

Fingo Powerbank Outsourced Experimentations

# Using AI driven SmartBot to provide sexual and reproductive health and rights information

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fingo

# Introduction

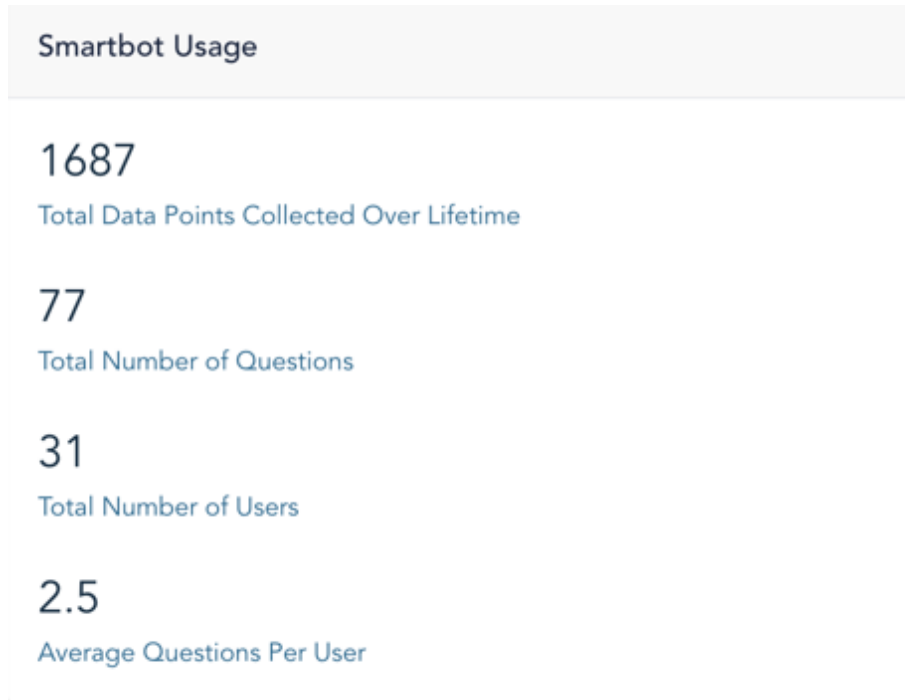
- *Describe the background/the need/the problem being addressed by the experimentation:* There is a vast and urgent need to develop methods to deliver sexual and reproductive health and rights information, advice and guidance that would transcend the current obstacles and would reach people in need when the need it.
- *What is the aim of the experiment?:*
  - Using Artificial Intelligence in providing information and advice on sexual and reproductive health and rights.
  - Understanding its functioning in the context of complex, comprehensive, and sensitive area of sexuality.

The concrete aims of the experiment were to 1) create comprehensive SRHR content for the SmartBot and 2) test how the SmartBot understands and is able to respond to the questions of the users, and 3) adapt the contents based on the testing phase.

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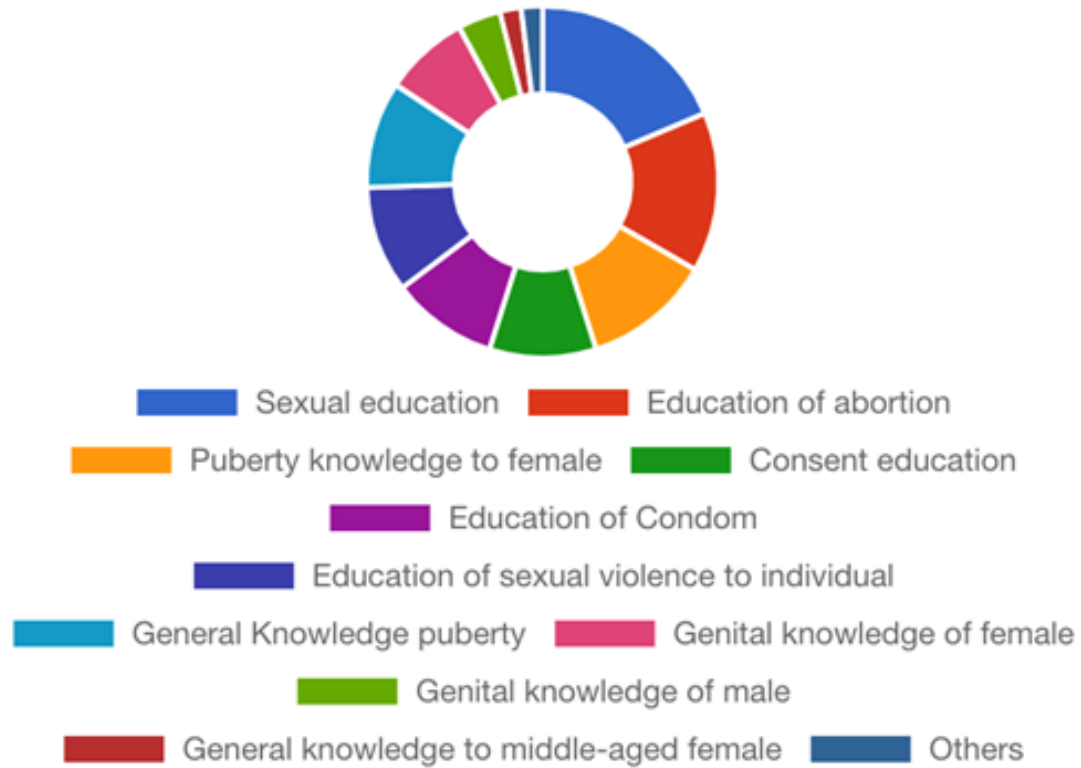
- *Numbers/reach/beneficiaries (planned and what is being realized – direct, indirect etc.)*

