

CycleTel™: Interactive Voice Response Testing

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The Institute for Reproductive Health (IRH) is part of the Georgetown University Medical Center, an internationally recognized academic medical center with a three-part mission of research, teaching and patient care. IRH is a leading technical resource and learning center committed to developing and increasing the availability of effective, easy-to-use, fertility awareness-based methods (FAM) of family planning.

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Introduction

The Standard Days Method® (SDM) is modern, effective fertility awareness-based method to avoid pregnancy and is helping to meet the demand for family planning both in India and worldwide. In order to increase awareness and practice of SDM amongst married couples, Georgetown University's Institute for Reproductive Health (IRH) is undertaking product testing of CycleTel™, an interactive voice Response (IVR) service designed to help women use SDM with aid from their mobile devices.

The SDM identifies a fixed fertile window in the menstrual cycle when pregnancy is most likely. To prevent pregnancy, users avoid unprotected sex on days 8-19 of the woman's menstrual cycle. It is appropriate for women with cycles between 26 and 32 days long (approximately 80% of cycles). Appeal that SDM may carry for couples who currently are not using any method, are relying on the rhythm method or withdrawal, or are dissatisfied with their current method is being tapped through various researches. Research results from India and around the world have indicated that SDM introduction has a positive effect on family planning programs as it attracts new family planning users, improves access to family planning methods, improves condom counseling, empowers women, and involves men. For these reasons, SDM introduction is a strategy to expand choice and access to family planning.

CycleTel was conceived as an alternate way to offer SDM that does not rely on the availability of a commodity in order to expand access to this method. Given the growth of telecom in India with almost 894 million users of mobile phones, (as per TRAI, December 2011) CycleTel is an innovative method to provide couples with standardized information through IVR on the fertile window in order to avoid pregnancy.

CycleTel helps women keep track of the fertile window each menstrual cycle and thereby help them to avoid pregnancy. CycleTel provides information on how to use a family planning method to couples, thereby contributing in a significant, scalable and sustainable way to address unmet need for family planning in India. CycleTel also empowers women to make reproductive health choices by offering them an inexpensive and easy to use method of contraception.

Background

SDM is a contraceptive method that has been included in family planning and reproductive health programs in numerous countries. Clinical studies have shown it to be more than 95% effective with correct use and 88% with typical use. SDM is appropriate for women who usually have cycles between 26 and 32 days long (approximately 80% of cycles are in this range).



SDM use is typically supported by CycleBeads®, a visual tool that helps women track their cycle days and know when they are fertile, so they can use a barrier method or abstain on fertile days to avoid pregnancy (see visual at right).

Clinical trials to determine method efficacy were conducted in Peru, Bolivia, and the Philippines, during which over 500 women used the method for a year. Results of the study showed that SDM appeals to a range of women in different settings. Users of this method report abstaining or using condoms during the fertile window. The typical use failure rate for pregnancy was 14.1, which occurred due to couples taking the risks associated with having unprotected intercourse knowingly.

Current Context: Family Planning in India

Data shows that the unmet need for family planning in India is moderately higher in rural areas than in urban areas. Although, it is important to note that the unmet need for family planning is quite high in urban areas.

Table 1: Unmet need of Family planning in India

Indicator	1	2	3
Unmet need for family planning	NFHS 3 2005-06	Urban	Rural
Total unmet need (%)	12.8	9.7	14.1
For spacing (%)	6.2	4.5	6.9
For limiting (%)	6.6	5.2	7.2

Source NFHS 3: fact sheet

The current use of family planning in India for women who are currently married and in the age group of 15 – 49 years is as below:

Table 2: Current use of Family Planning methods in India

Indicator	1	2	3
Current use of family planning	NFHS 3 2005-06	Urban	Rural
Any method (%)	56.3	64.0	53.0
Any modern method (%)	48.5	55.8	45.3
Female Sterilization (%)	37.3	37.8	37.1
Male Sterilization (%)	1.0	1.1	1.0
IUD (%)	1.7	3.2	1.1
Pill (%)	3.1	3.8	2.8
Condom (%)	5.2	9.8	3.2

Source NFHS 3: Fact sheet

Table 1 shows that the unmet need for family planning in urban India is 9.7 percent, while 64 percent of women of reproductive age in urban India are using a method. The data shows that there is huge gap between the people who access family planning services and modern and accessible contraceptive methods.

According to the NFHS 3 fact sheet, SDM is currently not an option available in the basket of contraceptives in India. CycleTel is a service by which SDM can be offered widely in India, thereby increasing the family planning options available for couples and increasing contraceptive prevalence.

CycleTel IVR Product Testing: Approach

The product testing aimed to test if the target audience (married women between the ages 19 to 32 years) understands the flow of the voice version of CycleTel and understands the intent of each voice clipping.

Objectives

The main objective of the product testing was to understand:

- I. If women would be interested in a voice component/service for CycleTel;
- II. If they would be able to interact and understand the interactive voice recording (IVR) flow;
- III. If a voice service would be appropriate for less literate women.

Approach

- Study area

The product testing was carried out in the Gola block of Ramgarh district of Jharkhand state wherein, 25 participants were selected with support from IRH representatives.



Figure 1: Study area

- Approach

Participants fulfilling the following sampling criteria formed the initial cohort of the product testing:

- a. Married women in the age group of 19 to 32 years.
- b. Women with literacy level between 6th to 9th grade.
- c. Women familiar with family planning that are either a current user or previous user of family planning methods.
- d. Couples who have ever adopted traditional method, OR are newly married OR using condoms inconsistently will be preferred.
- e. Women who own a mobile phone and use it regularly.

The criteria for literacy (education level) in the participants profile were relaxed as participants reported higher level of education. Other criteria's were kept as per the TOR.

Consent was taken from the participants forming the cohort on a prescribed consent form.

The study encompassed the following activities:

Recruitment of Participants

The study participants were recruited with support from IRH representatives. The participants were primarily screened based on the following criteria:

- Age
- Educational qualification
- Skills test to assess their ability to dial numbers and make a call using the mobile phone. Thereafter, the respondents were also asked to dial a number wherein they can listen and respond to a sample IVR. For this purpose the Indian railways enquiry number (139) was used (see Figure 1).

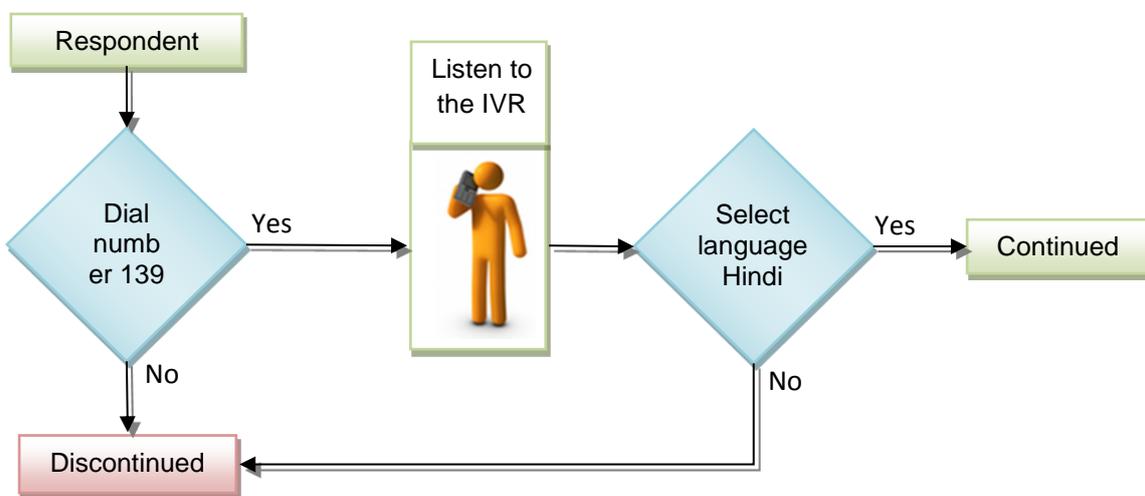


Figure 2: Process of skill test for recruitment of participants

The participants fulfilling the eligibility criteria and who passed the skills test were then admitted to test the product.

Product Testing with Participants

In depth interviews using a structured questionnaire were administered to the participants by two experts. The interviewer first read an informed consent form aloud to each of the study participants and took their signed consent for the study.

Each interview was conducted in three steps, as follows:

- **Section 1** - The participants were asked to interact with the IVR recording on the mobile phone. The interviewers called the CycleTel IVR number and thereafter the participant was asked to listen to and answer the probes.

The key purpose of this section was to observe each participant as she interacted with the system. The interviewers made note of where she paused or seemed confused. Once the participant completed the interaction, the interviewer asked her specific questions based on the interview guide developed by IRH. The responses of the participant were then recorded.

- **Section 2** – In this section, the interviewer played the individual recordings of each voice clipping with a voice recorder for the participant to listen to. The interviewer then asked the participant a series of probes specific to each voice clipping.

The purpose of this section was to determine if participants were able to understand the messages and identify “problematic” messages that participants tend to not understand. The interviewer recorded each interviewee’s answers using a tape recorder and hand written notes.

- **Section 3** – In this section, the interviewer asked each participant three questions aloud to get a sense of women’s preferences for receiving voice/text messages regarding CycleTel.

The product testing was conducted in two phases. In the first phase, 9 interviews were conducted and based on the feedback from the interviews; IRH considered making changes to the IVR recording and individual message recordings. In the second phase, the remaining 16 interviews were conducted using the revised recordings.

Findings

The total number of respondents screened for the product testing was 35. Among them, 25 respondents were interviewed.

Profile of Participants

A brief profile of the participants interviewed is given in the table below:

Table 3: Profile of participants

Respondent Details			Family Planning Details	
PHASE 1				
Respondent Number	Age (Years)	Educational Qualification	FP method currently using	FP method used previously
Respondent 1	24	B.A. Part I	Condom	No
Respondent 2	19	12 th pass	Condom (Inconsistently)	Condom
Respondent 3	21	4-5 th pass	Condom (consistently)	condom
Respondent 4	23	12 th pass	ECP	Cu-T
Respondent 5	22	12 th pass	No	No
Respondent 6	22	12 th pass	No	Condom
Respondent 7	28	8 th pass	No	No
Respondent 8	18	12 th pass	No	No
Respondent 9	23	7 th pass	Condom	Condom
PHASE 2				
Respondent Number	Age (Years)	Educational Qualification	FP method currently using	FP method used previously
Respondent 10	20	B.A. Part I	No	No
Respondent 11	20	10 th pass	No	No
Respondent 12	20	9 th pass	No	No
Respondent 13	19	No formal training but can sign	No	Traditional Method
Respondent 14	22	9 th pass	Condom	No
Respondent 15	20	10 th pass	No	No
Respondent 16	22	12 th pass	No	Pills
Respondent 17	20	8 th pass	No	No
Respondent 18	20	12 th pass	No	Pills
Respondent 19	22	8 th pass	No	No
Respondent 20	16	8 th pass	No	No
Respondent 21	19	8 th pass	No	No
Respondent 22	22	7 th pass	Condom	No
Respondent 23	21	12 th pass	Condom	Condom
Respondent 24	23	10 th pass	Condom	Condom
Respondent 25	19	10 th pass	No	No

The age of respondents ranged from 16 to 28 years, among which the majority are of age 19-23 years (84 percent). Regarding education level, most of them were eighth standard pass (20 percent), matriculate (16 percent) or twelfth standard pass (32 percent).

