I gratefully acknowledge the work of Santa Clara University undergraduate Emily Alonso for providing the photos in this report.
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Executive Summary

Koe Koe Tech (KKT) in Myanmar embodies the United Nations’ third Sustainable Development Goal: ensuring healthy lives and promoting the wellbeing of all ages.

Myanmar faces tremendous challenges with unsanitary birth practices, lack of access to health information, and inadequate resources. KKT addresses the shortcomings in Myanmar’s health sector by giving patients, hospitals, and government access to quality health information and services.

This report analyzes the impact of KKT’s effort through maymay, its mobile application (app). KKT creates an impact by influencing the lives of women and their respective families. As seen throughout this report, women take care of their families by investing in and sharing quality information.

To understand the effects of KKT’s social impact in Myanmar, we conducted 6 video interviews, 15 in-depth interviews, 82 phone surveys, and analyzed supplemental data provided by Koe Koe Tech Operations Associate, Misja Ilcisn. Our questions were tailored to discern the technological literacy of maymay users, the social impact of maymay, and whether maymay users would be willing to join the Community Champions Program (see the Maymay Strategy
Over eight weeks, we traveled throughout Myanmar and documented our observations through notes, photos, and videos. We traveled to Yangon, Mandalay, and Ayeyarwady to conduct our research. Our video clips encapsulate the stories of our study participants in a visual form and our reports detail portions of their realities. Our research had two main limitations: 1) one in-depth interview had to be conducted over the phone and 2) a handful of participants refused to answer all of the questions.

Our results showed that KKT’s social impact stems from its ability to

- effect behavior change,
- provide access to reliable information,
- act as a convenience, and
- empower women.

As a result, more women are making better choices about their health.

To facilitate deeper relationships between KKT and its direct beneficiaries, we recommend that KKT administer surveys at regular intervals and conduct in-depth interviews at least once a year. We are confident that regular feedback from maymay users can improve KKT’s operations and its ability to meet the needs of its beneficiaries.
Ma Thet Thet Aye using the maymay application.

**Awareness of Maymay**

*Phone Surveys*

We conducted phone surveys with 82 maymay users with the assistance of the KKT marketing staff.

**Figure 1. Maymay Users Gender Distribution**

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>24%</td>
</tr>
<tr>
<td>Female</td>
<td>76%</td>
</tr>
</tbody>
</table>
In addition to gathering basic demographic information, we measured how much maymay users trust the information that they find on the application. Of the 78 responses, 99% said they trust the information. We also acquired qualitative and supplemental data to support our survey results.\footnote{Throughout this report, the names of specific women will be cited for direct quotes, but the rest of the interviewees shall remain anonymous.}

\textit{In-Depth Interviews}

KKT’s supplemental data and our in-depth interviews provided us with information to understand the social impact of maymay. By studying what prompted users to download the mobile application in the first place, we discovered three main reasons: maymay seemed useful, users needed pregnancy information, or someone recommended it to them. Of these three, maymay’s utility was by far the most common rationale.

Some respondents indicated that maymay is a credible source for information, especially when it confirms what doctors tell them in person. One individual, however, mentioned that she was enlightened by the application because it differed from traditional medicine. On the other hand, one person who responded negatively specified that she used nutritional information that was not from Ma Aunty Thelma.

Some women said that maymay was useful because they were in their first pregnancy and they did not know what to do. Ma Nwe Ni Win, who just had her second child, explained that she used the app because “during the pregnancy, it mentions how to take care for yourself and the baby.” Another mother, one who had given birth before, wanted maymay because she felt like she did not know enough. This attitude was expressed in many interviews, in which mothers who had given birth before were still unsure about their new pregnancies.

Another benefit of maymay is its language setting. Many interviewees indicated that the application was easy to use because it was in Burmese. One person noted that maymay was the first maternal and health application in Myanmar, so she was interested in it.

Some mothers downloaded maymay because they were afraid of their lack of pregnancy knowledge, while many mothers downloaded maymay to have more information to take care of their child. In fact, many women acquired the app for all of the reasons stated above.

Part of our research focused on how users obtained the application. Some users indicated that they downloaded maymay based on recommendations from friends. One interviewee received it through Zapya after her friend expressed that it was a good application with information on pregnancies and children. Another interesting trend in the data was that Facebook referrals were
popular. For example, Facebook groups for pregnancies and babies are pages where maymay is mentioned often.

