Setting Your Evaluation Questions

Use the table below when brainstorming a long list of Evaluation Questions that takes into account both the interests of the different audiences for the evaluation report and the different sorts of evidence and learning an evaluation can generate. Bear in mind that the stage of development you are at will influence what sorts of evaluation questions and learnings are appropriate:

* a new intervention may focus on understanding the intervention, understanding effectiveness on early outcomes and identifying opportunities for improvement
* an existing intervention may be more interested in demonstrating impact and if and how the intervention could be scaled up or delivered elsewhere.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Question Type |  | Understand / Measure  | Shape / Improve | Share / scale up  |
| Audiences (what do different users need to know from your evaluation)  |  | *Include questions about expected and unexpected outcomes and how the intervention effected these* | *Include questions about delivering the intervention more efficiently and effectively* | *Include questions about context, costs and delivery that you would need to capture in order to deliver the programme elsewhere or learnings to share with organisations seeking to deliver a similar intervention*  |
| e.g. Delivery Staff |  |  |  |
| e.g. Programme managers |  |  |  |
| e.g. Senior decision makers |  |  |  |
| e.g. Funders |  |  |  |
| e.g. Stakeholders  |  |  |  |

From this long list, you will need to prioritise the questions that are most critical to your intervention. Remember our toolkit focuses on measuring changes to peoples Financial Capability but you may also want to consider questions about how to improve your service or deliver it elsewhere.