Basic family planning history was sought from the respondents. Most of the women responded that they are currently not using any family planning method, wherein 28 percent said that they are using

condoms. Among those who are currently not using any method, 4 percent (1 respondent) have used a traditional method, while 8 percent have used pills and 4 percent have used condoms in the past. The remaining 48 percent participants responded that they have never used any family planning method (table below).

Table 4: *Use of family planning methods among the participants*

Family planning methods used by the Participants (n=25)	
Methods	Response
Currently using Condom	7 (28%)
Currently using Condom (Inconsistently)	1 (4%)
Currently taking ECP	1 (4%)
Currently not using, but have previously taken pills	2 (8%)
Currently not using, but have previously used condom	1 (4%)
Currently not using, but have previously used traditional method	1 (4%)
Never used any FP method	12 (48%)

Phase 1 Results (Respondent number 1 – 9)

Respondents' Understanding of IVR Flow (Section 1)

- Handling keys of the phone and selection of language

All women were able to handle the phone properly while listening and responding to the IVR. However one of the women showed slow response and was taking time in searching and pressing the buttons of her mobile.

Eight of the respondents could select the preferred language (Hindi) without any difficulty. One respondent mistakenly selected the English language. The call was reconnected and in the second attempt, she could select the proffered language (Hindi).

- Listening, understanding and responding to the voice prompts in the menu information

The main purpose of this section was to assess if the participants could understand the messages in the initial menu list (refer to text box below) and respond to the menu items, after selection of language:

CycleTel mein **panjikaran** ke liye 1 dabayein (For registering to CycleTel, Press 1)

CycleTel **parivar niyojan ki vidhi ki adhik jaankaari ke liye** 2 dabayein (For more information on CycleTel as a family planning method, Press 2)

CycleTel **ke sahi prayog ki jaankaari ke liye** 3 dabayein (For correct use of CycleTel, Press 3)

Hamare **call centre pe baat karne ke liye** 4 dabayein (To connect to the call centre, Press 4)

Message **dubara sun ne ke liye** 8 dabayein (To listen to the message again, Press 5)

Navigation: Among the nine respondents, six women were assisted by the interviewer to navigate the menu options. The interviewer either helped them by reconnecting to the call (3 respondents) or asked re-enforced that they should listen to the options carefully before choosing a desired button (3 respondents).

Listening to options: Out of the nine respondents, only four respondents listened to more than one option in the menu list before pressing the button of their choice. The remaining five respondents did not wait to hear the complete menu items and either randomly pressed a button or selected the first option they heard on the IVR.

Initiating the registration process: The registration process was initiated by all of the nine respondents interviewed. It was observed that majority of respondents faced difficulty in going back to the main menu item and were repeatedly pressing the last option (Press 8 to listen to the message again). Only one of the respondent understood the options and could easily go back to the main menu.

- *Listening, understanding and responding to the voice prompts related to registration*

The purpose of this section was to find if the respondents were able to understand and follow the instructions related to the registering to CycleTel. The registration process begins after pressing the button 1. Thereafter, messages on screening, registration, successful registration and ineligibility follow.

Messages related to Screening Questions

Seven out of the nine respondents could follow all the instructions in the screening process. The remaining two respondents could not understand the messages and therefore could not proceed with the screening process. The major findings are:

- The 1st screening question related to use of a contraceptive pill or shot in the last 3 months was understood and accordingly responded by all the seven respondents. One of the respondents was taking Emergency Contraceptive pills and therefore could not proceed to respond to the 2nd screening question.

- The 2nd screening question related to getting menstrual period regularity was answered by six respondents. Among them, five respondents understood the message and responded correctly.
- The 3rd screening question related to management to unsafe days was understood and responded correctly by all three respondents who heard the message. Rest of respondents were ineligible on the second eligibility criteria and could not listen to the third screening question.

Messages related to Sending the Period Date

Out of the three respondents who could reach the instruction to enter the period date, two respondents entered the menstrual period month incorrectly. While two respondents could decipher the process of entering dates by pressing the buttons, one of the respondents could not.

Messages related to successful registration

Only two among the nine respondents could reach the messages related to successful registration. The remaining one respondent heard the ineligibility message.

Messages related to ineligibility

Overall six respondents heard the messages related to ineligibility at different levels during their interaction with IVR. Only the last section of the message which gives an option to listen to the message again was understood by all six respondents. Comprehension of the rest of message was poor.

- Observation of interviewers on Specific probes:

Understanding of CycleTel

After the interaction with IVR, except one, all 8 respondents could not say anything properly about what CycleTel is. One of these 8 said:

“kuch nei bol raha hai. Sirf Cycle wala bol raha hai. Wo kya bol raha hai kuch samajh nei aaraha hai”

Meaning “its not saying anything except cycle. I’m not able to understand what its saying”.

However, one respondent mentioned “CycleTel is the method that tells about the days when a couple should practice abstinence”.

About the recording

Responses were sought on the ease of understanding the IVR. One respondent suggested lowering the pace of the recording for better understanding of the messages. Another woman mentioned that IVR would be understood by literate women only. One of the respondents also showed dissatisfaction regarding the comprehensibility of the messages.

Also the respondents were probed on the likes/ dislikes about the recording. Some reported that IVR being available in Hindi language is the most liked feature. Few suggested changes in length of the recording for better understanding of the messages.

Problematic words

The table below gives a snapshot about the words which the respondents were unable to understand or comprehend.

Table 5: Problematic words in section 1 of Phase 1 interviews

Words used	English translation of words	No. of respondents unable to understand the words (n = 9)
<i>Asurakshit Din</i>	Unsafe days	3 (33%)
<i>Panjikaran</i>	Registration	3 (33%)
<i>Sanyam</i>	Not having sex	2 (22%)
<i>Mahavari</i>	Menstruation	2 (22%)
<i>Mala chakra</i>	CycleBeads	2 (22%)

Respondents' Understanding of Messages (Section 2)

All the messages were played individually on a voice recorder in order to assess comprehensibility of the messages. Set probes were used after each message to seek responses.

- **Comprehensibility of Message 1**

Hindi Message - “CycleTel एक मोबाइल सेवा है जिसकी मदद से आप यह जान सकती हैं की महीने के वेह कौन से दिन हैं जब आप गर्भ-धारण कर सकती हैं! जिन दिनों आप गर्भ-धारण कर सकती हैं वह आपके असुरक्षित दिन कहलाते हैं ! अगर आप गर्भ धारण से बचना चाहती हैं तो इन असुरक्षित दिनों में आपको सम्बन्ध के समय कंडोम का प्रयोग करना होगा या तो संयम रखना होगा!”

English Message* - CycleTel is a mobile phone service that helps you know which days during the month you can get pregnant. The days you can get pregnant are called your “unsafe days”. If you don’t want to get pregnant, you need to use a condom or not have sexual relations on these days. I am going to ask you three questions to see if CycleTel will work for you.

Only three out of nine respondents completely understood the message, while one respondent could understand partially that unsafe days can be managed using condoms or abstinence. Rest of respondents, could not understand the message even after listening to it multiple times. Three respondents could decipher that CycleTel is a mobile service. Majority lacked understanding of what are unsafe days.

Problematic words/ section

Three out of nine respondents did not understand the meaning of “*Ashurakshit din*” (unsafe days). And one respondent found the word “*Sanyam*” (not have sex/ abstinence) difficult to understand.

- Comprehensibility of Message 2

Hindi Message - “क्या आपने पिछले 3 महीनो में परिवार नियोजन की कोई गर्भ-निरोधक गोली या इंजेक्शन प्रयोग किया है? अगर आपने इन में से कोई भी विधि प्रयोग की है तो 1 दबाएँ ! अगर इन में से कोई भी विधि प्रयोग नहीं की है तो 2 दबाएँ”

English Message* - **Have you used a contraceptive pill or shot in the last 3 months? If yes, press 1, if no, press 2.**

One out of total nine respondents could not understand anything about the message even on listening to the recordings for multiple times and therefore the interview was discontinued. Among the remaining eight, four respondents understood this message; while the rest found the message to be unclear.

Problematic words

There was confusion on the word “ pill”, “injection” with one of the respondents confusing the words with iron tablets and injects given during antenatal care and immunization Comprehensibility of

- Comprehensibility of Message 3

Hindi Message - “CycleTel केवल उन महिलाओं के लिए काम करता है जिनकी 2 माहवारी में लगभग एक महीने का अंतर होता है! क्या आपकी माहवारी लगभग एक महीने के अंतर पर आती है? अगर हाँ तो 1 दबाएँ , अगर नहीं तो 2 दबाएँ”

English Message* - **CycleTel only works for women who usually get their menstrual periods about a month apart. Do your menstrual periods come about a month apart? If yes, press 1, if no, press 2.**

This message was heard by eight respondents and five out of them clearly understood the message. One of the participants partially understood it as, it was not clear to her that those women who gets their period in a gap of more than a month, can't use the service or not. The interviewer asked her what should be done if she gets her period once or twice a month. To this, she replied that she would not know how to respond because it was not addressed in the message.

One of the respondents comprehended the message as “if a female gets period in 1 month gap, she has to press1 or if she gets twice a month, she has to press twice.” The interviewer asked if she gets her period once in two months, then what should be done. She replied nothing was said about that.

Problematic words

One among the nine respondents could not understand the meaning of “*Panjikaran*” (*registration*), while another respondent was unable to understand word “*Mahavari*” (*menstruation*).

- Comprehensibility of Message 4

Hindi Message - “गर्भधारण से बचने के लिए असुरक्षित दिनों में या तो कंडोम प्रयोग करना होगा या फिर संयम रखना होगा! क्या आप और आपके पति असुरक्षित दिनों में कंडोम का प्रयोग या तो संयम रख पाएंगे!
अगर हाँ तो 1 दबाएँ अगर नहीं तो 2 दबाएँ”

English Message* - during unsafe days, you must use a condom or not have sex to prevent a pregnancy. Can you and your husband use a condom or not have sex on the unsafe days? If yes, press 1, if no, press 2.

This message was heard by eight respondents and among them, seven could understand the message. The message was heard more than once by two respondents. Among them, one could understand it in second attempt while the other could not.

Problematic words

Three respondents were not familiar with the term “*Asurakshit din*” (unsafe days).

- Comprehensibility of Message 5

Hindi Message - “CycleTel आपके लिए एक सही विधि है क्योंकि आपकी माहवारी लगभग एक महीने के अंतर पर आती है और आप पति पत्नी असुरक्षित दिनों में या तो कंडोम का प्रयोग करेंगे या फिर संयम रख सकेंगे! आप अभी से CycleTel का प्रयोग शुरू कर सकती हैं अगर आपको अपने हाल के मासिक के पहले दिन की तिथि याद है ! अगर तिथि याद है तो 1 दबाएँ, नहीं याद है तो 2 दबाएँ”

English Message* - CycleTel can work well for you because you have monthly periods and you can avoid unprotected sex with your partner on unsafe days. You can start using CycleTel if you know the date you started your last menstrual period. Press 1 if you know the date, or press 2 if you do not remember.

This message was heard by eight respondents. Out of these, five respondents understood this message, while two respondents decipher it partially. Both the respondents could comprehend that they will have to remember their periods date, but could not understand what she should press to respond to the message.

Among the five respondents, two women heard the message twice, out of which one could understand the message, while the other could not.

Problematic words

The meaning of the word “*Panjikaran*” (registration) was not understood by one respondent.

Suggestion/ feedback of respondents

One of the respondents commented on this length of the message and said that it is too long.

