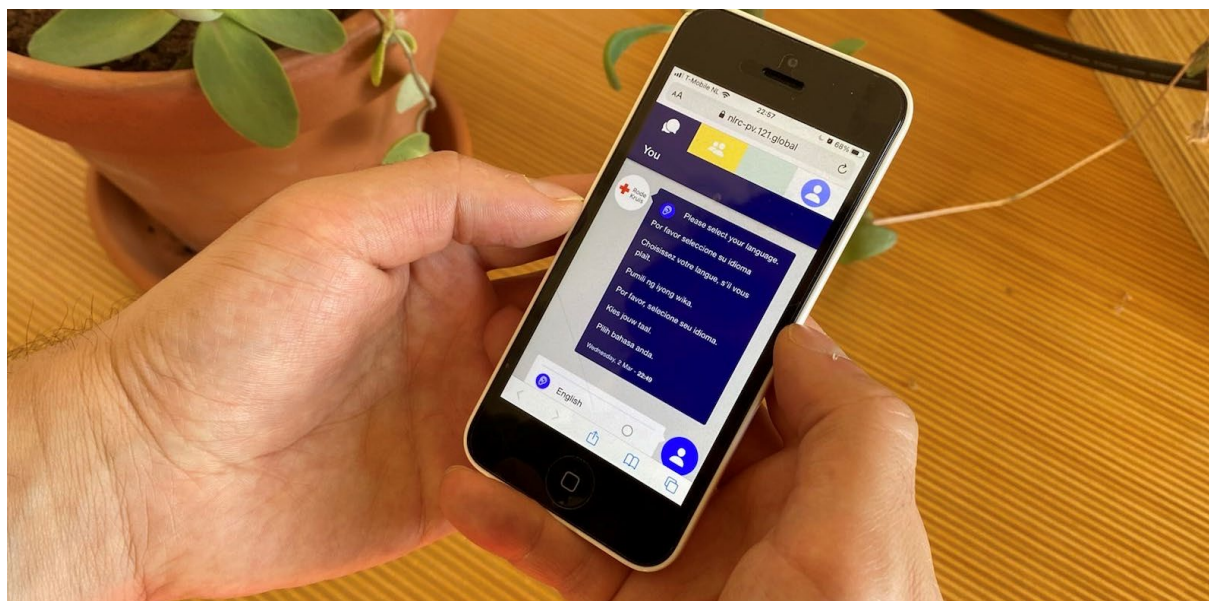


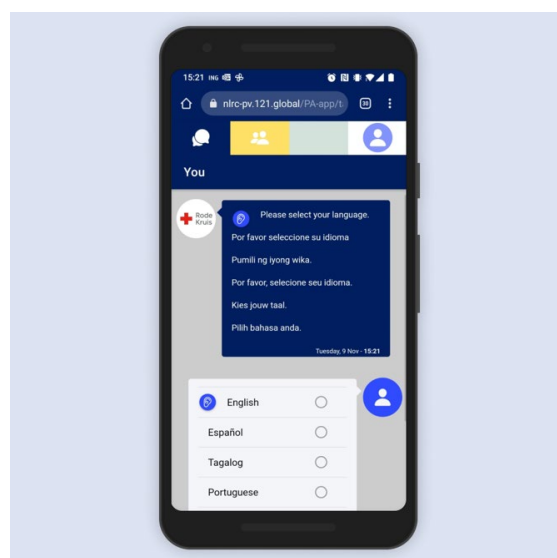
Self Registration Web App: Registering Anywhere, Anytime



The Netherlands Red Cross Data & Digital initiative 510 developed 121, as a shared cash delivery platform, with a consortium of humanitarian, technical and academic partners. The 121 platform consists of three easy-to-use Cash-Based Aid products for people affected (also known as recipients), such as undocumented migrants, and aid workers alike in response to the increasing global demand for cash and voucher-based aid in the humanitarian sector. Read more about 121 [here](#).

