BabyBlog: Sustainability

Milestone 4

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Rashmi Melgiri

& three anonymous MIT students

BabyBlog

- Our partners' (Thrive in Five, Countdown to Kindergarten, Read Boston) goal is to decrease disparities between children 0-5 years old
- Use text messages to communicate with parents to decrease these disparities
  - Outgoing messages
  - Incoming messages
  - Blogging messages

Technology

Administrators   Parents

Figure by MIT OpenCourseWare.
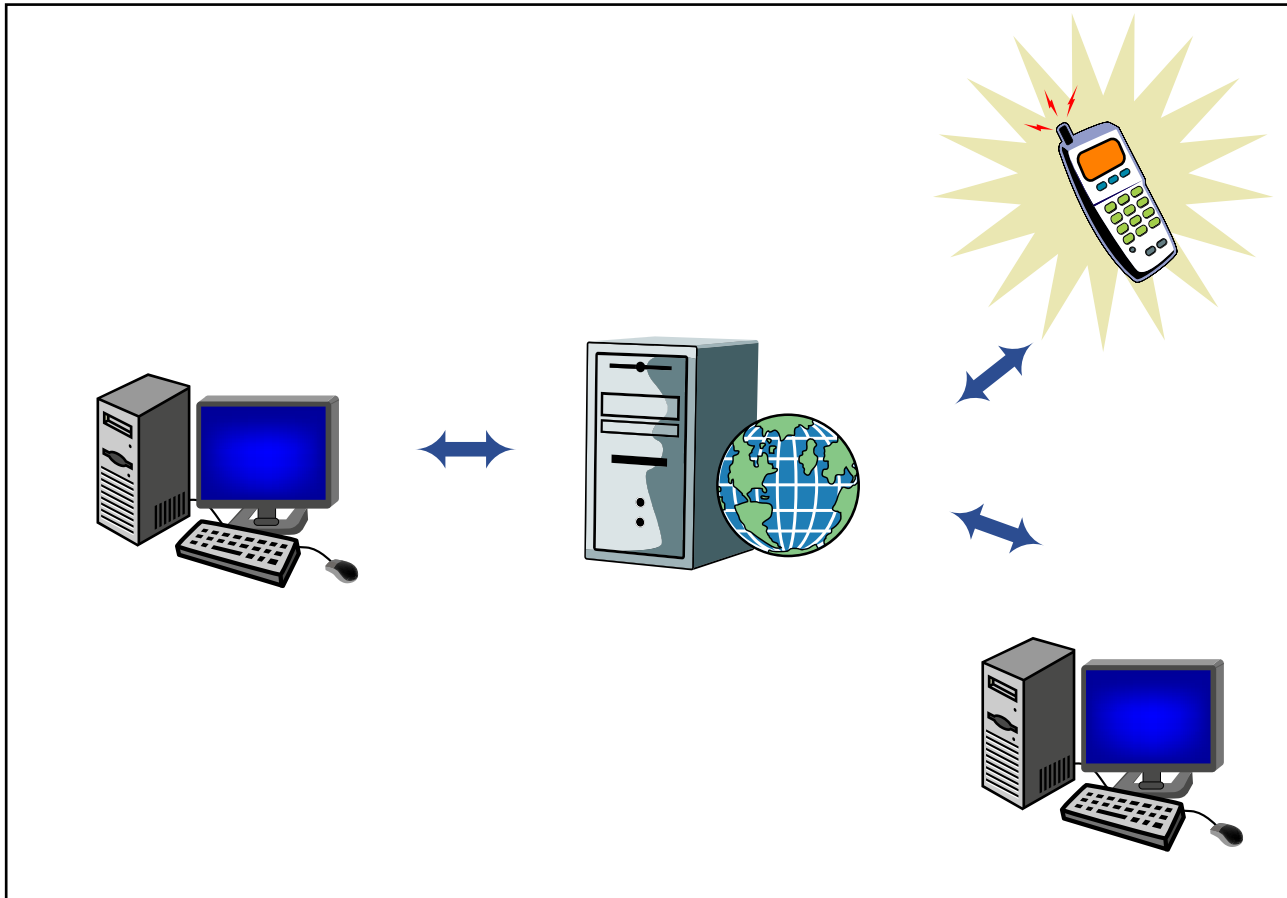
Financial - Moving to a SMS service saves the city printing and distribution costs

Old Way

	Up-front	Mo 1	Mo 2	Mo 3
City of Boston Costs				
Printing 5000 calendars	$7,000			
Personnel				
man-hours creating calendar	100			
man-hours in physical distribution		40	40	10
avg. wage	$ 31	$ 31	$ 31	$ 31
Cost of man-hours	$ 3,125	$ 1,250	$ 1,250	$ 313
Total Cost to City	$ 7,000	$ 1,250	$ 1,250	$ 313
Users Cost				
None				
Total Cost	$ 7,000	$ 1,250	$ 1,250	$ 313

