Welcome to the Perception Toolkit Master Plan!

In this page you will find an overview of all that the Perception Toolkit can offer you, including an immediate link connection for quick access. The Toolkit is designed to help you conduct a perception tracker – a regular exercise to better understand what people think of and understand about the ICRC.

*Don't worry, you don't need to be an expert to begin!*

All documents are color-coded to facilitate recognition: the essential step-by-step guide is in **light green** (this also has all the relevant links and connections to the others; start here!); the **templates** are in **purple**; the **tools and examples** are in **yellow**; the extra-**guidance**, one-pagers and checklists are in **dark red**.

<table>
<thead>
<tr>
<th>Phase 0 - Introduction</th>
<th>Phase 1 - Design</th>
<th>Phase 2 - Implementation</th>
<th>Phase 3 - Analysis</th>
<th>Phase 4 - Dissemination and uptake</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Templates</strong></td>
<td><strong>Tools and examples</strong></td>
<td><strong>Guidance</strong></td>
<td><strong>Templates</strong></td>
<td><strong>Tools and examples</strong></td>
</tr>
<tr>
<td>Concept Note</td>
<td>Sample size</td>
<td><strong>Target population</strong></td>
<td><strong>Data collectors training agenda</strong></td>
<td><strong>Training data collectors</strong></td>
</tr>
<tr>
<td>Design workshop agenda</td>
<td>QUESTION BANK</td>
<td>Survey types</td>
<td>QUESTION BANK</td>
<td>QUESTION BANK</td>
</tr>
<tr>
<td>Preconditions</td>
<td>Decision tree: do it ourselves vs hire a specialist</td>
<td>Sample composition</td>
<td><strong>EXAMPLE: Questionnaire from Afghanistan</strong></td>
<td>Questions flow and order</td>
</tr>
<tr>
<td>Feedback collision</td>
<td>Team organigram</td>
<td>Developing good questions</td>
<td><strong>EXAMPLE: Info needs assessment</strong></td>
<td>Introductory script</td>
</tr>
<tr>
<td>BUDGET</td>
<td>Criteria for data collection partner</td>
<td>Reality check</td>
<td>Testing your questions: what to look out for</td>
<td>Testing questions in a focus group</td>
</tr>
<tr>
<td>Workplan</td>
<td></td>
<td></td>
<td></td>
<td>Data collection tips and tricks</td>
</tr>
</tbody>
</table>

**Tip:** click here

---

**Phase 0 - Introduction**
- Rationale, definitions and why you should want to do a perception tracker

**Phase 1 - Design**
- 10 steps guide
  - Templates
  - Tools and examples
  - Guidance
  - Concept Note
  - Sample size
  - Target population
  - Data collectors training agenda
  - QUESTION BANK
  - QUESTION BANK
  - Decision tree: do it ourselves vs hire a specialist
  - Sample composition
  - Developing good questions
  - Criteria for data collection partner
  - Reality check

**Phase 2 - Implementation**
- 5 steps guide
  - Templates
  - Tools and examples
  - Guidance
  - QUESTION BANK
  - QUESTION BANK
  - Developing good questions
  - Criteria for data collection partner
  - Reality check
  - Data collectors training agenda
  - QUESTION BANK
  - QUESTION BANK
  - Decision tree: do it ourselves vs hire a specialist
  - Sample composition
  - Developing good questions
  - Criteria for data collection partner
  - Reality check

**Phase 3 - Analysis**
- 3 steps guide
  - Templates
  - Tools and examples
  - Guidance
  - QUESTION BANK
  - QUESTION BANK
  - Developing good questions
  - Criteria for data collection partner
  - Reality check
  - Data visualization
  - Final report
  - Step-by-step data analysis
  - Introductory script
  - Testing your questions: what to look out for
  - Testing questions in a focus group
  - Data collection tips and tricks
  - Primary data collections tools
  - Data collectors selection

**Phase 4 - Dissemination and uptake**
- 5 steps guide
  - Templates
  - Tools and examples
  - Guidance
  - QUESTION BANK
  - QUESTION BANK
  - Developing good questions
  - Criteria for data collection partner
  - Reality check
  - Data visualization
  - Final report
  - Step-by-step data analysis
  - Introductory script
  - Testing your questions: what to look out for
  - Testing questions in a focus group
  - Data collection tips and tricks
  - Primary data collections tools
  - Data collectors selection
  - Conducting Internal dialogue
  - Conducting external dialogue
  - Adding a perception study to a PIR
  - Follow-up rounds adjustments

---

**Perception Toolkit Master Plan**