Different aspects of the 121 platform are tested in Ukraine, Malawi and Ethiopia. From November 2020 to May 2021, 510, in collaboration with The Netherlands Red Cross (NLRC), did a pilot using the 121 platform in The Netherlands for undocumented migrants. In this pilot Digital supermarket vouchers were distributed, Recipients could contact NLRC/510 via a WhatsApp Helpdesk, and the website helpfulinformation.redcross.nl was created to provide information about the help that is available for the target group. Based on positive results of the pilot, it was decided to transfer the pilot into a program continuous

to run in 2022. Read more about the 121 pilot in The Netherlands [here](#).



Self registration Web App

During the pilot in The Netherlands, recipients could register themselves online for the program, making use of the 121 PA-app that was created. Since the program started during the COVID-19 pandemic, the use of the app was convenient to minimize physical contact. Furthermore, it was assumed that the process of self-

registration, and in that process using the 121 PA-app, was preferred over other (traditional) registration methods. To verify these assumptions, NLRC/510 decided to conduct this Self-registration study.

- Aid worker (AW) saves time registering recipients with 121 vs. other tools
- A spoken interface helps illiterate people fill in the form

Setup of the study

Goal and purpose of the study

The goal of this study is to inform Cash and Voucher Assistance (CVA) practitioners on the perceptions of recipients of registering for an aid program using different registration methods:

- Self registration - using 121 PA-app
- Self registration - using online KoBo form
- Registration by aid worker - using online KoBo form
- Registration by aid worker - using paper KoBo form

Furthermore, with this study we aim to:

- Verify the added value of self-registration using the 121 PA-app over other registration methods
- Onboard new recipients (103 in total) for the 121 digital cash aid program (Food Program in The Netherlands)
- Clarify the following assumptions that 510 has on doing self registration with the 121 PA-app:
 - Recipient understands how to register themselves using the 121 interface
 - Recipient finds it important to understand their rights and what they sign up for
 - Recipient feels their information is secure
 - It is possible to have better expectation (less insecurity) for recipients using 121
 - Recipient wants to self register because it saves travel time and because they feel more autonomous
 - Recipient saves time registering with 121 vs. other tools

Background of the program and target group

The self registration study was done while onboarding new recipients for the 121 digital cash aid program in The Netherlands, part of the NLRC Food Program. The NLRC Food Program started during the COVID-19 pandemic that made many people suddenly extra vulnerable. Via the Food Program, the NLRC offers food aid together with local partner organizations. The aid is intended for people who are not eligible for assistance through existing (and structural) assistance (e.g. Foodbank). Through partner organizations these people receive every week either a €15,- plastic supermarket voucher, a €15,- digital supermarket voucher (121 pilot), or a food package prepared by the organization. The target group for the 121 pilot within the Food Program were undocumented migrants. The recipients that were onboarded for digital distribution during the self-registration study were supported by the organization 'Opportunities in Amsterdam'. This organization supports undocumented migrants mainly from Latin America.

Registration methods

To inform CVA practitioners of the perceptions of recipients of registering for an aid program using different registration methods and to verify the added value of self-registration using the 121 PA-app over other registrations, it was decided to split the onboarding recipients into 5 groups:

- 11 recipients: doing self-registration using the 121 PA-app
- 11 recipients: doing self-registration using KoBo forms
- 12 recipients: registered by an aid worker using KoBo forms
- 12 recipients: registered by an aid worker using a printed KoBo form

- 51 recipients: given the option to register using PA-app or at location (32 via PA-app, 19 on location)
- (6 still need to receive message / were already included)

Methods

To understand the added value of using the 121 PA-app for self-registration over other registration methods, we analyzed the following metrics of the 121 PA-app:

- Clicks on starting the registration
- Clicks on agreeing on sending information
- Clicks on sending information (completing registration)
- Number of languages selected
- Clicks on 'Audio'
- Clicks on 'About Aid program'
- Clicks on 'About Personal information'
- Number of password and username errors
- Clicks on hyperlinks (WhatsApp helpdesk / Helpful Information / Twilio)