Altogether, maymay’s convenience and ease of use has made it an asset for a variety of mobile application users.
Sources of Maymay’s Impact

Behavior Changes

Mothers detailed how maymay helped them have healthy and happy pregnancies and care for their babies. Ma Nwe Ni Win spoke about how maymay helped her prepare for her child:

“This application helps you take care of your baby with care. In some cases...we can know in advance and are aware of certain events by reading about them from the application.”

Ma Thet Thet Aye, who just experienced her first pregnancy, conveyed the impact of maymay’s weekly messages on her behavior:

“Those messages are always telling and reminding me about the things I do not know, so that I can carefully observe my baby.”
Learning from maymay’s questions and answers feature is something that was frequently mentioned throughout our interviews with maymay users. In another interview, Ma Naw Hnin Wutt Yee, who just had her second child, detailed a specific story about how her behavior changed after downloading maymay:

“Sometimes I answer [quiz questions] wrong...and it [maymay] corrects my answer. For example, there is a question about forcing the baby from biting and I answered that we should force the baby to stop biting. However, I learned the truth about how we should gently move the baby’s mouth.”

Ma Nwe Ni Win detailed how helpful the feature was to her pregnancy:

“I answer the questions based on my health knowledge and I can take care of myself based on those questions and answers.”

Ma Nandar Linn, who just had her second child, mentioned how she did not know how to support her babies when they try to stand, but after she downloaded maymay, she realized that she needed to encourage them.

These personal stories show that maymay’s social impact extends beyond the users to their families.
Access to Information

By leveraging the existing network of smart phones and educational resources, Koe Koe Tech has made important information available to a portion of the population who did not have access to these resources before.

One interviewee, Ma Thet Thet Aye, recognized the potential of mobile technology:

“I think [maymay] will be more successful in the future because everyone is using mobile phones. If you can manage to download the application in their phones, everyone can easily and conveniently use it.”

However, our interviews revealed that most people did not know how to describe a mobile application. Though KKT is providing much needed information to the public, low technological literacy can impede its efforts. To overcome this barrier, KKT has used the marketing staff, Facebook, friends, and family to increase the uptake and usage of maymay. Once potential users obtain the application on their phones, the social impact and benefits to the user become clearer. This was reinforced by measuring the frequency of maymay user engagement (Figure 2).
These quantitative results have been supported by our research. In addition to pregnancy information, useful features, and general information were the themes often cited as beneficial.

**Pregnancy Information**

For Ma Nwe Ni Win, her pregnancy with maymay has been easier because of the information she finds on the application: “even if something happens, I have already known about it in advance. Because of the application, I am not shocked like [in] the first pregnancy.” Ma Nandar Linn echoed this sentiment, mentioning, “after using the maymay app, I got information on how to properly take care of the baby…. I learned everything from the maymay app.” She also emphasized how she wants to recommend it everyone because it is useful for all mothers. More specifically, Ma Thet Thet Aye mentioned how the application tells her the position of the baby month by month, when the baby can hear voices, and what labor feels like.

Though most our population sample was composed of women, one maymay user insisted that men could benefit from the app as well. This particular interviewee shared how her husband used maymay to understand how the baby is developing in the uterus at each stage, learn what to feed the newborn, and answer related quiz questions.
For Ma Thandar Hmoon, who acquired maymay in her third pregnancy, the app’s information helped relieve the fear that comes with some pregnancy symptoms. While experiencing some frightening symptoms, Ma Thandar Hmoon checked her maymay app and discovered that her body was preparing to go into labor: “When I knew that, I know what the baby is doing and I don’t need to be afraid anymore.” Before she got maymay, Ma Thandar Hmoon worried about her pregnancy symptoms and wondered if she was the only one experiencing these thoughts and feelings. Ma Thandar Hmoon mentioned how maymay details what women can feel in every week of pregnancy, so she has a greater understanding of her body and worries less. Another maymay user, Ma Nwe Ni Win, mentioned how she worried about experiencing certain symptoms. When she felt ill, she checked the app: “There are answers in there and I feel better when I follow those answers.”

Maymay’s content is especially useful because it is written in the primary local language: Burmese. Furthermore, weekly messages and quizzes are available in Sakaw Kayin, Poe Kayin, Shan, and Mon. Interactive voice recordings of weekly messages are available in the dialects. The diversity of languages adds to KKT’s ability to reach populations throughout Myanmar.