New Way

	Up-front	Mo 1	Mo 2	Mo 3
City of Boston Costs				
Messaging Costs				
# users		3,200	3,200	3,200
# children 0-5/user		2	2	2
# msgs/child/mo.		2	2	2
# mgs/mo.		9,600	9,600	9,600
Cost of sending msgs thru Clickatell		$540	$540	$540
Short Code				
Vanity shortcode (5 or 6 digit)	$1,700	$1,600	$1,600	$1,600
Personnel				
# people using system		6	6	6
# hours/mo interacting		2	2	2
total user hours/mo		12	12	12
avg. wage		$ 31	$ 31	$ 31
Cost of man-hours		$ 375	$ 375	$ 375
Total Cost to City	$ 1,700	$ 2,515	$ 2,515	$ 2,515
Users Cost				
Messaging Costs				
# users		3,200	3,200	3,200
% with unlimited txt plans		80%	80%	80%
% paying per msg		20%	20%	20%
# children 0-5/user		1.5	1.5	1.5
# msgs/child/mo.		2	2	2
# mgs/mo.		1920	1920	1920
price to receive a sms		$ 0.15	$ 0.15	$ 0.15
Total Cost to Users	$ -	$ 288	$ 288	$ 288
Total Cost	$ 1,700	$ 2,803	$ 2,803	$ 2,803

Sources: Clickatell pricing wizard; Digital Room pricing calculator

Financial – Automation and tracking in the new system provides previously unattainable benefits

- Print/physical distribution system provided little or no mechanism for evaluation
- The new system encourages and accommodates feedback, allowing the city to:
  - Finally evaluate ROI
  - Change direction/messaging mid-year if necessary
- The new system frees up valuable man-hours at the city, allowing staff to spend more time on outreach
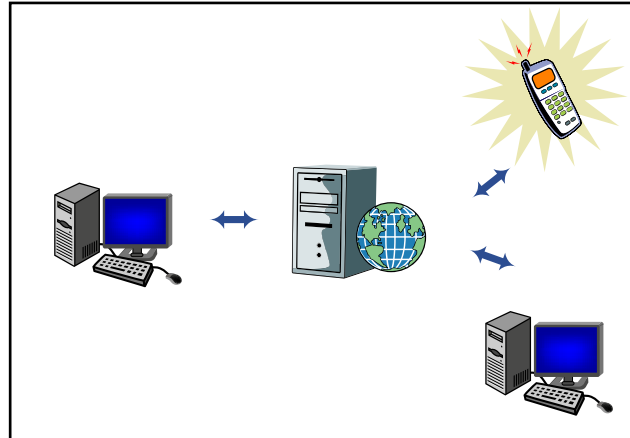
Operational and Human

Figure by MIT OpenCourseWare.

- Technology
  - Message database
  - Web (parent facing, administrative)
  - SMS
- Requires initial development, minimal ongoing maintenance
- Additional effort needed for addition of features
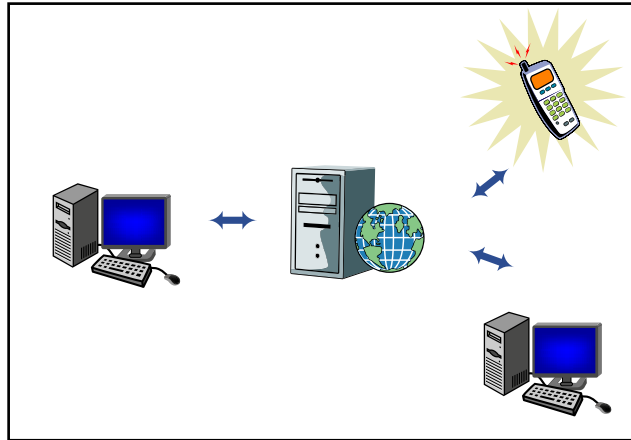- Maintained by City Technology Officer

Operational and Human

Figure by MIT OpenCourseWare.

- Outgoing Content
  - Web interface allows users interact with message database
  - Social Workers add and remove messages as needed
  - Our project partners have expressed willingness and ability to maintain
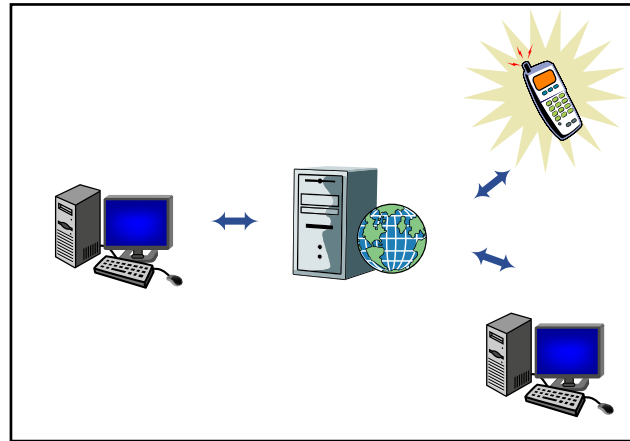
Operational and Human

Figure by MIT OpenCourseWare.

- Parent interaction
  - Parents receive and send messages
  - Parents update profile and subscription status
  - Parents expressed interest in this mode of communication
  - Physicians/social workers endorsed this method of communication

Operational and Human

- Future NextLab students
  - Advanced feedback collection
  - Social interaction
  - Registration/referral method
  - Communication with doctors

MAS.965 / 6.976 / ES.S06 NextLab I: Designing Mobile Technologies for the Next Billion Users
Fall 2008