Self registration PA-app: metrics and results

Unique entries vs. completed registrations

In total there were 162 unique entries in the

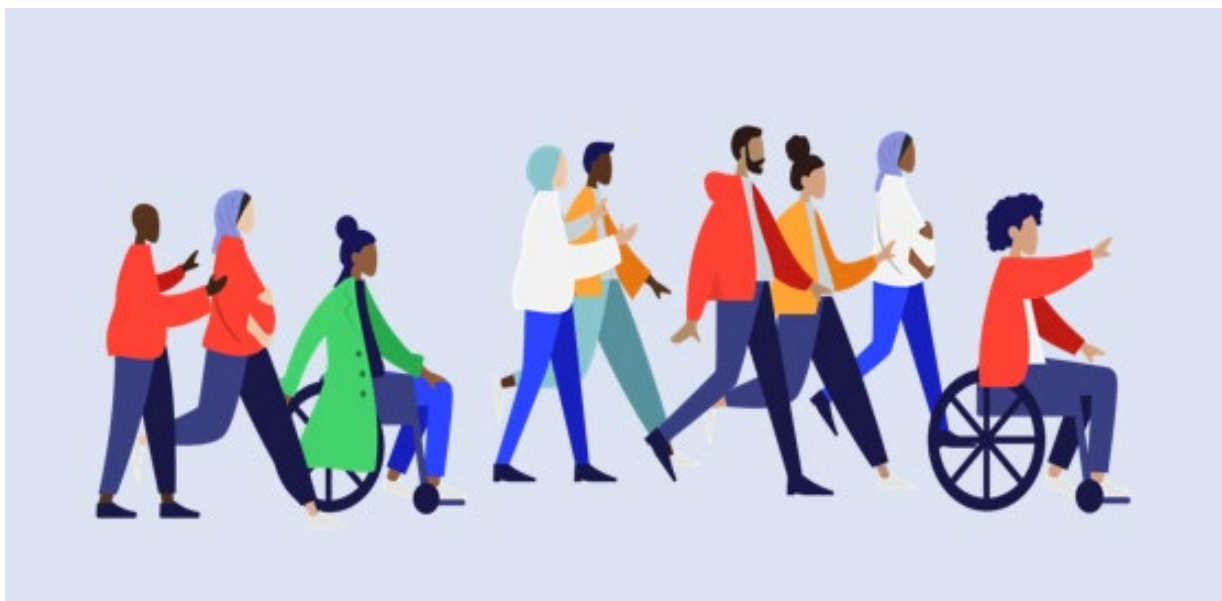
PA-app in the period of 16/11/2021 - 30/11/2021. From these unique entries, 143 (88%) people agreed with the storage of personal information and continued the registration process. 72% of the people that agreed on the storage of personal information, successfully created an account. From those who successfully created an account, 94% eventually completed the registration process (in total 87).

The percentage of completed registrations in regards of the total unique entries is 60%. This low percentage could mean that people tried to start the self-registration process multiple times, that they encountered challenges when creating an account, or were not sure on how complete their registration.

In this study, 62 recipients received the invitation to register via the PA-app or had the choice between the PA-app and location. In total, 38 recipients successfully registered themselves using the PA-app. Looking at the number of completed registrations, this can mean that some recipients completed the registered multiple times. This is filtered in the HO-portal, and they will be included only one time.

Language

The first step in the PA-app is to select a language. The PA-app is available in Arabic,

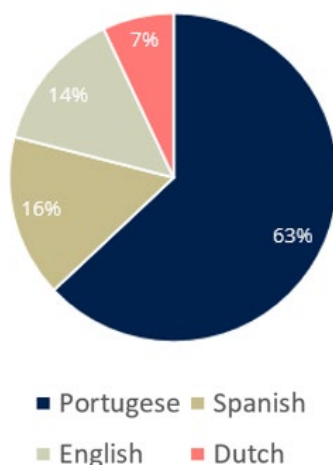


Bahasa Indonesia, Dutch, English, French, Portuguese, Spanish, Tagalog and Tigrinya.