Useful Features

In our interview, Ma Naw Hnin Wutt Yee eagerly described her favorite maymay features: “I can easily know about the doctors by checking the location of the clinic and the doctors in the application.” Ma Nwe Ni Win also mentioned how they could find the addresses of clinics in the app. In addition to the doctor locator, maymay offers quizzes, weekly messages, and daily push notifications that do not require cellular data to operate.
Two women indicated that quizzes were like games, which they enjoyed. They appreciated the functionality that allows for tracking incorrect questions. For example, Ma Moe Moe Lwin, who just had her first child, mentioned that when she answers incorrectly, maymay prompts her to answer it again until she answers it correctly. Ma Naw Hnin Wutt Ye also talked about her experiences with quizzes: “sometimes I give the right answer and sometimes I get it wrong. It corrects my answer and explains why it was wrong, so I can know the right one.”

**Useful Content**

Baby nutrition, online shopping, and contraception are some other specific content areas interviewees found valuable. Ma Naw Hnin Wutt Yee was able to capture the impact of maymay on her experience: “I know much more about how to eat or behave for a pregnant woman that I did not know before.” When asked to share specific stories of her experience with maymay, Ma Thandar Hmoon replied, “I can’t say one exact special thing because everything was perfect for me. I check it every time I want to know something.”

These vignettes illustrate the fact that maymay users find the application to be accessible because of the Burmese language content, entertaining because of the quizzes, and useful for their families as relatives often mention enjoying the content.
Aung Nyein Chan, Koe Koe Tech’s Marketing Manager, shows potential users how to download maymay.

**Convenience**

**Clinical Visits**

One benefit of maymay is its ability to help people be more efficient with their time. Ma Moe Moe Lwin said, “if we download this app, we can read and check at any time we want as soon as we turn on the data. Even on Facebook and Google, we still have to search things.” For instance, one interviewee mentioned how, prior to having maymay, she would go to the clinic. Now, if her baby is vomiting, she knows what is wrong by reading it on maymay. Ma Naw Hnin Wutt Yee discussed the convenience of maymay: “Although I see the doctor regularly...I know when I should go to the hospital according to my symptoms because I read maymay.”

Maymay is especially useful for those who live far from doctors or who cannot afford to take time off work to go to clinics; the maymay app gives them reliable information without the travel and time costs of going to the clinic. Ma Nwe Ni Win said, “if we want to know something, we don’t need to go and see the doctor...because the app answers everything.” This attitude was observed throughout our interviews. Ma Thet Thet Aye mentioned: “I don’t need to go and see the doctors every time I want to know something. I just need to turn on the application and check, so that is convenient for me.” Ma Thandar Hmoon also remarked that she could look up
symptoms in the app and did not have to ask the doctor. She conveys the difference between her life before the app and after:

“Before I used maymay, I had to inconveniently ask friends and older people for only small bits of information…. now I have maymay, so I can immediately check the app and I can know what is causing the situation and can know the answer really fast. It even suggests when I should go to the clinic if I have something to worry about or if it is just a normal occurrence. Then I feel relaxed.”

In addition to saving time, money, and energy from unnecessary fears or doctor visits, maymay empowers women by giving them the information they need to make educated decisions about their own health.

**Easy to Use**

An overwhelming number of participants indicated that maymay was easy to use.
Ma Thandar Hmoon confirmed this sentiment in her interview, saying “even an uneducated person can use it.” In her interview, Ma Nwe Ni Win insisted, “we don’t need to use much effort, but we can know everything just by clicking on this application.” Ma Thandar Hmoon captured the importance of the maymay in her interview:

“I want other people to use it [maymay] because we can learn about little details and the exact answers too. The neighbors and even my mother says so many ‘maybe’ answers and no one knows the exact truth. Again, their answers are also from others’ ‘maybe’ answers. In this app, I can know the correct, exact and definite answers so that I don’t need to worry.”

Maymay’s ease of use allows it to be implemented in areas with varying levels of technological literacy.
Women’s Empowerment

While the Community Champions Program emphasizes women’s empowerment, the app itself provides equal access to information for all women at every stage in life.

Based on our research, women who have access to information through maymay are motivated to share the app with others. When we asked whether maymay users had shared the app, most interviewees responded that they had shared it with others (Figure 6).
One specific example is when Ma Nwe Ni Win used the app to verify information for her friend. Furthermore, interview and survey data showed that maymay users believe the app could be used by men, single women, pregnant women, and new mothers. Ma Naw Hnin Wutt Yee spoke extensively about how the application could be useful for all kinds of women. She mentioned how maymay’s beauty tips and relationship information can be used by single women. Ma Naw Hnin Wutt Yee also discussed how she recommended the application to her friend by detailing how maymay contains a lot of useful information. Her friend is now a maymay user.