- Comprehensibility of Message 6

Hindi Message - “अगर आपकी माहवारी इस महीने शुरू हुई है तो 1 दबाएँ ! अगर आपकी माहवारी पिछले महीने शुरू हुई है तो 2 दबाएँ! अगर आपकी माहवारी 2 महीने पहले शुरू हुई है तो 3 दबाएँ”

English Message *- **Press 1 if you had your latest period this month. Press 2 if you had your latest period in the previous month. Press 3 if you had your latest period two months back.**

Five of the nine respondents understood this message; while one respondent could decipher it partially. The respondent was asked that what she deciphered from the message. She said

“abhi agle masik me 1 mahina nei hua to 1 dabaye, 2 mahine hota to 2 dabaye”

She meant that if one month has not passed from her last LMP, she will have to press 1 and if she gets her period in every 2 month, she has to press 2.

One respondent heard this message twice, but she could not comprehend the anything from the message as she said that she doesn't know what “Mahavari” means.

Problematic words

One respondent was not clear with the term “*Mahavari*” (menstruation).

- Comprehensibility of Message 7

Hindi Message - “कृपया इस बार हुए मासिक के पहले दिन की तिथि को 2 अंको में एंटर करें! उद्धरण के तौर पर अगर आपकी माहवारी या मासिक 4 तारीख को शुरू हुई है तो कृपया अपने फोने से 04 दबाएँ”

English Message* - **Please enter the date of your last period in two digits. For example-if you had your period on the 4th, please enter 04.**

The comprehensibility of the message was very low. The interviewers tried to probe the respondents by asking them to enter the date of their LMP in the mobile. The message was comprehended by only one respondent and she could follow the process of entering a date. Other two respondents partially understand the message. Among them one respondent felt difficulty in entering the single digit number. The other respondent was when asked to enter the date; she entered the previous date of her LMP (i.e. if her period started on 14, she felt that she has to enter 13). Some of the observations related to comprehensibility of the message has been listed in the below mentioned text box.

- The interviewer said to one of the respondent that if the last date of her periods is 12 then what she should press. To this, she replied that no option was given. She can press 04 only if the last date of her periods is 4th. Later she said that “kisi v date ko masik aaye to 04 dabana hai” (she has to press 04 irrespective of the date).
- One of the respondent said that “4 tarik ko hua hai to 4 dabana hai” dusra me hua to kya dabana hai wo nei bataya (if gets period on 4th, then have to press 4. For other date, nothing is mentioned). When she was asked how to press the date, she said “4 and then 0”.
- One of the respondent comprehended the message as “4, 0 dabane ko bol raha hai agar tithi yaad hai”, meaning has to press 4, 0 if doesn't remember the date.

Four out of the total respondents heard this message more than once; in one case the message was played three times and yet that respondent was not able to understand the process of entering date.

- Comprehensibility of Message 8

Hindi Message - “अपने मासिक की तिथि बताने के लिए धन्यवाद! **CycleTel** अब उन सभी दिनों जब आप गर्भधारण कर सकती हैं आपको **SMS** से सूचित करेगा! **SMS** में असुरक्षित दिन लिखा आएगा! आपको यह **SMS 22 नोव्हेंबर से 3 दिसम्बर में मिलेंगे**”

English Message* - Thank you for sharing the date of your last menstrual period. **CycleTel** will now send you an **SMS** alert on all of the days you could get pregnant. The message will say, “unsafe day”. You will receive these messages on the **22nd of November to the 3rd of December.**

Comprehensibility of this message was very low as only one participant out of eight could understand the message. She was able to understand the message after listening it twice. In the first attempt she could remember only about the dates mention in the message. After listening to it for the second time, she said that she will receive message on the mentioned dates. However, she was probed on what information she will receive on the mentioned date. To this she replied that she will receive the unsafe days.

This message was heard more than once by the majority of the respondents (four respondents heard this message three times and two respondents heard the message twice) but they could not understand it (see adj. text box).

- Comprehensibility of Message 9

Hindi Message - “**CycleTel** आपके असुरक्षित दिनों पर आपको **SMS** द्वारा सूचित करेगा! गर्भधारण से बचने के लिए

The response of participant regarding message 8

They said:

- If a lady gets pregnant, she will receive a message on that date.
- The message will be sent to them if she is pregnant.

इन सभी असुरक्षित दिनों पर कंडोम का प्रयोग करें या तो संयम रखें”

(सन्देश 9.1) - गर्भधारण से बचने के लिए इन सभी असुरक्षित दिनों पर कंडोम का प्रयोग करें या तो संयम रखें

(सन्देश 9.2) - सभी असुरक्षित दिनों में बिना कंडोम के सम्बन्ध रखने पर आप गर्भ धारण कर सकती है

English Message* - CycleTel will send you SMS alerts on your unsafe days. Use a condom or don't have sex on all these days to keep from getting pregnant.

(Message 9.1) * - Use a condom or don't have sex on all these days to keep from getting pregnant

(Message 9.2) * - You can get pregnant if you have sex without using a condom on any of these unsafe days

This message was heard by eight respondents, and four respondents heard this message more than once. A total of five participants understood this message. All of them were able to comprehend that they will receive SMS alerts and could also say what is to be done to avoid pregnancy. However, one among these, respondents was unaware of the meaning of the word unsafe days. She had the notion that it means the days of menstruation. So, she said that “she has will receive SMS alerts/ use condom/ avoid having sex during menstruation period”.

Among those respondents who were not able to comprehend the message, one participant could say that she will receive SMS alerts and use condom to avoid pregnancy. However, she could not say that on which days she will receive the SMS.

Among the four respondents who understood the message, three preferred the message 9.1 over 9.2.

Problematic words

One of the respondents did not understand the term “*Sanyam*” (not having sex).

- *Comprehensibility of Message 10*

Hindi Message - “आज आपका असुरक्षित दिन है! अगर आपने इस महीने के किसी भी असुरक्षित दिन बिना कंडोम के सम्बन्ध रखा है तो हो सकता है आपने गर्भधारण कर लिया हो! अगर कोई सवाल पूछना चाहे तो हमारे कॉल सेंटर कोउन्सेलेर को कॉल करें”

English Message *- You are on an unsafe day today. If you had sex without using a condom on any unsafe day this month, there is a chance that you can be pregnant. Please call and talk to our call centre counselor if you have any questions.

This message was heard by seven respondents. Comprehension was low as only two respondents understood the message. while, one of the respondents could decipher it partially. She could understand that why she might have got pregnant and said that if she has conceived, then she has to call and talk to the call centre counselor. However, she could not understand the concept of unsafe days. The remaining four participants could not understand this message even after hearing it more than one time.

The respondents deciphered the message as

“bina condom/ snayam k samband rakha hai to call karein call centre mein”, “agar mahila garv dharan kar liya hai to call centre me baat karna chaheyee.”

This means “if she has had sex with her partner without condom/ abstinence then she has to call to the call centre. If the woman has conceived, then she should call to the call centre

Problematic words

One respondent could not understand the meaning of Call center counselor.

- **Comprehensibility of Message 11**

Hindi Message - “आपके सभी असुरक्षित दिन बीत गए हैं और आप आज सुरक्षित दिन पर हैं! अगर आपने किसी भी असुरक्षित दिन पर बिना कंडोम के सम्बन्ध रखा है तो हो सकता आपने गर्भ धारण कर लिया हो ! अधिक जानकारी के लिए हमारे कॉल सेंटर कोउन्सेलेर से बात करें! **CycleTel** के प्रयोग के लिए अपने अगले मासिक शुरू होने पर उसके पहले दिन की तिथि भेजें”

English Message* - **All unsafe days have passed and you are currently on a safe day. If you had sex without using a condom on any of your unsafe days, you might be pregnant. Please call and talk to our call centre counselor if you have any questions. To continue using CycleTel, send the date when your next period comes.**

This message was heard by seven respondents. Out of them, only two participants could understand it. This message was heard more than once by four out of seven respondents. One of the respondent commented that it was difficult to understand the message as it was too lengthy.

The participants who could not understand the message comprehended it as:

“Kahin phone karne bola. Lekin samajh nei paye”, “Pura mahina condom istemaal karna hai. Ek din nei kiya or garv theher gaya hai to phone karke bataye or condom nei istemaal karein”.

(Two of the respondents comprehended it as the she has to call to someone, but could not understand. She further added that the message says about using condom throughout the month. In case the woman has not used it for a day and she has conceived that she has to call and should stop using condom.)

“Masik hone se pehele jo pichle mahine ki tithi hai wo bhejna hai”

(Meaning she has to send the date the date of her last periods before the next).

Suggestion/ feedback of respondents

Two respondents said that message was long and therefore they were unable to understand it.

- Comprehensibility of Message 12

Hindi Message - “CycleTel उन महिलाओं के लिए एक उपयुक्त विधि नहीं है जिन महिलाओं ने पिछले 3 महीने में कोई गर्भ बिरोधक गोली या इंजेक्शन प्रयोग किया है! CycleTel अभी आपके लिए सही विधि नहीं होगी! परिवार नियोजन की अन्य विधियों की जानकारी के लिए अपने डॉक्टर से मिलें! CycleTel में कॉल करने के लिए आपका धन्यवाद”

English Message* - CycleTel does not work for women who have used the contraceptive pill or shot in the last 3 months. CycleTel will not work for you at this time. Please contact your health provider to discuss other family planning options. Thank you for calling CycleTel.

This message was heard by seven respondents. Only three of them understood this message. Two respondents out of the eight heard the message more than once.

One of the respondent deciphered of the message as

“agar kisi ka masik ruk gaya hai to caller SMS karke jankari lega k masik kyo nei aaya”.

The respondent meant that if a woman is not getting her periods, then the caller will send SMS to get information that why her period has

Suggestion/ feedback of respondents

One respondent said that the message was difficult to understand. It should be made easier for women to understand, and the pace of the voice recording should be slower.

- Comprehensibility of Message 13

Hindi Message - “CycleTel आपके लिए सही विधि नहीं है क्योंकि आप के दो मासिक में लगभग 1 माह का अंतर नहीं रहता है! परिवार नियोजन की अन्य विधि प्रयोग करने के लिए या फिर अधिक जानकारी के लिए अपने डॉक्टर से मिलें! CycleTel में कॉल करने के लिए आपका धन्यवाद”

English Message *- CycleTel will not work for you because your menstrual periods are not about a month apart. Please contact your health provider to discuss other family planning options. Thank you for calling CycleTel.

This message was heard by eight respondents. Three of them understood the message completely while only respondent comprehended it partially. She was able to understand that CycleTel will not work for her. But she could not decipher that why it won't work for her. Four out of eight respondents heard this message more than once.

One respondent was confused about “what the message is saying about 2 months”; while, another respondent did not understand the ineligibility criteria. She said that if CycleTel is not appropriate method for her, she has to meet the doctor and call CycleTel again later.

- Comprehensibility of Message 14

Hindi Message - “CycleTel अभी आपके लिए सही विधि नहीं होगी! CycleTel उन्ही दम्पति के लिए सही विधि है जो असुरक्षित दिनों में या तो कंडोम का प्रयोग करेंगे या फिर संयम रख सकेंगे! परिवार नियोजन की अन्य विधियों की जानकारी के लिए आपने डॉक्टर से मिलें! CycleTel में कॉल करने के लिए आपका धन्यवाद”

English Message *- CycleTel will not work for you at this time. CycleTel works best for couples who can use a condom or not have sex on unsafe days. Please contact your health provider to discuss other family planning options. Thank you for calling CycleTel.

This message was heard by eight respondents. Four out of them could understand this message, while one comprehended it partially. The message was played twice for one respondent.