By having the option of more languages, the recipients can use the app in their own native or preferred language. In total there were 189 clicks on a language. Since there were 162 unique entries, this means that some clicked more than one time on a / different language(s). This can show that it is not completely clear on how to select the correct language.

The results of the registrations done for 'Opportunities in Amsterdam', an organization whose target group is mostly coming from Brazil and other Latin-American countries, we can see that the recipients prefer to register in their native language. From the 189 entries of selecting a language in the PA-app:

- 119 recipients chose Portuguese
- 31 recipients chose Spanish
- 26 recipients chose English
- 13 recipients chose Dutch



More information and audio

Within the PA-app there are 3 moments when recipients can click on pop-ups with more information about the (food) program (e.g. how aid is given, what is included, till which date) and about how the Red Cross stores and takes care of the personal information of the recipients.

The recipients that used the PA-app to register for the food program and were included in this study are undocumented migrants in The Netherlands. From co-design sessions and user-tests it became clear that some of the recipients are hesitant to share personal information because of their situation and found it important to know more about why personal information is needed and how it is stored.

From the 87 completed registrations, there were 47 clicks on 'About aid program' (48%) and 23 clicks on 'About personal information' (24%).

This shows that recipients are interested to know more about the program and about how their personal information is stored. In a broader perspective, it can tell us that recipients often don't have enough information about the program, the support, and what to expect. The PA-app offers the opportunity for recipients to access this information without having to ask.

When English is selected as a language, the PA-app offers the function to audio-play the text of the app. This function was initially added for people who are less literate. In this case-study, 5 recipients clicked on the audio button. Regarding the number of PA's that selected English, this is 19%. However, this analysis should be improved when the audio option is available in the other languages.

Errors in creating usernames and passwords

There were 30 errors in total. Error happened when a username was filled in that was not unique or the password was incorrect. Using the 162 unique entries, 30 errors means that in 18,5% of the entries there was an error.

Five recipients in group 1 (PA-app) and at least 4 recipients in group 5 (option PA-app or location) eventually came to the location because they got stuck with creating an account.

As a result of this analysis, and together with the fact that creating an account does not have specific added value after registration, and that it is unnecessary to ask for someone's name twice, it was decided to remove the step of creating a username and password

Clicks on hyperlinks

In the information displayed in the pop-ups 'About Personal Information' and 'About the Aid Program', there are hyperlinks to the WhatsApp Helpdesk, to the Helpful Information App, and to the website of Twilio (for more information on how personal information is stored).

In total, 5 recipients clicked on the link to the WhatsApp Helpdesk. This can indicate that the recipients did not have any questions during the time of registration or did not face difficulties with the registration that needed immediate help.

21 recipients clicked on the link to Helpful Information, indicating that recipients are interested in the information mentioned in Helpful Information.

Only 1 recipient clicked on the hyperlink to Twilio, indicating that the information in the pop-up about how the Red Cross stores and secures personal information is sufficient.

Average time needed to complete registration

Using Matomo, the tracking tool used for the 121 PA-app, it became clear that most registrations took 4-7 minutes to complete.

When we look more in-depth per registration, we can see that the registration itself (filling in personal information and submitting registration) takes between 2-3 minutes, and that the reading of (extra) information about the program and how personal information is stored takes another 2-3 minutes.

KoBo forms: metrics and results

Methods

To be able to compare the differences and similarities in how the recipients experience different registration methods, we used two different KoBo forms. The first KoBo form contained an exact copy of the information and text in the PA-app (same questions, same order of questions, same extra information) and recipients could self-register online. The second KoBo form had a standard KoBo layout – only focusing on personal information – without the option to click on more information. This standard KoBo form was filled in on location with the help of an aid worker.