In our in-depth interviews, one woman indicated that though she listens to people who use traditional medicine, she checks the application to see what is correct and incorrect. Another interviewee said that she uses Facebook as a forum to share the application and recommends it to anyone who is pregnant. Other women said that they share maymay with others because they want them to have a beneficial app that facilitates healthy pregnancies.
Looking Forward

For Koe Koe Tech, this report embodies the social impact that maymay has created. In the end, these behavior changes have led to significant improvements in health initiatives. Looking forward, KKT has the potential to scale maymay and create a deeper impact for its beneficiaries in its capacity to

- effect behavior change,
- provide access to reliable information,
- act as a convenience, and
- empower women.
Appendix

Survey Instrument

1. When you opened maymay for the first time, did you think it was:
   a. Easy to Use
   b. Somewhat Easy to Use
   c. Somewhat Difficult to Use
   d. Difficult to Use
2. How often do you use maymay?
   a. Never
   b. Rarely
   c. Daily
   d. Multiple Times a Day
3. Did you use maymay during your entire pregnancy?
   a. Yes
   b. No
   c. Not pregnant (women)
   d. N/A (man)
4. Have you used maymay after giving birth?
   a. Yes
   b. No
   c. Not pregnant (women)
   d. N/A (man)
5. What features of maymay did you use? (Check all that apply)
   a. Telemedicine
   b. Quizzes
   c. Online Shopping
   d. News Feed
   e. Other
   f. Didn’t Use
6. What content do you find most helpful on maymay? (Check all that apply)
   a. Fitness
   b. Nutrition
   c. Women’s Health
   d. Childcare
   e. Maternal Health
7. For pregnant women only: check the boxes that apply to you
   a. Went to more than four antenatal care appointments
   b. Took folic acid or iron supplements during your pregnancy
   c. Will exclusively breastfeed for six or more months
   d. Got vaccinated
8. For new mothers only: check the boxes that apply to you
   a. Went to more than four antenatal care appointments
   b. Delivered in a facility or with a skilled birth attendant
   c. Got postpartum care
   d. Took folic acid or iron supplements during your pregnancy
   e. Will get vaccinated
   f. Will get baby vaccinated
   g. Will exclusively breastfeed for six or more months
9. Do you find the information maymay trustworthy?
   a. Yes
   b. No
10. Have you told a friend about maymay?
    a. Yes
    b. No
11. Would you be willing to meet with Koe Koe Tech employees to talk more about experiences with maymay?
12. Do you have any questions? Thank you for your time!
Interview Instrument

1. What is an app?
2. Do you know what download means?
3. How did you get the app?
   a. Google Play
      i. Please open Google Play and download an app for us.
4. How did you hear about maymay?
   a. Can you explain what maymay is?
5. What convinced you to use maymay?
   a. Was it difficult to get?
   b. What would make it easier to get?
6. How often do you use it per day?
   a. Did you use the app during your entire pregnancy?
      i. Yes
      1. Why?
      ii. No
      1. At what point did you stop using it?
   b. Have you used the app after giving birth?
      i. Yes
      1. How?
      ii. No
      1. Why not?
7. What parts of the app did you use?
   a. For single women
      i. What else would you want from the app? (incl any education)
   b. For pregnant women
      i. Did you go to more than four antenatal care appointments?
      ii. Did you take folic acid/iron supplements during your pregnancy?
      iii. Will you exclusively breastfeed for six or more months?
      iv. What else would you want from the app? (incl any education)
   c. For new mothers
      i. Did you go to more than four antenatal care appointments?
      ii. Did you deliver in a facility or with a skilled birth attendant?
      iii. Did you seek postpartum care?
      iv. Did you take folic acid/iron supplements during your pregnancy?
      v. Are you getting vaccinated?
      vi. Is your baby getting vaccinated?
      vii. Will you exclusively breastfeed for six or more months?
      viii. What else would you want from the app? (incl any education)
8. Do you find the information on the app credible?
   a. Who would you prefer to receive the app from? (friend, community member,
9. Have you told a friend about the app?
   a. Yes
      Why would you want to share the app with someone else?
      i. Do you know what a community champion is?
         1. Yes
            a. Would you be interested in being one?
            b. What kind of work would you be interested in doing?
            c. If you were to be a champion, would you want to have a full time, part time, or volunteer position?
            d. Would you prefer to do it yourself, pairs, or in small groups?
         2. No
            a. A community champion is a person from the community that acts as an advocate for maymay. She will facilitate maymay uptake and help others use the app.
   b. No
      i. Why not?