Regarding the comprehensibility of the message, one respondent said that this method doesn't work for those who use injection or pills and that it will work for those who use condoms or don't have sex in the unsafe days.

- Comprehensibility of Message 15

Hindi Message - “CycleTel परिवार नियोजन माला चक्र विधि पर आधारित है! यह एक प्राकृतिक विधि है जो महिला को ये जानकारी देती है की मासिक चक्र में वे कौन से दिन हैं जब वह गर्भ धारण कर सकती है! मासिक चक्र में कुछ ऐसे दिन होते हैं जो सुरक्षित होते हैं जब एक महिला गर्भ धारण नहीं कर सकती है! साथ ही कुछ दिन असुरक्षित होते हैं जब एक महिला गर्भधारण कर सकती है! गर्भधारण से बचने के लिए एक दंपत्ति असुरक्षित दिनों में या तो कंडोम का प्रयोग करते है या फिर संयम रखते हैं! माला चक्र विधि का शरीर पर कोई दुःप्रभाव नहीं होता है! यह विधि यौन रोग या HIV से बचाव नहीं करती है!”

English Message* - CycleTel is based on the Standard Days Method of family planning, a natural method that helps a woman track her menstrual cycle to know when she can get pregnant. During her menstrual cycle, there are safe days, which are the days when a woman cannot get pregnant. There are also unsafe days, which are the days when a woman can get pregnant. While using CycleTel, a couple uses condoms or does not have sex on unsafe days to prevent a pregnancy. The Standard Days Method has no health side effects. The method does not protect against sexually transmitted diseases or HIV.

Four out of eight respondents could clearly understand this message, while one could decipher it partially. The message was heard more than once by two respondents.

One of the respondents didn't know what HIV/AIDS is. Therefore, she said that CycleTel will protect from HIV. Moreover, one of the respondents said that “*Asurakshit din*” (unsafe days) means when she is menstruating and “*Surakshit din*” (safe days) means the days after her menstruation.

Problematic words

One respondent could not understand meaning of word “Asurkshit”.

- Comprehensibility of Message 16

Hindi Message - “CycleTel परिवार नियोजन की एक विधि पर आधारित है जो की 95% असरदार है”

English Message* - CycleTel is based on a method of family planning that is 95% effective.

This message was heard by eight respondents. Only one out of eight respondents understood this message. She comprehended the message as

“95% faidemand hai – Puri tarah bach sakte hai”

which means “its 95% beneficial – it can completely protect”

Four out of eight heard this message more than once; but could not understand this message, even after repeated hearing. The respondents were not able to comprehend the word “95% Asardaar” (95% effective). One of the respondents comprehended it as “there is 95% chance of conceiving while using CycleTel.”

- Comprehensibility of Message 17

Hindi Message - “CycleTel आपके मासिक चक्र की अवधि के बारे में बताता है और आपको उन दिनों में SMS भेजता है जब आप गर्भधारण कर सकती हैं! यह दिन असुरक्षित दिन कहलाते हैं! गर्भधारण से बचने के लिए आप और आपके पति को या तो कंडोम का प्रयोग करना होगा या फिर संयम रखना होगा ! CycleTel आपको यह भी याद दिलाता है की आपको अपने अगले मासिक शुरू होने पर उसकी तिथि भेजनी है! साथ ही CycleTel सेवा द्वारा दी गयी विशेषताएं और सेवा का सही प्रयोग कैसे करें इस के बारे में भी बताता है”

English Message* - CycleTel helps you track the days in your menstrual cycle and sends you a text message on the days when you can get pregnant. These days are called unsafe days, and to prevent pregnancy, you and your husband need to use a condom or not have sex on these days. CycleTel also sends you text messages to remind you to send in the date you start your period, to tell you about certain features that the service offers, and to help you use the service correctly.

**Note: English messages were not tested.*

This message was heard by eight respondents. However, none of them were able to comprehend the meaning.

One of the respondents deciphered the message as

“Is vidhi ka istemaaal karna hai to condom lagana hoga. SMS me jankari degi k sanyam rakhna hai ya condom ka istemal karna hai”

The respondent meant that a woman has to use condom if she wants to use this method. She will get SMS which will tell her that she has to use condom or not have sex.

Problematic words

One respondent could not understand the terms “Avadi” (tracking).

Suggestion/ feedback of respondents

According to one of the respondents, the message length should be shorter.

- *Problematic words in Section 2*

The table below summarizes the words which the participants found difficult to understand in section 2 of the interview:

Table 6: Problematic words of section 2 of Phase 1 interview

Words used	English translation of words	Total no. of respondents who were unable to understand the meaning of the words (n=9)
<i>Asurakshit Din</i>	Unsafe days	7 (78%)
<i>Awadhi</i>	Tracking	1 (11%)
<i>Call centre counselor</i>	Call centre counselor	2 (22%)
<i>HIV</i>	HIV	2(22%)
<i>Injection</i>	Injection	1 (11%)
<i>Mahavari</i>	Menstruation	2 (22%)
<i>Mala chakra</i>	CycleBeads	1 (11%)
<i>Panjikaran</i>	Registration	1 (11%)
<i>Sanyam</i>	Not having sex	3 (33%)
<i>SMS</i>	SMS	1 (11%)
<i>Upbhogta Seva adhikari</i>	Call centre counselor	1 (11%)

Preferences of the respondents (Section 3)

Section three of the interview attempted to understand the preferences of the women for receiving or sending voice/text messages regarding CycleTel. A total of eight respondents participated in this part of the interview.

The table below summarizes the preferences of the women:

Table 7: Preferences of participants of Phase 1 interviews

Respondent No.	Preference of the participants		
	Preference on getting a message on unsafe	Preferences related to sending period date every month	Preference on Reminders for sending the date of period
1	Text message	Text message	SMS+IVR
2	A phone call with automated recording	Calling IVR	Phone call with automated recording reminder
3	Respondent did not participate in this section		
4	A phone call with automated recording	Calling IVR	Text message
5	A phone call with automated recording	Calling IVR	Text message
6	A phone call with automated recording	Call IVR	Both phone call and Text message.
7	A phone call with automated recording	Calling the call centre counselor	Phone call with automated recording reminder
8	A phone call with automated recording	Calling IVR	Phone call with automated recording reminder
9	A phone call with automated recording	Calling IVR	Phone call with automated recording reminder

Changes made to the IVR Flow and messages:

Based on the findings from the first phase, required changes were made in the IVR to ensure better comprehension by the respondents:

1. *Changes made in the IVR flow:*

- A new recording explaining about the CycleTel concept was added. After choosing the language option, the caller will listen to this new section before she hears the various options given to her as menu items
- Sequence of the various menu options was changed (see insert on page 24) The option for registering to CycleTel was brought lower down in order and now falls on position 3 in the revised IVR
- Change was made in the options given to a caller if she gets ineligible at any of the screening questions. The older IVR flow didn't have "Connect to a call centre "Option after the woman hears that she is not eligible to use the service. The revised IVR flow gives this option to the caller after she hears the ineligibility message.

2. *Changes made in the messages:*

Except Message No. 9 & 16 from the first phase, rest all 15 messages were revised and re-recorded for the second phase of testing. The revisions were broadly made to tweak the problematic words or sections in the message. (Refer to Phase II, section II for revised messages)

Phase 2 Results (Respondent number 10 – 25)

Based on the findings of the first phase of the interview, changes were made in the messages and IVR flow to make it more user-friendly.

Respondents' Understanding of IVR Flow (Section 1)

- Handling keys of the phone and selection of language

All the women who participated in the second phase of the interview could swiftly press the buttons of the mobile while listening and responding to the IVR.

Fourteen respondents could select the preferred language (Hindi) without any difficulty. Two respondents had difficulty. The call was reconnected and in the second attempt, both women could select the preferred language (Hindi) with assistance from interviewer.

- Listening, understanding and responding to the voice prompts in the menu information

The main purpose of this section was to assess if the respondents could understand the messages in the menu list (see text box below) after selection of language:

Parivaar niyojan ki vidhi CycleTe, ki **adhik jankari k liye 1** dabayein (For more information on family planning method CycleTel, Press 1)

CycleTel ke **sahi prayog ki jaankaari ke liye 2** dabayein (For correct use of CycleTel, press 2)

CycleTel me **naam darj karane k liye ke liye 3** dabayein (For registering to CycleTel, Press3)

Hamare **call centre pe baat karne ke liye 4** dabayein (To connect to call centre, Press 4)

Message **dubara sun ne ke liye 8** dabayein (To listen to the message again, Press 5)

During the second phase of the interview, fifteen of the respondents reacted immediately to the first menu item listed by pressing “1” and did not listen to the entire menu list before selecting an option. The remaining one respondent listened to the complete menu list three times. After assistance from the interviewer, she was instructed to press 1 to continue to registration.

- Listening, understanding and responding to the voice prompts related to registration

As mentioned above, the respondents were unable to register without support from the interviewer. The reason for this was that they were not listening to all the options in the menu list. Given this, the interviewers were not able to analyze if the respondents were able to understand and respond to the voice recordings related to registration process. Therefore, it was decided that the interviewers would assist the participants in registering (based on discussion with IRH representatives). The interviewers then asked the respondents to listen to the complete menu information and then select the required registration option. In case the participants were still unable to register themselves, the interviewers would directly tell them to press # 3 and initiate the registration process.

During this phase, a total of 13 respondents out of 16 required support of the interviewers to initiate registration. Among them five respondents were provided low level of assistance, while eight respondents required high level of assistance.

It was observed that many of the respondents (13) were unable to register themselves to CycleTel. Therefore, all the 13 respondents were assisted by the interviewer wherein they were asked to try to press/ listen to other options (apart from option 1). This was done to see if they were able to register themselves after receiving assistance from the interviewer. However, few (six) respondents who were still unable to register were asked to listen to the menu information and **initiate registration** by pressing the correct option. While some (two) of the respondents were directly asked to press # 3 to initiate the process. Surprisingly only six respondents were able to initiate the registration process (all of them received high level of assistance from interviewer). Apart from them only one respondent could proceed to register herself without any assistance from the interviewers.

Messages related to Screening Questions

It was observed that only seven respondents could follow the instructions in the screening process. The major findings related to these findings are as follows:

- The 1st screening question related to use of a contraceptive pill or shot in the last 3 months was understood and accordingly responded by all the seven respondents.
- The 2nd screening question related to getting menstrual periods about a month apart was answered correctly by six respondents. While the remaining one respondent deciphered the message as “if she is two months pregnant?” She then pressed # 2 in place of # 1. Thereafter, she pressed randomly pressed some numbers (both # 5 (call centre) and # 8 (repeating the message) together). When asked later, she said that she could not understand what to do; therefore she randomly pressed the numbers. Among the six respondents of the 2nd screening question, one became ineligible and could not proceed to hear the 3rd screening question. When asked later, she was able to comprehend that the product is not for her as her date of periods is irregular.
- The 3rd screening question related to using a condom or not having sex during unsafe days was understood and responded correctly by four. Besides, one of the respondents mistakenly pressed some wrong button. While another participant could not understand the meaning of “Sanyaam” and therefore could not respond to the 3rd screening question.

Messages related to Sending the menstrual period Date

A total of three respondents were able to listen to the messages related to sending the period dates. Among these the call was reconnected to one of the respondents who understood the screening questions but could not pass the eligibility criteria in order to assess if the respondent was able to understand and respond to the voice recordings related to registration. A total of two respondents were able to enter the dates of their LMP, while one respondent could not decipher how to enter the date.