In this section we will analyze the average time needed to register through both KoBo forms, the clicks on the buttons with more information about the aid program and how personal information is secured and the feedback on if the recipients registered with or without help.

By comparing the registrations done on KoBo with the registrations done via the PA-app, we can find out what is the added value of the PA-app over a well known digital registration method like KoBo.

KoBo form – Copy of PA App

In total, 8 of the 11 recipients that were invited to self-register via KoBo, registered via the KOBO form that was set-up with the same information of the PA-app. From these 8, one person (12,5%) clicked on the 'more information about aid program' button (which unfolds as a text in the KoBo form) and two people (25%) on 'more information on how we secure your personal information'.

The average time of registration of the 8 recipients using the KoBo form with a copy of the PA-app was 08:10:41 hours. However, when we analyze the data, we see that two people had the registration open for a whole night. If we remove the outliers, the average time to register is 02:53 minutes.

At the end of the KoBo form there was an optional question about if the recipients did the self-registration with help/with a little bit of help/without help. Six recipients (75%) said they did the registration without help, and one recipient (12,5%) shared that he did the registration with a little bit of help. No recipient shared that they did the (full) registration with help.

After submitting a registration in the PA-app, the recipient automatically receives an SMS when the registration is successful and with information on what is going to happen next. Through KoBo, this automatic SMS message is not connected. Three of the in total 11 invited recipients to do self-registration via KoBo came to the location because of this reason. They were unsure if their registration was received successfully, and they wanted to make sure that they were added in the system. This indicates a big advantage of the automatic SMS message connected to the PA-app.

KoBo form – Standard setup on location

In total, 19 recipients were registered by an aid worker using a standard KoBo form online. In this KoBo form the only information that is asked is about personal information (first name, last name, phone number). In the past, it was also possible to choose how you would like to receive the voucher (through WhatsApp or in another way – mostly picking it up at location). The organization that helped the target group that was included in this study, restricted the choice to only digital vouchers sent to WhatsApp.

The average time needed to register via the standard KoBo form (on location) was 06:57 minutes. In general, it takes more time to register a recipient through KoBo with the help of an aid worker. Some recipients had questions about the aid program (e.g., it was unclear for how long they would receive aid and how they could use the aid). Some people also had to call or look for their numbers because it was not at the top of their mind. When 4 outliers of more than 10

minutes are removed, the average time to register was 03:19. Since recipients had to wait to be helped by one of the three aid workers on location that spoke their language (Portuguese, Spanish, Dutch, English), it created a queue outside.

Since some recipients that were invited to register on location but were unavailable to come during the opening hours of the location (15:00 – 18:00), they had to send their son, daughter or other friend or relative to the location to register them.

KoBo form – Paper form on location

The fourth group of recipients were registered by an aid worker at the location, using a printed KoBo form. This is the most traditional way of registering recipients, and was therefore important to include in this study.

Besides the 12 invited recipients to register on location using a paper KoBo form with help of an aid worker, there were a few other recipients registered in this way: there was switched to paper registration when there was no phone available (either from aid worker or recipients).

One recipient indicated that she was "not great with technology" and could not follow the online steps of registration, so she preferred to register with a paper form.

It was also mentioned that with bad eyesight, people prefer to register on paper (with help of an aid worker) rather than self-registration online.

Using paper for registration does take more time at both the point of registration and the administration after, since the data still needs to be added to the HO-portal or another online database.

Interviews: results

Methods

To understand the perceptions of the recipients of the different registration

methods, we invited 12 recipients (3 from each method) to give feedback about the registration process through a phone interview. However, we only got one response.

In the following text-box, you will see quotes from the interview and quotes from people who came to the location to register, to give an idea about the perception and experiences of the recipients doing the registration.

Quotes and analysis

The interview confirmed the assumption that recipients find it important to know about what is included in the program, but also that their personal information is safely secured, especially in their situation as undocumented migrant.

