

**BoP Innovations Ethnography Guide**

**INTRODUCTION**

* Introduce yourself and Research Solutions Africa.
* Explanation of Ethnography as a method of data collection
* Topic of discussion – BoP Innovations
* Introduce equipments to be used (tape recorder and camera) and why.
* The information that is to be shared would be used confidentially.
* Participants’ introduction (age, occupation, family status and hobbies).

**GENERAL INFORMATION**

* please describe yourself- name, age, occupation, family status
* How would you describe Kenya’s current economy, security situation
* Please describe your business activities( *Applicable for entrepreneurs only*)
* The business has been in operation for how long? In the same line of activities or different? If different ask why the change in business activities?
* What are the major challenges in this area( *for households only*; *touch on all issues of life*)
* For entrepreneurs: what are the major challenges that you face in your business?
* What is done to cope with these challenges?( *applicable to both*)
* Mode of transport used normally ( *by either household members or for business*)
* Source of raw materials for the business( *for entrepreneurs only*)
* Ask for the frequency in doing the following:
* Making calls, sending sms, use of internet (using *the mobile phone or cyber cafes*), and money transfer through the use of mobile phone; to whom?

**EQUIPMENTS AT HOUSEHOLD LEVEL**

**Energy Consumption:**

* What is the source of fuel for cooking? Why is this preferred source of fuel? Are you aware of an alternative source of fuel for cooking? What hinders you from using that other source? What is the type of stove used for cooking? Why is this preferred type of stove used for cooking? Are you aware of other types of stoves for cooking? What hinders you from using these other types of stoves?
* What is the source of fuel for lighting? Why do you prefer using this source of fuel for lighting? Are you aware of other sources of fuel for lighting? What hinders you from using these other sources of fuel for lighting? If electricity is mentioned as the source of fuel for lighting; what type of bulb is used? Why?
* What is the source of fuel used for heating? Why is this preferred source of fuel for heating? Are you aware of any alternative sources of fuel for heating? What hinders you from using these other sources of fuel for heating?
* Availability of the following in the household:
* Television
* Radio
* Bicycle
* Motorbike
* Computer( desk top/ laptop)
* Refrigerator
* Mobile phone
* Fan
* Washing machine
* Electric/ Gas cooker
* For each that is mentioned above; ask:
* What influenced the decision to buy?
* Importance to the household
* Aware of alternatives? Why not use the alternatives?
* Type of toilet facility in use, number of households using the toilet facility
* Source of water for use at the household? Any special containers for water storage? Nature of these containers if any? Why do you use this container for water storage? How obtained? Any alternative containers to be used for water storage? What hinders you from obtaining the alternative containers?

**TECHNOLOGICAL EQUIPMENTS *(****SECTION APPLICABLE TO ENTERPRENEURS ONLY)*

* *Interviewer*: Identify all the technological equipments that are in use and ask the following for each technological equipment identified(*as you take pictures of each technological equipment*):
* Name of the equipment
* Year the equipment was acquired? How the equipment was acquired (probes *for if bought or own innovation, if bought whether bought locally or imported, source of finance for the purchase?*)
* Functions of the equipment
* Is the equipment for business use only or for other purposes as well?
* How has this equipment helped in your business?
* Who normally uses the equipment? Does it require special skills to operate?
* What is the frequency of use of the equipment? Why this frequency?
* What don’t you like about this equipment?
* Are you aware of other technological equipments that are for the same purposes as this one? If yes, name them
* What hinders you from using these other machines?
* Any plans to replace the equipment with more advanced equipment in the near future? Reasons for replacement

* In your opinion, do you think locally we are capable of coming up with innovations that will make our production/ businesses more efficient (in *terms of costs and quality of produce*)? If yes, give examples of such local innovations.
* If no to above question ask:
* Explain what are the major barriers?
* And how they can be overcome?