The experimentation could be carried out only through limited number of external users unlike initially planned. Therefore, the reach remained small. It was planned that the testing phase would reach at least 3000 persons. Altogether 31 individual users tested the SmartBot:



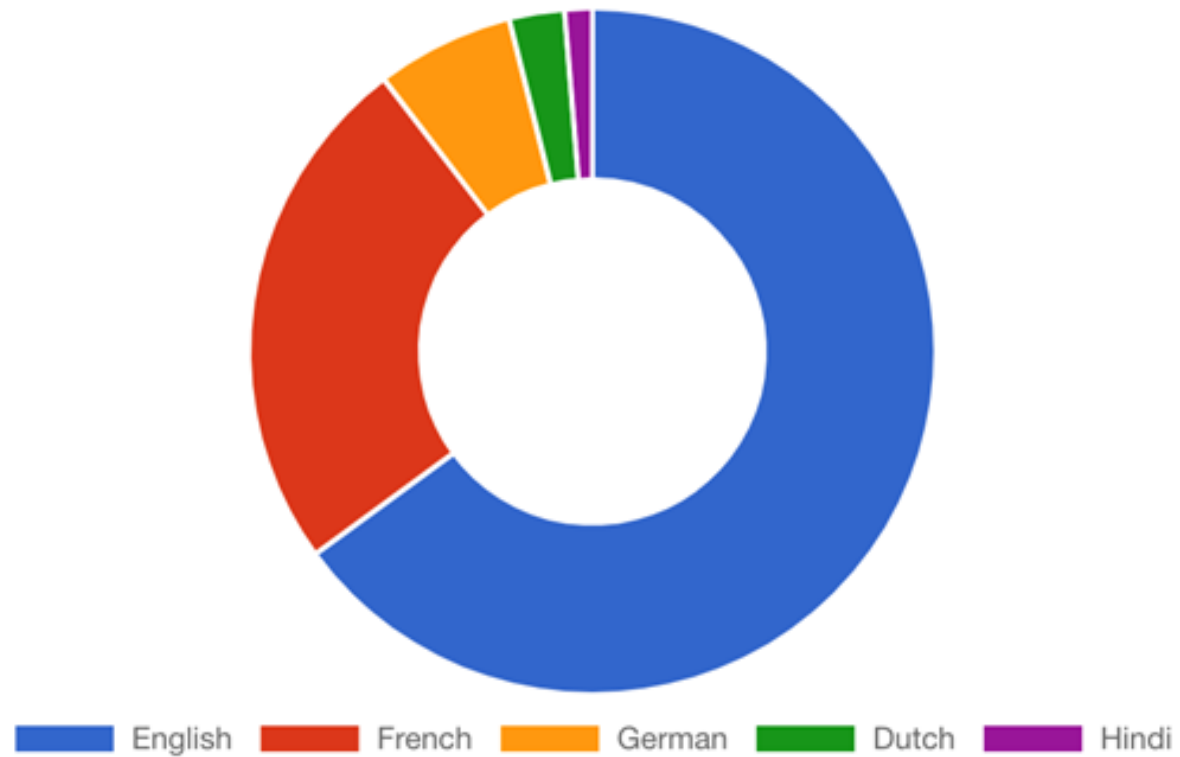
# Introduction

## Frequently Answered Topics

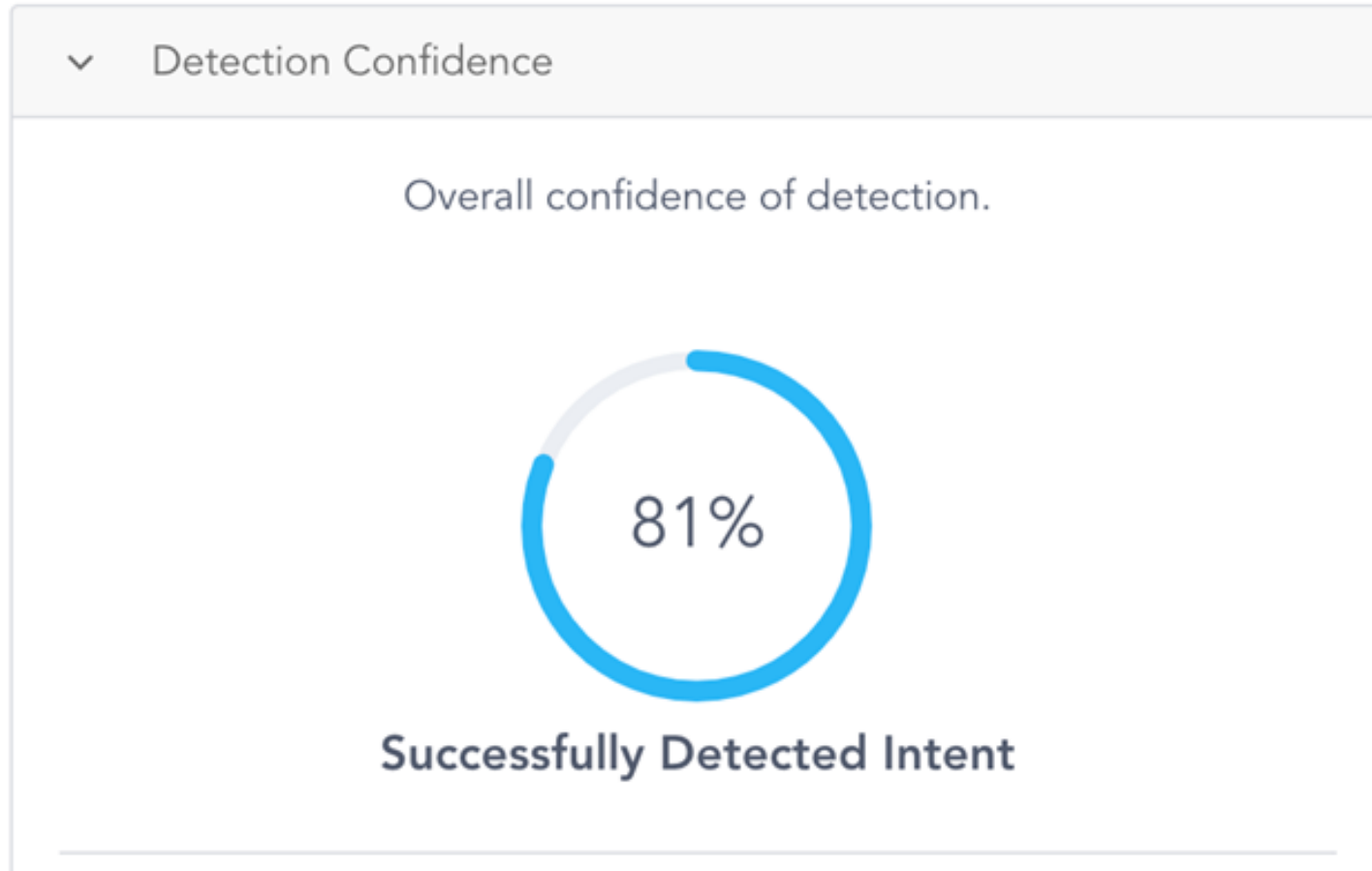


# Introduction

Most used languages



# Introduction



# Collaborations/partnerships

- *Any partnership that were established (or existing one used) for purposes of experimentation if any, Possibility of extending these collaborations/partnerships beyond experimentation*



# Results and successes

- *What have been the results/achievements so far?* The experimentation was very successful in the first key aim: 1) create comprehensive SRHR content for the SmartBot and somewhat successful in the second aim 2) test how the SmartBot understands and is able to respond to the questions of the users, and third aim 3) adapting the contents based on the testing phase.
- *What are you expecting to achieve by the end of the experiment?* We are expecting to eventually have a comprehensive sexual and reproductive health and rights data package that the SmartBot can use when having conversations with the users.
- *Any particular successes/anecdotes/stories to highlight?*



# Challenges and modifications during implementation

- *What kind of challenges have you faced during the implementation?*

There were severe time-related challenges in the implementation of the final stages of the experimentation and the last steps of the experimentation could not be carried out as planned.

- *Any failures and lessons learned to share?*

The SmartBot technology can be applied to any thematic topic, but the actual content creation is time-consuming. Enough time needs to be reserved to revise the contents – this is all the more important the more sensitive the topics are. Also, enough personnel resources need to be reserved for constant monitoring.

The AI translates the contents automatically to over 100 languages, but the automatic translations can be imperfect and not fully convey the original message. For instance, the translations can be quite literal and not use the established terms or vocabulary and therefore might not be fully understandable to the users.

The dashboard of the SmartBot will give useful data about the users and their immediate questions and concerns. This data can be used in various ways to develop organization's services further.

# Principles for Digital Development

- *Which principles have been most relevant to this experimentation? In what way?*
  - ***Design with the user***
  - ***Design for scale***
  - ***Building for sustainability.***
  - ***Be data driven.***

# Feasibility for scaling

- *Possibility of scaling the experimentation if any (does not have to be clear plans at this point)*

The global IPPF learned about the experimentation through the African regional office in Kenya and became interested in the approach. The SmartBot will be further developed during 2022 and finally launched in autumn 2022. The goal is to scale the use of the SmartBot to any interested organization.