Messages related to successful registration

Two respondents were able to listen to the messages related to successful registration, meaning that only two of the sixteen respondents in this phase were able to successfully register for CycleTel use.

- *Listening, understanding and responding to the voice prompts in other items*

Most (13 out of 16) of the respondents showed a tendency to press 1 immediately after listening to the first option and therefore only listened to option 1 in the menu list. Among the remaining respondents, fourteen of them could go back to the menu list by pressing the correct button, while the other two could not do the same. Therefore they repeatedly pressed the button 8 and heard the same message many times.

- *Observation of interviewers*

Understanding of respondents about CycleTel

After the interaction with IVR, none of the respondents could explain properly what CycleTel is. Only two respondents were able to decipher it partially.

Problematic words

The table below gives a snapshot of the words which the respondents were unable to understand or comprehend.

Table 8: Problematic words of section 1 in Phase 2 interviews

Words used	English translation of words	No. of respondents unable to understand the words (n = 16)
<i>Asurakshit Din</i>	Unsafe days	5 (31%)
<i>Sanyam</i>	Not having sex	7 (44%)
<i>Parivaar niyojan</i>	Family planning	1 (6%)

Respondents' Understanding of Messages (Section 2)

- Comprehensibility of Message 1 (New message added)

“**CycleTel** एक मोबाइल सेवा है, जो की परिवार नियोजन की एक विधि माला चक्र विधि पर आधारित है ! यह विधि महिला को यह जानकारी देती है की मासिक चक्र के वह कौन से दिन हैं जब उसका गर्भ ठहर सकता है! यह गर्भ ठहरने वाले दिन " असुरक्षित दिन " भी कहलाते हैं! गर्भ ना ठहरे, इसके लिए पति-पत्नी इन असुरक्षित दिनों पर या तो कंडोम प्रयोग करें या संयम रखें! **CycleTel** सेवा महिला को उसके गर्भ ठहरने वाले दिनों पर **SMS** से सूचित करता है की वह उसके असुरक्षित दिन हैं!”

Out of the total 16, only two respondents understood this message and two comprehended it partially. The message was played more than once for 10 respondents, yet most of them were unable to understand what CycleTel is and what “*asurakshit din*” (unsafe days) means. Many of the respondents said that “*asurakshit din*” (unsafe days) means the days when a woman menstruates.

Problematic words

Five respondents were unable to understand the meaning of “*asurakshit din*” (unsafe days), while two respondents didn't know the meaning of “*sanyam*” (not having sex).

- Comprehensibility of Message 2 (Revised Message)

“**CycleTel** परिवार नियोजन की एक विधि माला चक्र विधि पर आधारित है! यह एक प्राकृतिक विधि है जो महिला को यह जानने में मदद करती है की उसके मासिक चक्र के वह कौन से दिन होते हैं जब उसका गर्भ ठहर सकता है! मासिक चक्र के सभी दिनों पर गर्भ नहीं ठहर सकता! ऐसे कुछ ही दिन होते हैं, जब महिला का गर्भ ठहर सकता है, जिन्हें “असुरक्षित दिन” भी कहते हैं! गर्भ ठहरने से बचने के लिए एक पति-पत्नी को इन असुरक्षित दिनों पर, या तो कंडोम का प्रयोग करना चाहिए या फिर संयम रखना चाहिए! माला चक्र विधि का शरीर पर कोई दुष्प्रभाव नहीं होता है! यह विधि यौन रोग या **HIV** से बचाव नहीं करती है!”

Two among 16 respondents were able to comprehend the message completely. However, they all heard the message more than once. Besides, five participants were able to understand the message

partially as they all could not understand the relation of CycleTel's inability to prevent HIV/ STI. Among them, one respondent said that the days when a woman menstruates are safe days and remaining other days are unsafe. This means that she could not comprehend the concept of safe and unsafe days in a women's cycle. Due to gap in knowledge, she was unable to say which days are safe or unsafe for a woman. The other two respondents had no knowledge about HIV. Therefore, they could not understand how CycleTel does not prevent HIV.

Problematic words

Five respondents did not know the meaning of "vidhi" (method), while, three respondents said that they don't know what HIV is. Two women could not understand the meaning of "sanyam" (not having sex), while one participant was unaware of the word "dushprabhav" (ill effect). Among the respondents, two could not understand what "asurakshit di" (unsafe days) means and another two respondents said that "asurakshit din" means the days of menstruation.

- Comprehensibility of Message 3

Hindi Message - "CycleTel परिवार नियोजन की एक विधि पर आधारित है जो की 95% असरदार है"

English Message - CycleTel is based on a method of family planning that is 95% effective.

The message was heard more than once by 15 respondents and among them only one woman could comprehend the message. Initially she could not understand the message. The interviewer then explained her meaning of the word "Asardaar" (effective). Thereafter using the word "Guarantee" instead of "Asardaar" was the suggestion used by the respondent.

Problematic words

Except one respondent, none could understand the meaning of the word "Asardaar" (effective).

- Comprehensibility of Message 4 (Revised Message)

"CycleTel सेवा आपके मासिक चक्र के गर्भ ठहरने वाले दिनों पर, आपको SMS से सूचित करता है! यह गर्भ ठहरने वाले दिन, असुरक्षित दिन भी कहलाते हैं! गर्भ न ठहरे, इसके लिए आप पति पत्नी या तो कंडोम प्रयोग करें या फिर संयम रखें. CycleTel सेवा आपको SMS भेज कर यह भी याद दिलाता है की आपको हर महीने अपना मासिक शुरू होने पर उसकी तारीख भेजनी है! अगर आपका मासिक चक्र CycleTel सेवा के प्रयोग के लिए उपयुक्त नहीं है तब भी CycleTel सेवा आपको SMS के द्वारा सूचित करेगा! साथ ही CycleTel सेवा की विशेषताएं और सेवा का सही प्रयोग कैसे करें, इसके बारे में भी SMS से जानकारी देता है!"

The message was heard by 14 respondents, and among them two participants could understand the message completely, while two could understand partially. Among them one of the respondents was able to understand that she will receive unsafe day SMS reminder and SMS on service features. However, she could say that what a woman who is using CycleTel should do. Besides, another respondent who comprehended the message partially said that the message tells about using condom and that she has to send her menstruation date to CycleTel via SMS. However, she could not say anything about the concept of receiving SMS from CycleTel.

Problematic words

Some of the women did not know what SMS meant. When it was explained to them, they preferred using the word “mobile me message”. The word “*parivaar niyojan*” (family planning) was not understood by one of the participants.

- *Comprehensibility of Message 5 (Revised Message)*

“**CycleTel** एक मोबाइल सेवा है, जिसकी मदद से आप यह जान सकती हैं की महीने के वह कौन से दिन होते हैं जब आपका गर्भ ठहर सकता है! जिन दिनों आपका गर्भ ठहर सकता है, वह आपके असुरक्षित दिन भी कहलाते हैं! अगर आप चाहती हैं की आपका गर्भ न ठहरे, तो इन असुरक्षित दिनों में आप पति-पत्नी को संबंध के समय कंडोम का प्रयोग करना होगा या तो संयम रखना होगा! आपके लिए **CycleTel** काम करेगी या नहीं, यह जानने के लिए हम आपसे 3 सवाल पूछेंगे!”

A total of four among fourteen respondents who heard the message were able to comprehend the message. However, another four respondents were able to comprehend the message partially. Among these, three participants were able to comprehend that a couple should use condom/ not have sex during the unsafe days while one of the participants could say that one or two days after menstruation are unsafe days. However, the concept of CycleTel and unsafe days were not clear to them.

Problematic words

Two respondents said that they did not understand the meaning of “sanyam” (not having sex).

- *Comprehensibility of Message 6 (Revised Message)*

“क्या आपने पिछले 3 महीने में परिवार नियोजन के लिए प्रत्येक दिन खाने वाली गर्भ निरोधक गोली या फिर 3 महीने पर लगने वाला गर्भ निरोधक इंजेक्शन प्रयोग किया है? अगर गर्भ निरोधक गोली या गर्भ निरोधक इंजेक्शन में से कोई भी विधि प्रयोग की है तो 1 दबाएँ! अगर प्रयोग नहीं की है तो 2 दबाएँ!”

More than fifty percent of the respondents (eight out of fourteen) could comprehend the first screening message and when asked, they could press the correct option on the mobile. One more respondent could partially understand the message. She could not remember about injection, but she understood what number she had to press if she takes pills.

- *Comprehensibility of Message 7 (Revised Message)*

“**CycleTel** केवल उन महिलाओं के लिए काम करता है जिनकी माहवारी लगभग एक महीने के अंतर पर आती है! क्या आपकी माहवारी लगभग एक महीने के अंतर पर आती है? अगर हाँ तो 1 दबाएँ, अगर नहीं तो 2 दबाएँ!”

The message related to the second screening question was understood completely by five respondents, while another five could comprehend it partially. The respondents who comprehended

the message partially understood how to enter the months of their LMP. They did not understand that this method works only for those who menstruate in an interval of one month.

- Comprehensibility of Message 8 (Revised Message)

“गर्भ न ठहरे, इसके लिए सभी असुरक्षित दिनों में या तो कंडोम का प्रयोग करें या फिर संयम रखें! क्या आप पति-पत्नी गर्भ ठहरने वाले दिनों में कंडोम का प्रयोग कर पाएंगे या तो संयम ताख पाएंगे! अगर हाँ तो 1 दबाएँ! ऐसा नहीं कर पाएं तो 2 दबाएँ!”

Five respondents out of 14 were able to decipher the meaning of the message, while three other respondents could understand it partially.

Problematic words

Two respondents said that they did not understand the meaning of “sanyam” (not having sex).

- Comprehensibility of Message 9 (Revised Message)

“CycleTel आपके लिए एक सही विधि है क्योंकि आपकी माहवारी लगभग एक महीने के अंतर पर आती है और आप पति-पत्नी गर्भ ठहरने वाले दिनों पर या तो कंडोम का प्रयोग करेंगे या फिर संयम रख सकेंगे! आप अभी से CycleTel का प्रयोग शुरू कर सकती हैं, अगर आपको अपनी हाल में आई माहवारी के पहले दिन की तारीख याद है! अगर तारीख याद है तो 1 दबाएँ! अगर तारीख याद नहीं है तो 2 दबाएँ!”

The message was played to eleven participants. The remaining interviews were discontinued because the majority of the respondents could not comprehend the messages played.

Four respondents understood the message, while three could comprehend it partially. The respondents could decipher that they have been asked about their LMP. But, they could not give the reason why this method is correct for her and not for all.

Problematic words

One of the participants did not understand what the word “mahavarī” (menstruation) means.

- Comprehensibility of Message 10 (Revised Message)

“अगर आपकी माहवारी इस महीने आई है तो 1 दबाएँ! अगर आपकी माहवारी पिछले महीने आयी हो तो 2 दबाएँ! अगर आपकी माहवारी को आये 2 महीने हो गए हो तो 3 दबाएँ!”

Among the eleven participants who heard the message, only three respondents were unable to understand the message. The remaining eight participants understood the message. However, two respondents could not comprehend what “mahina” is referring to in this message. One of them thought that it is referring to the word “mahavarī”, while the other felt that “mahina” one month from the date of her LMP.

- Comprehensibility of Message 11 (Revised Message)

“ कृपया हाल में आई माहवारी के पहले दिन की तारीख को 2 अंको में इंटर करें! जैसे की अगर आपकी माहवारी 13 तारीख को आई हो तो अपने फोने से 1 दबाएँ और फिर 3 दबाएँ! या फिर अगर आपकी माहवारी 4 तारीख को आई हो तो अपने फोने से 0 दबाएँ और फिर 4 दबाएँ!”