It was appreciated that the registration could be done by themselves, online, and in their own time, so that they did not have to come to the location. On the other hand, there were a few recipients who preferred to do the registration on location because they were not highly digitally literate, did not have a phone with internet or wanted to ask direct questions to aid workers. It was specifically mentioned by one recipient that the password and phone number format can be confusing. Even though it was "easy and quick" to do the self-registration, some

recipients shared that they would have preferred to receive the voucher on location instead of WhatsApp so they could meet others.

Some recipients who self-registered through KoBo still came to the location because it was unclear if their registration was received and if they were included in the program. The KoBo self-registration did not have the automatic confirmation SMS that the PA-app does have.

Lessons learned

The purpose of this study was to verify the added value of self-registration using the 121 PA-app over other (traditional) registration methods. During this study, we onboarded 103 new recipients – connected to the partner organization 'Opportunities in Amsterdam' – for the 121 digital cash aid program from the Netherlands Red Cross (part of the Food Program of the NLRC).

By dividing the new recipients into five groups with different methods of registration, we were able to get clarification on the assumptions that 510 had about the benefits of using self-registration and self-registration using 121 PA-app when registering recipients to (new) programs.



The major added value of the PA-app is that recipients can do their registration in their own time and at their preferred location. This can save the recipient money and time, since they do not have to spend money and time on transport, and do not have to miss a day at work to be able to go to a location with tight opening hours. Regarding the COVID-19 situation, self-registration is also a safe option to limit contact moments. Most recipients experienced the use of the PA-app as “quick and easy”.

However, there are also always some challenges. Some people prefer to be registered at location or/and with the help of an aid worker. This preference can be a result of the recipients not having a phone with internet, not highly digitally literate, no option to ask direct question to an aid worker (except from the WhatsApp Helpdesk) or wanting to go to the location to socialize.

This study showed that the recipients (specifically undocumented migrants) find it important to know how their personal information is secured, because they do not want their data to be shared with other parties. It is therefore an added value of the PA-app to have the option of getting more information about how data is secured. In general, recipients often don't have enough information about the program, the support and what to expect when they register. This study made clear that the PA-app can be helpful for recipients to access this information without having to ask.

Compared to self-registration in KoBo, using the PA-app for registration is not faster. The time to fill in personal information is approximately the same (2-3 minutes). However, this time might be improved since the creation of an account is removed from the registration flow in the PA-app. In total, the total amount of time spent on the website doing self-registration via the PA-app is longer than with self-registration via KoBo. This extra time (2-3 min) is spend on reading the (extra) information about the program and storage of personal data and by visiting

hyperlinks. Compared to registrations done by aid workers, the ‘extra time’ spend on sharing information is shorter, and more effective, since other people do not have to wait, but can be answered (by reading the information boxes) in the same time.

Comparing the PA-app to registering by an aid-worker (via KoBo online or on paper), the recipient saves extra time since s/he does not have to travel to a location and does not have to wait in a queue to get helped by an aid worker. For the aid worker, the PA-app also saves time, since they do not have to travel to the location and do not have to do manual or extra administration work since the PA-app is directly linked to the HO-portal which is used as database and cash out system in one.

This study did not show explicit results in the added value of a spoken interface, since the target group did not have English as a first language / their first language was an option in the PA-app, but the spoken interface option is only available in English. However, we do see that people are interested in the audio since they clicked on the button. More research is needed with English speaking recipients or with translated spoken interface.

Concluding, the PA-app has an added value in self-registering recipients for programs because it saves time and money for both recipients and aid worker, gives more autonomy to the recipients on where and when to register, clarifies how personal information is stored so recipients feel safe to share, gives the opportunity to access more information about the program without having to ask, and gives more confirmation for the recipients that their registration is successful because they will automatically receive an SMS that their registration is received and with more information about the next steps and dates of distribution.