encryption	<input checked="" type="checkbox"/>
SSL encryption on transfer	<input checked="" type="checkbox"/>
Field-level private/public key pair encryption	<input checked="" type="checkbox"/>
Field-level data de-identification	<input checked="" type="checkbox"/>
Cold-room support	<input checked="" type="checkbox"/>
Private server option	<input checked="" type="checkbox"/>









Animal

Sangra Wayan\_000067

Animal Growth/Feed

Weight Calculation (Section 2/3)

Animal's estimated weight is: 250 kg

Animal's calculated weight is: 206 kg  
We indicated that your cattle is a female

9:58 AM





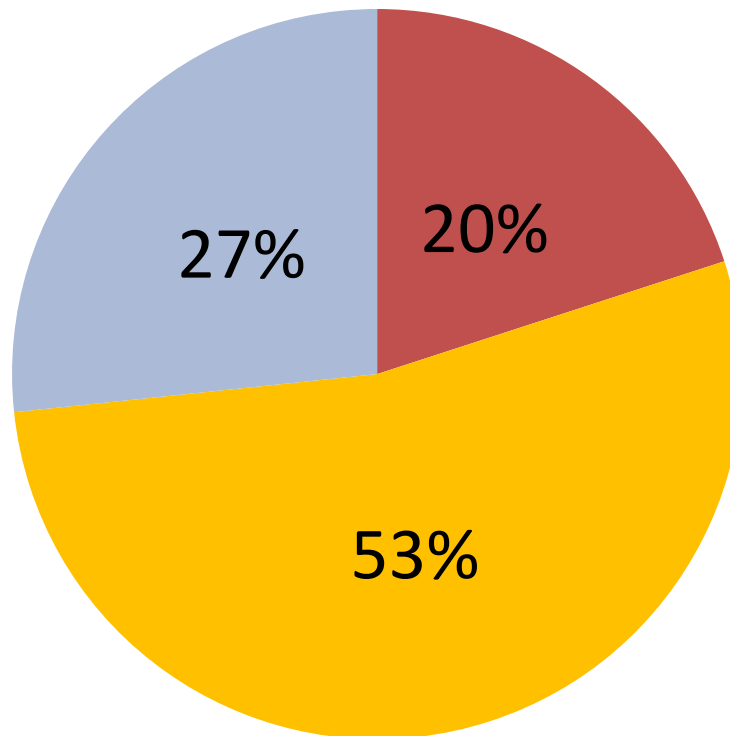


# Farmers' Overall Experience with MAD apps

## How would you rate your experience overall?

(n=15)

Number of People (%)



■ Excellent ■ Good ■ Fair

*Source: Farmer end-line survey*

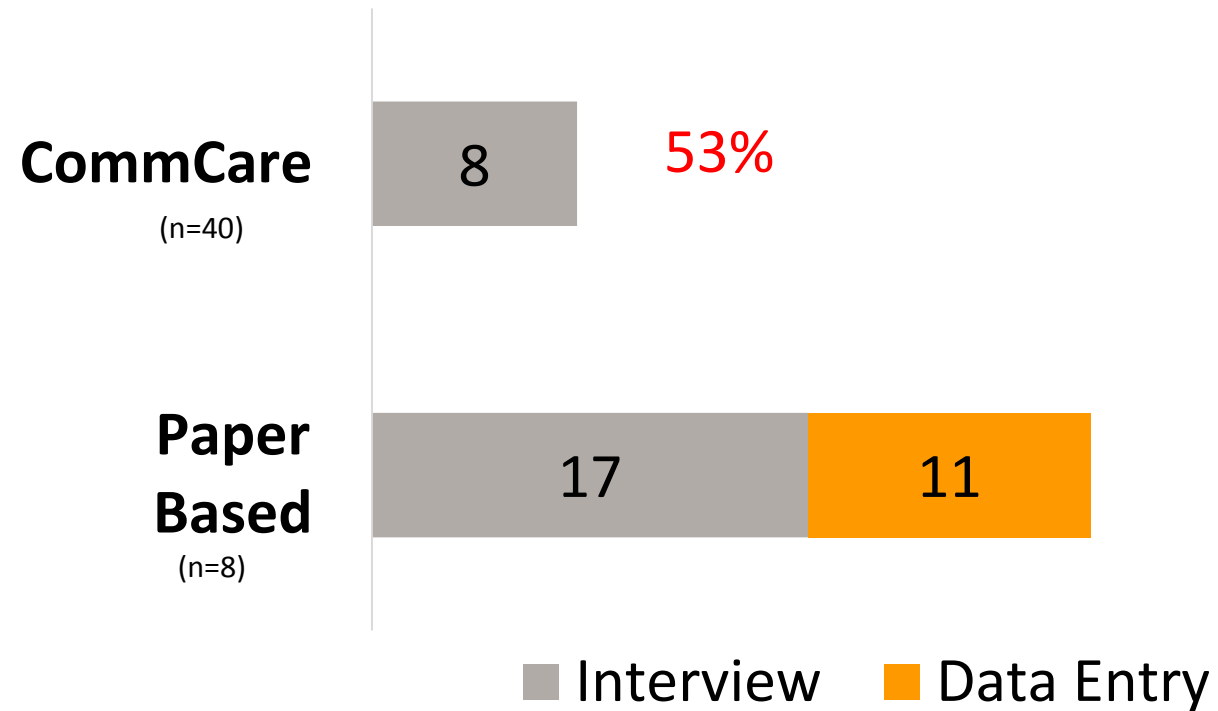


# Interview Times





# Household Income Survey





Should ACIAR  
promote going  
digital?  
**YES**

If so, which  
App?  
**CommCare**

If so, how  
should ACIAR  
promote the  
use of apps?  
**MAD RESEARCH  
SERIES**





# MAD Research Series



Pakistan Dairy



Vanuatu Beef



Vietnam Vegetables



MyRice Myanmar



Bougainville Cocoa



Family Teams PNG



Canarium PNG



Cocoa PNG



Sweet Potato PNG