The message was heard by eleven respondents. Out of them, no one understood the message and could follow the process to enter the LMP. However, two respondents partially understood the message. They were able to enter the dates with two digits, but could not do it for single digit numbers.

Some of the responses of the participants have been quoted on the text box below.

The response of participant regarding message 11

- “1 tarik k baad masik hua to 1 or 3 dabana chaheyea. 4 tarik ko hua to 0 or 1 dabana chaheyea”. (If date of periods is after 1st, then press 1 or 3. If gets periods on 4th, press 0 or 1)
- “13 se pehele mahin aaya to 1 or 3 dabana hai. 13 k baad aaya to 0 or 4 dabana hai” (if gets periods before 13 then press 1 or 3)
- “pichle mahine me aaya to 123 dabayenge aur iss mahine me aaya to 04 dabayeng”. (if got period in last month, then press 123 and if gets it in this month then press 04)
- “4 tarik ko aaya to 0 dabaye” (if gets periods on 4th, then press 0)

- Comprehensibility of Message 12 (Revised Message)

“अपनी माहवारी की तारीख बताने के लिए धन्यवाद ! **CycleTel** अब उन सभी दिनों में जब आपका गर्भ ठहर सकता है, आपको **SMS** से सूचित करेगा! आपको यह **SMS 22** नोवम्बर से **3** दिसम्बर में मिलेंगे”

Among the total eleven, only one respondent could decipher the message (after listening twice). The remaining respondents did not understand the message, and among them, two respondents did not understand when they will receive SMS from CycleTel.

- Comprehensibility of Message 13

Hindi Message - “**CycleTel** आपके असुरक्षित दिनों पर आपको **SMS** द्वारा सूचित करेगा! गर्भधारण से बचने के लिए इन सभी असुरक्षित दिनों पर कंडोम का प्रयोग करें या तो संयम रखें”

(सन्देश 9.1) - गर्भधारण से बचने के लिए इन सभी असुरक्षित दिनों पर कंडोम का प्रयोग करें या तो संयम रखें

(सन्देश 9.2) - सभी असुरक्षित दिनों में बिना कंडोम के सम्बन्ध रखने पर आप गर्भ धारण कर सकती है

English Message - **CycleTel will send you SMS alerts on your unsafe days. Use a condom or don't have sex on all these days to keep from getting pregnant.**

(Message 9.1) - Use a condom or don't have sex on all these days to keep from getting pregnant

(Message 9.2) - You can get pregnant if you have sex without using a condom on any of these unsafe days

Among the eleven listeners, five participants understood the message completely and one could comprehend it partially (she did not know what "SMS" means).

These six participants were then asked to listen to two messages and to say which one is easier to understand. To this, all the six participants preferred the message 9.1 over 9.2.

- Comprehensibility of Message 14 (Revised)

“आज आपके मासिक चक्र का वह दिन है जब आपका गर्भ ठहर सकता है ! अगर आपने इस महीने के किसी भी गर्भ ठहरने वाले असुरक्षित दिन में बिना कंडोम के सम्बन्ध रखा है, तो हो सकता है आपका गर्भ ठहर गया हो! अगर गर्भ ठहरने वाले दिनों के बारे में अधिक जानकारी लेना चाहें तो हमारे उपभोगता सेवा अधिकारी को कॉल करें!”

* Kindly probe for the following 3 options:

Upbhogta seva adhikari

Grahak seva pratinidhi

Call centre counselor

The message was played to ten respondents, out of whom only one woman could comprehend the message. However, among the remaining nine respondents, four women understood what the message was trying to say. But none among them were familiar with the words like “*Upbhogta seva adhikari*”/ “*Grahak seva pratinidhi*” / Call centre counselor.

The other five respondents could not comprehend the message. But, one woman could decipher from the message that: “*Grahak seva pratinidhi*” as “*kuch hua or tab jisse pooch sakte hai wo hai Grahak seva pratinidhi*”. This means, that “*Grahak Seva Pratinidhi*” are the one whom we can consult in case anything happens.

Problematic words

The meaning of the words “*Upbhogta seva adhikari*”/ “*Grahak seva pratinidhi*” / Call centre counselor were not understood by majority (six) of the respondents.

- Comprehensibility of Message 15 (Revised message)

“इस मासिक चक्र के वह सभी दिन जब आपका गर्भ ठहर सकता था, बीत गए है! अगर आपने किसी भी गर्भ ठहरने वाले असुरक्षित दिन पर बिना कंडोम के सम्बन्ध रखा है, तो हो सकता है आपका गर्भ ठहर गया हो!

अगर गर्भ ठहरने वाले दिनों के बारे में अधिक जानकारी लेना चाहें, तो हमारे उपभोगता सेवा अधिकारी को कॉल करें!”

Apart from the word “*Upbhogta seva adhikari*” five respondents understood the message; two respondents understood it partially, while the remaining three respondents did not understand the message at all.

Problematic words

As mentioned in the message above, the word “*Upbhogta seva adhikari*” was not understood by the respondents.

- *Comprehensibility of Message 16 (Revised Message)*

“**CycleTel** उन महिलाओं के लिए एक उपयुक्त विधि नहीं है, जिन महिलाओं ने पिछले 3 महीने में कोई गर्भ निरोधक गोली या गर्भ निरोधक इंजेक्शन प्रयोग किया है! **CycleTel** अभी आपके लिए सही विधि नहीं होगी! परिवार नियोजन की अन्य विधियों की जानकारी के लिए अपने डॉक्टर से मिलें ! **CycleTel** में कॉल करने के लिए आपका धन्यवाद!”

A total of four respondents understood the message out of ten. The remaining respondents could not decipher what the message was trying to say.

Problematic words

One of the respondent said that she doesn't know the meaning of “*upyukt vidhi*” (correct method).

- *Comprehensibility of Message 17 (Revised Message)*

“**CycleTel** आपके लिए सही विधि नहीं है क्योंकि आपकी महावरी लगभग एक महीने के अंतर पर नहीं आती है! परिवार नियोजन की अन्य विधि प्रयोग करने के लिए या फिर अधिक जानकारी के लिए अपने डॉक्टर से मिलें! **CycleTel** में कॉल करने के लिए आपका धन्यवाद!”

The message was heard by nine respondents and among them only three respondents understood the message. However, she could not understand that the message also talks about visiting a doctor for advice on alternate family planning methods.

The participants' responses to the message are quotes below:

“**Doctor se salah leke CycleTel me call karna chaheyee**” (call to the call centre after consulting doctors)

“**Mahavari sahi time pe nei aaya to doctor se milne k liye bola**” (if doesn't get periods in right time, then has to meet doctor)

“**Jinka 1 mahine me nei aata hai usko v accha se doctor ko dikhana chaheyee**” (who did not get periods in 1 month duration, they should consult doctors)

- Comprehensibility of Message 18 (Revised Message)

“CycleTel अभी आपके लिए सही विधि नहीं होगी! CycleTel उन्ही पति-पत्नी के लिए सही विधि है जो गर्भ धारण वाले दिनों पर कंडोम का प्रयोग कर पयनेगे या फिर संयम रख सकेंगे! परिवार नियोजन की अन्य विधियों की जानकारी के लिए अपने डॉक्टर से मिलें! CycleTel में कॉल करने के लिए आपका धन्यवाद!”

The message was comprehended by three respondents while another three could understand it partially as they could not understand why they have to visit a doctor.

- Problematic words in Section 2

The table below summarizes the words which the participants found difficult to understand in section 2 of the interview:

Table 9: Problematic words of section 2 in phase 2 interviews

Words used	English translation of words	Total no. of respondents who were unable to understand the meaning of the words (n=16)
Asardaar	Effective	9 (56%)
Asurakshit Din	Unsafe days	7 (44%)
Call centre counsellor	Call centre counselor	5 (31%)
Dushprabhav	ill – effect	1 (6%)
Grahak Seva pratinidhi	Call centre counselor	5 (31%)
HIV	HIV	3 (19%)
Mahavari	Menstruation	1 (6%)
Parivaar Niyojan	Family Planning	1 (6%)
Sanyam	Not having sex	7 (44%)
SMS	SMS	4 (25%)
Upbhogta Seva अधिकारी	Call centre counselor	6 (38%)
Upyukt Vidhi	Appropriate method	1 (6%)
Vidhi	Method	5 (31%)

Preferences of the respondents (Section 3)

Section three of the interview attempted to understand the preferences of the women for receiving or sending voice/text messages regarding CycleTel. A total of 10 respondents participated in this part of the interview.

The table below summarizes the preferences of the women:

Table 10: Preferences of the participants in phase 2 interview

Respondent No.	Preference of the participants		
	Preference on getting a message on unsafe	Preferences related to sending period date every month	Preference on Reminders for sending the date of period
10	Said both phone call and Text message. But prefer phone call	Calling the call centre counselor	Both phone call and Text message.
11	Respondent did not participate in this section		
12	Text message in Hindi font	Calling IVR and Calling the call centre counselor as well	Text message (it would be nice if we can send dates as a reply to the same)

			message)
13	Respondent did not participate in this section		
14	A phone call with automated recording	Calling the call centre counselor	Phone call with automated recording reminder
15	A phone call with automated recording	Calling the call centre counselor	Both phone call and Text message.
16	A phone call with automated recording	Calling IVR	Both phone call and Text message.
17	Respondent did not participate in this section		
18	Respondent did not participate in this section		
19	Both phone call and Text message.	Calling IVR	Both phone call and Text message.
20	Both phone call and Text message.	Text message	Both phone call and Text message.
21	Respondent did not participate in this section		
22	Text message	Calling IVR	Both phone call and Text message.
23	Respondent did not participate in this section		
24	Text message	Calling IVR	Text message
25	Respondent did not participate in this section		
26	Both phone call and Text message.	Calling IVR	Both phone call and Text message.

Conclusion

It was observed during the interviews that the respondents had a tendency of not listening to the entire message and they pressed the buttons as soon as they heard the options. Therefore majority of the responds were able to initiate registration (1st option in menu item) process during the 1st phase of the interview. They were also able to comprehend and respond to the screening questions during interaction with IVR. However in the second phase of interview, the respondents mostly were unable to initiate registration (3rd option in menu item). However, those who initiated the registration process, were able to respond to the screening questions as well.

It was also observed that many of the respondents found it difficult to comprehend the procedure of entering the date of their periods; though some of them were able to enter the double digit number, but very few could enter the single digit numbers.

During interaction with the respondents on the section 2 of the interview, it was found that many of them were able to comprehend the screening messages. However, the comprehensibility of the respondents was found to be low for the message which tells about entering the dates and also CycleTel product (Message 15, 16 & 17 in phase 1 and message 1, 2 & 3 in phase 2). Many of them were also not able to comprehend the ineligibility messages as they could did not know the meaning of call centre. So they were unable to comprehend the purpose of calling to the call centres.

The major cause for this could be the language spoken by the respondents. As a result, many of the respondents were unable to comprehend the messages and therefore the interview had to be discontinued. In the 1st phase of data collection, one interview out of nine was discontinued; while in

the 2nd phase, seven interviews out of 16 were put an end to. Besides, the respondents had a sub-optimal level of knowledge and awareness regarding the telecom services. The respondents were found to be unaware about the terms like SMS (20%). When explained to them, it was found that they called it “messages”. However, they said that they were not convenient with this service as mostly English text is used. They either do not read the SMSs or get it read by other family members.

The respondents also had sub-optimal level of knowledge and awareness about family planning methods. Though many of the respondents reported that they use the traditional method of family planning, but they could not say anything about the methods being followed. They could just say that they do not use family planning methods available in the market.

As per our understanding, the respondents had great difficulty in understanding the meaning of the terms like “*Asurakshit Din*” [unsafe days] (56%). In the 1st phase of the data collection, seven out of nine respondents did not know what “*Asurakshit Din*” means. Therefore they found it difficult to comprehend the messages. In the 2nd phase of the interview, the literal meaning of the term was explained in most of the messages. However, seven respondents yet could not understand the meaning as they were unaware that which days of their menstruation cycle were called “*Asurakshit Din*”. Another word which was found to be difficult to understand for the respondents and affected the comprehensibility of the messages was “Sanyam” [not having sex] (40%).

Suggestions

The CycleTel method has the potential to extend family planning services to the rural beneficiaries who own a mobile phone. The most serious challenge for IVR in this context is the existing knowledge and language barrier.

Our analysis of the existing data suggests that there are opportunities for further study of the CycleTel IVR testing among the beneficiaries. India being a diverse country, it would be difficult to comment on its feasibility across the rural area of the country based on 25 interviews held. Therefore it is suggested that a study based on larger sample would help in commenting about the feasibility of the product.

The study can comprise of a sample population representing rural and tribal population (in case of Jharkhand). If the product is to be tested in the northern region, then we can have a sample representation from states like Rajasthan, Uttar Pradesh, Bihar, and Jharkhand. There is also a need to strengthen the eligibility criteria of the study participants. The study can comprise of both qualitative and quantitative research wherein we will be able to draw conclusion based on the knowledge assessment of the study population, practices related to family planning and existing myths and misconceptions related to family planning.

Appendix 1: Content Analysis table - Section 1 of Phase 1

	Respondents No								
	1	2	3	4	5	6	7	8	9
Time to complete interaction	19 min	Attempt 1 - 8 min Attempt 2 - 4 min	Attempt 1 - 2 min Attempt 2 - 6 min	Attempt 1 - 1 min Attempt 2 - 2.5min	8 min	6 min	9 min	Attempt 1 - 5 min Attempt 2 - 7 min	4 min
Welcome message menu choice (1, 2, 3, 4, or 5)	<p>Heard the message and pressed 2</p> <p>Pressed 8 to listen to the message again (9times)</p> <p>Went back to main menu with support from interviewer</p> <p>Initiated registration by pressing 1</p>	<p>She didn't wait for the IVR to complete the instructions and immediately pressed button 1 for registration.</p>	<p>Initially she could not decipher anything from the message. Then the respondent assisted her in understanding the CycleTel method and reconnected the call. She was unable to press any button in the main menu. The call got disconnected. The call was connected again. She then randomly pressed 1 and followed the registration process. However she could not understand the messages and disconnected the call by saying "Samajh Gaye".</p>	<p>She heard the option 1 & 2 of main menu and pressed button 2. The call got disconnected. Therefore, the call was connected. She initiated registration</p>	<p>Immediately pressed 1 and initiated registration.</p>	<p>Immediately pressed 1 and initiated registration.</p>	<p>Immediately pressed 1 to register, without listening to all the options in main menu.</p>	<p>She heard all the instructions in main menu. She asked the interviewer what should be done. Then pressed 1 to register (with assistance from interviewer). The respondent did not select/press any button during the process of registration.</p>	<p>Firstly listen to the complete menu instructions. Repeated the message and pressed 1 to register</p>
Ability to get to screening questions	Yes	Yes	No	Yes	Yes	Yes	Yes	No	Yes

Answer to screening question #1	Yes	Yes		Yes (could not continue as she had taken ECP.)	Yes	Yes	Yes		Yes
Answer to screening question #2	Yes	No (as she was in LAM per). Repeatedly heard the same message 9 times as she was not able to understand what should be done after this as she could heard 8 as the only option	She could not proceed to listen to the screening question	She could not proceed to listen to the screening question	Yes	Yes (could not proceed as her periods was not regular)	Yes (could not proceed as her periods was not regular)	She could not proceed to listen to the screening question	Yes
Answer to screening question #3	Yes	She could not proceed to listen to the 3rd screening question			Yes	She could not proceed to listen to the screening question	She could not proceed to listen to the screening question		Yes
Note any requests to repeat messages	No	No	No	No	No	Yes	Yes	Yes	No
Successfully sent in period date	No (selected the wrong month of her LMP)	She could not proceed to enter the dates	She could not proceed to enter the dates	She could not proceed to enter the dates	No	She could not proceed to enter the dates	She could not proceed to enter the dates	She could not proceed to enter the dates	No
Support from interviewer	Yes (pressing 0 to go back to main menu)	Yes (Connected once again because respondent was unable to share experience)	The respondent assisted her in understanding the CycleTel method and reconnected the call. The interviewer also asked her to press desired buttons.	she asked the interviewer if she can press other buttons or not in between communication with IVR.	No	No	She heard ineligibility message again n again. The interviewer assister her and asked her to hear the complete message and if any other options	When call got connected, she was unable to understand and returned the phone to the interviewer. The interviewer told her that she can hear the	When she heard the screening questions, she asked the interviewer if she has to answer the questions. The interviewer clarified that she just has to press the buttons after

								messages and accordingly press the desired buttons	hearing the messages
Level of support – high, low)	Low	Low	High	Low	No assistance provided	No assistance provided	High	High	Low

Appendix 2: Content Analysis table - Section 2 of Phase 1

RESPONDENTS		Message #									
		1	2	3	4	5	6	7	8	9	9.1/ 9.2
#1	Problematic Words:		Injection		<i>Asurakshit Din Sanyam</i>						
	Satisfaction level:	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message
	Comprehension (Y/N):	No	Yes	No	Yes	No	Yes	No	No	Yes	9.1
#2	Problematic Words:	<i>Asurakshit Din</i>								<i>Asurakshit Din Sanyam</i>	
	Satisfaction level:	Satisfied	Satisfied	Satisfied	Satisfied	Satisfied	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message
	Comprehension (Y/N):	No	Yes	Yes	Yes	Partially	No	No	No	No	no response
#3	Problematic Words:										
	Satisfaction level:	No comment was given by the respondent on the message									
	Comprehension (Y/N):	No									
#4	Problematic Words:			<i>Mahavari</i>			<i>Mahavari</i>				

	Comprehension (Y/N):	No	No (related this with iron tablets and other tablets , injections)	Yes	Yes	Partially (could understand only the last line of the message)	Yes	Partially (she understood how to enter the date, but was entering previous date of her LMP(like in case her LMP is 14, she was entering 13)	Yes	Yes	Could not understand any of the messages
#7	Problematic Words:	<i>Asurakshit Din</i>			<i>Asurakshit Din</i>					<i>Sanyam</i>	
	Satisfaction level:	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message
	Comprehension (Y/N):	Yes	Yes	No	Yes	Yes	No	No	No	No	Messages skipped as she could not understand message 9
#8	Problematic Words:	<i>Asurakshit Din</i>									
	Satisfaction level:	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	Said that the messages are too long	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message
	Comprehension (Y/N):	No	No	Yes	No	Yes	Partially (She is considering 1 month as a menstruation cycle; not as Nov/ Dec as individual	No	No	No	Messages skipped as she could not understand message 9

							month.				
#9	Problematic Words:	<i>Asurakshit Din</i>									
	Satisfaction level:	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message
	Comprehension (Y/N):	Yes	Yes	Partially (it was not clear to her that women who gets their periods in a gap of more than a month, can't use the service)	Yes	Yes	Yes	Partially (she was able to enter double digit number, but not the single digit numbers)	No	Yes	9.2

RESPONDENTS		Message #							
		10	11	12	13	14	15	16	17
#1	Problematic Words:	Call centre counselor							
	Satisfaction level:	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message
	Comprehension (Y/N):	Partially	Yes	Yes	Yes	Yes	Yes	No	No
#2	Problematic Words:					<i>Malachakra Vidhi</i>	<i>Asurakshit Din Sanyam</i>		
	Satisfaction level:				It language is changed to their local language, she will be able to understand the messages	<i>No comment was given by the respondent on the message</i>	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message
	Comprehension (Y/N):				Partially (understood that CycleTel will not work for her. But could not understand the reason why it won't work for her)	No	No	No	
#3	Problematic Words:								
	Satisfaction level:								
	Comprehension (Y/N):								
#4	Problematic Words:						<i>Asurakshit Din (according to her these are the days of menstruation)</i>		
	Satisfaction level:	No comment was given by the respondent on the message	Sais that it was difficult to understand it as it was very long message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message
	Comprehension (Y/N):	No	No	Yes	No	Yes	No	No	No
#5	Problematic Words:						<i>Asurakshit Din (according to her these are the days of</i>		

							<i>menstruation)</i>		
	Satisfaction level:	No comment was given by the respondent on the message	No comment was given by the respondent on the message	Said that the message should be easy to understand, detailed, and slow in pace	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message
	Comprehension (Y/N):	Yes	Yes	No	No	No	Yes	Yes	No
#6	Problematic Words:								
	Satisfaction level:	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message
	Comprehension (Y/N):	No	No	No	Yes	Yes	Yes	No	No
#7	Problematic Words:						Doesn't know which days are <i>Asurakshit din</i> HIV		
	Satisfaction level:	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message
	Comprehension (Y/N):	No	No	No	Partially (Didn't understand the ineligibility criteria. She comprehended that CycleTel is appropriate method for her, she has to meet the doctor and call back to CycleTel)	Partially (Didn't understand the ineligibility criteria. She comprehended that CycleTel is appropriate method for her, she has to meet the doctor and call back to CycleTel)	Yes	No	No
#8	Problematic Words:	Call centre counselor							
	Satisfaction level:	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	She said message is too long

	Comprehension (Y/N):	No	No	No	No	No	Partially (she knows SDM technique. She knows when to use condom and when not to use. But could not relate it to CyclyTel. Doesn't know what HIV/AIDS is.)	No	No
#9	Problematic Words:						<i>Asurakshit Din</i> (according to her, this means the menstruation period) HIV		<i>Avadhi</i>
	Satisfaction level:	No comment was given by the respondent on the message	She felt that message is long, so was unable to understand	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message
	Comprehension (Y/N):	Yes	No	Yes	Yes	Yes	No	No	No

Appendix 3: Content Analysis table - Section 1 of Phase 2

	Respondents							
	10	11	12	13	14	15	16	17
Time to complete interaction	13 min	Attempt 1 - 14 min Attempt 2 - 6 min	13 min	8 min		12 min	7 min	Attempt 1 - 3 min Attempt 2 - 8 min

<p>Welcome message menu choice (1, 2, 3, 4, or 5)</p>	<p>She rushed to press option 1 in main menu. Did not wait to hear all the options. Rushed to press 8 (first option she could hear) and repeatedly heard the message several times.</p>	<p>She rushed to press option 1 in main menu. Heard the same message several times. She then repeatedly heard the menu content. She did not press any button (even after assistance from interviewer).</p>	<p>She heard the main menu message 3 times. Interviewer asked her to listen to other messages. To this, the interviewee pressed the button 1 and heard the same message 5 times.</p>	<p>Didn't seem to follow the messages. Pressed 1. She could not go back to main menu. Heard the same message again by pressing 8. The interviewer helped her in going back to the main menu. The respondent asked if she has to press all the buttons. The interviewer then explained her to listen to all the options and select ant 1 from it and not all. She did not listen and pressed 1 and then 0 repeatedly for 5 times.</p>	<p>She rushed to press option 1 in main menu and did not listen to all the options. She could also o back to main menu by pressing 0. Then she chose option 2 and returned to main menu after listening to the message by pressing 0. She repeated the same steps again and again. She could not proceed to the registration process.</p>	<p>Immediately pressed 1. Then pressed 0 to go back to main menu. Repeated the same process three times. This process was repeated twice. Then she pressed 3 and initiated the registration process</p>	<p>Heard all the options in the main menu (2 times). She then randomly pressed some numbers (10792812). She could then hear the message in option 2. Again went back to main menu. She pressed button 2 again and then 8.</p>	<p>Pressed button 1 immediately after listening to the menu option. The call got disconnected. The call was connected again. Repeatedly pressing button 1 and then 0. The interviewer asked her to listen to all the options. Then she pressed button 2, heard the message and then came back to main menu. She repeated the same action. She could not register herself even after assistance from interviewer</p>
<p>Ability to get to screening questions</p>	<p>No</p>	<p>No</p>	<p>No</p>	<p>No</p>	<p>No</p>	<p>Yes</p>	<p>No</p>	<p>No</p>
<p>Answer to screening question #1</p>	<p>She could not proceed to listen to the screening question</p>	<p>She could not proceed to listen to the screening question</p>	<p>She could not proceed to listen to the screening question</p>	<p>She could not proceed to listen to the screening question</p>	<p>She could not proceed to listen to the screening question</p>	<p>Yes</p>	<p>She could not proceed to listen to the screening question</p>	<p>She could not proceed to listen to the screening question</p>
<p>Answer to screening question #2</p>						<p>Yes (Her periods were not regular. So she could not continue).</p>		
<p>Answer to screening question #3</p>						<p>She could not proceed to listen to the 3rd screening question</p>		

Note any requests to repeat messages	No	No	No	No	No	No	No	No
Successfully sent in period date	She could not proceed to enter the dates	She could not proceed to enter the dates	She could not proceed to enter the dates	She could not proceed to enter the dates	She could not proceed to enter the dates	She could not proceed to enter the dates	She could not proceed to enter the dates	She could not proceed to enter the dates
Support from interviewer	No	The interviewer explained to her that she should listen to the entire message and then press the desired button.	The interviewer explained to her that she should listen to the entire message and then press the desired button.	The interviewer helped her in going back to the main menu and asked respondent to listen to other option and register herself.	The interviewer had to give her a lead to initiate registration.	No	No	The interviewer asked respondent to listen to other option and register herself.
Level of support – high, low)	No assistance provided	Low	High	Low	Low	No assistance provided	No assistance provided	Low

	Respondents							
	18	19	20	21	22	23	24	25
Time to complete interaction	37 min	Attempt 1 - 12 min Attempt 2 - 3 min	22 min	21 min	Attempt 1 - 10 min Attempt 2 - 4 min	14 min	6 min	8 min
Welcome message menu choice (1, 2, 3, 4, or 5)	Pressed button 1 immediately after listening to the menu option and after listening the message, went back to the menu option. She repeated the same activity 4 times. Repeated the same process even after assistance from interviewer. She could not register herself	Immediately pressed 1. Then pressed 0 to go back to main menu. Repeated the same process several times. She then immediately pressed 2, when she heard the option. The interviewer asked the respondent to listen to message and register herself, she then pressed 3.	Immediately pressed 1. Heard the same message five times by pressing 8. Went back to main menu (with support from interviewer). Initiated registration.	Immediately pressed 1. Went back to main menu and again pressed 1. This process was repeated several times. She could not register even after support from interviewer	Immediately pressed 1. Heard the message, went back to main menu. Repeated same process. Then pressed 3 to initiate registration with support from interviewer.	Immediately pressed 1. Heard the same message by pressing 8. Went back to main menu (with support from interviewer). Pressed 2. Went back to main menu (with support from interviewer). Then pressed 3 to initiate registration.	Pressed 3 to register herself	Immediately pressed 1. Went back to main menu Then she initiated registration process by pressing 3 (with support from interviewer)
Ability to get to screening questions	No	Yes	Yes	No	Yes	Yes	Yes	Yes
Answer to screening question #1		Yes	Yes		Yes	Yes	Yes	Yes
Answer to screening question #2	She could not proceed to listen to the screening question	No (she deciphered the message as if she is two months pregnant, she pressed 2 in place of 1 than she pressed both 5 (call centre) & 8 (repeating the message). She could not understand what to do; therefore she randomly pressed 5 and then 8.) Interviewer	Yes	She could not proceed to listen to the screening question	Yes	Yes	Yes	Yes

Appendix 4: Content Analysis table - Section 2 of Phase 2

RESPONDENTS		Message #								
		1	2	3	4	5	6	7	8	9
#10	Problematic Words:			<i>Asardaar</i>						Mahavari
	Satisfaction level:	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message
	Comprehension (Y/N):	Yes (She understood the message, except that she felt that she has to send messages to CycleTel to get information.)	Partially understood (When she was asked that what should a woman as per the message, do to avoid pregnancy, she said she should use condom/ mala D in the unsafe period. Regarding protection from HIV, she was not very clear.)	No	Yes (She understood that CycleTel service is for whom. She also understood that what kind of SMS will be sent to the eligible women. But could not understand that what should a woman do who follows CycleTel method.)	Yes	Yes	Yes	Yes	No
#11	Problematic Words:	<i>Sanyam, Asurakshit Din</i>								
	Satisfaction level:	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message						
	Comprehension (Y/N):	No	No	No (She could understand anything and was silent.)						
#12	Problematic Words:	<i>Asurakshit Din</i>	<i>Asurakshit Din HIV</i>						<i>Sanyaam</i>	
	Satisfaction level:	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent	No comment was given by the respondent

						the message	message	the message	on the message	on the message
	Comprehension (Y/N):	No	No	No	No	Yes	Yes	No	Yes	Partially (She understood whatever the message was saying about users, but could not understand anything about the dates)
#13	Problematic Words:	<i>Asurakshit Din</i> (She said that the days when she is menstruation are safe days and all other days are unsafe days)	<i>Vidhi</i>	<i>Asardaar</i>						<i>Mahavaari</i>
	Satisfaction level:	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message
	Comprehension (Y/N):	No	Partially (She could comprehend that condom use can prevent pregnancy. However, she could not understand the relation of CycleTel's inability to prevent HIV.)	No	No	No	No (She could not understand the message with reference to CycleTel. She kept talking about the methods of contraception (pills etc.))	Partially	Partially	No

#14	Problematic Words:		<i>Vidhi Asurakshit Din</i> (According to her days when a women is menstruating are unsafe days)		SMS					
	Satisfaction level:	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message
	Comprehension (Y/N):	No (She was only using her pre existing knowledge)	No	No	No	No (She said "CycleTel jaanne k liye 3 sawal poochenge. She could also say that the message says about using condom in unsafe days. However, she could not decipher the complete meaning of the message)	Partially (She could only tell about pressing the numbers if she takes pills)	Yes	Yes	Yes
#15	Problematic Words:			<i>Asardaar</i>		Sanyaam				
	Satisfaction level:	No comment was given by the respondent on the message	No comment was given by the respondent on the message	She used the word "guarantee" as more comprehensible fro the word <i>Asardaar</i>	She said that the message was a bit lengthy	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message
	Comprehension (Y/N):	Partially (She could not understand the	Partially (she could not recall the STI/ HIV	Yes (interviewer explained her meaning of	Yes	Yes	Yes	Yes	No	Yes

		product IVR CycleTel in totality)	related information)	“Asardaar”. Then she understood the message)						
#16	Problematic Words:		HIV Vidhi			Sanyaam				
	Satisfaction level:	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message
	Comprehension (Y/N):	No	No	No	No	No	No	No	No	Yes
#17	Problematic Words:		Sanyam”, Viidhi, Asurakshit Din							
	Satisfaction level:	No comment was given by the respondent on the message	No comment was given by the respondent on the message							
	Satisfaction level:	No	No							
#18	Problematic Words:		Dushprabhav	Asardaar						
	Satisfaction level:	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message
	Comprehension (Y/N):	No	No	No	No	No	Partially	No	No	
#19	Problematic Words:	SMS		Asardaar					Sanyaam	
	Satisfaction level:	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message
	Comprehension (Y/N):	No	Partially (She could only understand about “Ashurakshit Din”. She was not	No	No	No (She could understand only that 1 or 2 days are	Yes	Yes	No	Yes

			able to respond to any question. So the interviewer explained what Cycletel is, she said it can save from HIV)			unsafe after the menstruation period)				
#20	Problematic Words:			<i>Asardaar</i>						
	Satisfaction level:	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message
	Comprehension (Y/N):	No	Yes	No	No	Partially (Only thing she understood was "pati patni ko asurakshit din me sanyam rakhna chaheyee, condom istemaal karna chaheyee".)	Yes	Yes	Yes	Partially (she understood that she has been asked if she remembers the date of her LMP. But she could not remember that it can be used only by those who remember the dates of their LMP)
#21	Problematic Words:		<i>Sanyaam Asurakshit Din</i>	<i>Asardaar</i>	<i>SMS Parivaar niyojan</i>					
	Satisfaction level:	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message
	Comprehension (Y/N):	No	No	No	No	No (She understood what "asurakshit din" is. But she did not	No	Partially (She understood what has to be pressed in response to the message and	No	

	Comprehension (Y/N):	Yes	No	Yes	Yes	9.1	Yes	Yes	Yes	Yes	Yes
#16	Problematic Words:			SMS							
	Satisfaction level:	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message
	Comprehension (Y/N):	Yes	No	No	No	No	No	No	No	No	No
#17	Problematic Words:										
	Satisfaction level:										
	Comprehension (Y/N):										
#18	Problematic Words:										
	Satisfaction level:										
	Comprehension (Y/N):										
#19	Problematic Words:				SMS		<i>Upbhokta sewa adhikari Grahat sewa adhikari call centre</i>				
	Satisfaction level:	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message
	Comprehension (Y/N):	Partially (She is considering 1 month as a menstruation cycle not as Nov/ Dec as individual month.	No	No	Partially	9.1	No	No	No	No	No
#20	Problematic Words:			SMS			<i>Upbhokta sewa adhikari Grahat sewa adhikari call centre</i>				

	Satisfaction level:	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message
	Comprehension (Y/N):	Yes	No	No	No	Messages skipped as she could not understand message 13	Partially (She could not make out whom she should be calling.)	No	No	No	No
#21	Problematic Words:										
	Satisfaction level:										
	Comprehension (Y/N):										
#22	Problematic Words:						<i>Upbhokta sewa adhikari Grahat sewa adhikari call centre</i>				
	Satisfaction level:	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message
	Comprehension (Y/N):	Yes	Yes	Yes	Yes	9.1	Partially	Partially	No	Yes	Partially
#23	Problematic Words:						<i>Upbhokta sewa adhikari Grahat sewa adhikari call centre</i>				
	Satisfaction level:	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message
	Comprehension (Y/N):	Yes	Yes	Yes	Yes	9.1	Partially	Yes	Yes	No	Yes
#24	Problematic										

	Words:										
	Satisfaction level:										
	Comprehension (Y/N):										
#25	Problematic Words:										
	Satisfaction level:	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message	No comment was given by the respondent on the message
	Comprehension (Y/N):	Yes	Partially (She was not able to enter the single digit no)	Partially	Yes	9.1	Yes	Yes	Yes	No	No

