

Diffusion of an Innovation: Speed and Extent Matrix with the WICShopper App



Diffusion of innovations theory is from a body of research that looks at understanding predictable patterns of how innovations are adopted among different populations and across a range of innovations. Innovations that are perceived as having *greater relative advantage, compatibility, trialability, observability, and less complexity* will be adopted more rapidly. See graphs on page 5 on how innovations are adopted.

Diffusion has two components – getting it adopted, then maintaining its usage.

Attribute	Definition	WICShopper App Strategy
Relative Advantage	How is the WICShopper App better than the alternative?	<ul style="list-style-type: none"> ✓ Can quickly see balance. Balance is always up-to-date. ✓ See dollars left for fruits & vegetables ✓ Quicker way to see balance than calling Customer Service. ✓ No hassles with saving receipts. ✓ You always have access to the Food List. <p>Challenges:</p> <ul style="list-style-type: none"> • Must have a smartphone, internet access & data available.
Compatibility	How does the WICShopper App fit with the needs & wants of today's WIC families?	<ul style="list-style-type: none"> ✓ Saves time. ✓ Has options. ✓ Can be switched to Spanish (some content available.) ✓ Food Lists on phone in English, Spanish, Arabic, Chinese, Russian, Somali and Vietnamese.

Diffusion of an Innovation: Speed and Extent Matrix with the WICShopper App



Attribute	Definition	WICShopper App Strategy
Complexity	Is the WICShopper App easy to download & use?	<ul style="list-style-type: none"> ✓ Can download App, enter card # and see balance in less than 5 minutes. ✓ Once signed up, it's easy to use – just click on icon. <p>Challenges:</p> <ul style="list-style-type: none"> • Questions that pop up during download of App may cause fear for some participants. • When registering card, card # must be entered twice. To see 2nd line to enter card #, may need to scroll down to reveal on phone. • To get the benefits expiring alerts, use the menu bar to access Settings-> get notice-> add # days • Dead zones in some stores, so App may not work in some aisles. • In App store, look for WICShopper created by JPMA to distinguish from all other Apps.
Trialability	Can participants try it out and change their mind?	<ul style="list-style-type: none"> ✓ Free. ✓ Possible to sign up and use, but can easily remove if not like. ✓ Possible to experiment with at WIC Clinic before add to own phone.
Observability	Are the results of the innovation observable and easily measurable?	<ul style="list-style-type: none"> ✓ Able to see from staff or peers what App can do for them.

Diffusion of an Innovation: Speed and Extent Matrix with the WICShopper App



Attribute	Definition	WICShopper App Strategy
Impact on Social Relations	How does the App ease the shopping experience, reduce stigma and improve the check-out experience?	<ul style="list-style-type: none"> ✓ Don't have to pull out food list. ✓ Decreases embarrassment at the check-stand with wrong food, because can scan food item to see if authorized and if eWIC card registered, scan can reveal if have enough balance to purchase. ✓ For the most current balance, don't have to bring the last WIC shopping receipt, nor have to call customer service or check the EBTEdge website for the most current balance.
Reversibility	Can the App be discontinued easily?	<ul style="list-style-type: none"> ✓ Easy to uninstall.
Communicability	Can the innovation be understood clearly and easily?	<ul style="list-style-type: none"> ✓ If have App familiarity & can read, then easy to intuitively figure out. <p>Challenges:</p> <ul style="list-style-type: none"> • May be harder to use if have not used Apps, if literacy is an issue or English is not first language.
Time Required	Can App be adopted with a minimal investment in time?	<ul style="list-style-type: none"> ✓ Just takes a couple of minutes or less to sign -up. ✓ Quick to download. ✓ Quick to scan item in the grocery aisle to see if the item is WIC approved & have enough benefits (unless there's a dead zone in the store) ✓ Easy to find recipes for WIC foods on Food Hero. <p>Challenges:</p> <ul style="list-style-type: none"> • If phone doesn't automatically update the App, then participants must periodically update App to have the most current list of authorized foods.

Diffusion of an Innovation: Speed and Extent Matrix with the WICShopper App



Attribute	Definition	WICShopper App Strategy
Risk and Uncertainty Level	Can App be adopted with minimal risk and uncertainty?	<p>✓ Only enter WIC Card # - no other identifier.</p> <p>Challenges:</p> <ul style="list-style-type: none"> • May need to be reassured it's okay to let them know your location (so can have access to the Oregon information); okay to let access photos (so can scan a UPC); will need to enter card number twice (second time to confirm).
Commitment Required	Can the App be used effectively with only modest commitment?	<p>✓</p> <p>Challenges:</p> <ul style="list-style-type: none"> • Needs a little space on phone and some data.
Modifiability	Can the App be updated and modified over time?	<p>✓ Based on phone settings, it will automatically update.</p> <p>Challenges:</p> <ul style="list-style-type: none"> • If not automatically updating, then must uninstall, then reinstall to get any updates.

Diffusion of an Innovation: Speed and Extent Matrix with the WICShopper App



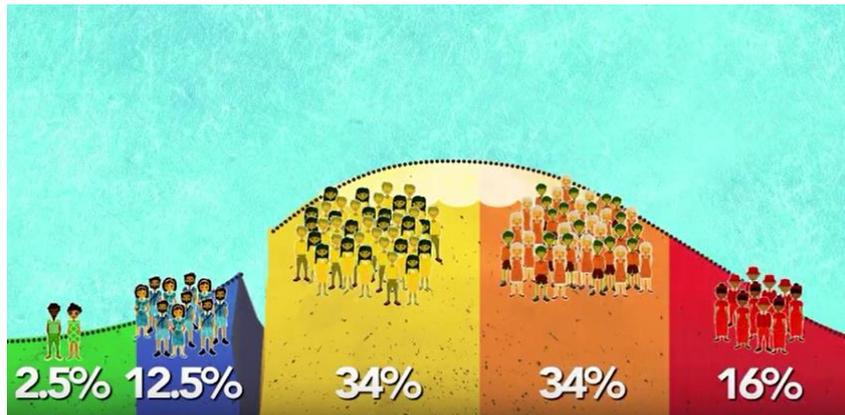
What is your plan to implement the Diffusion of Innovation Attributes to increase WICShopper App usage?
Which of these attributes and messages will you use? And how?

Attribute	Messages will use?	Where/By Whom?	When will start?
1.			
2.			
3.			
4.			

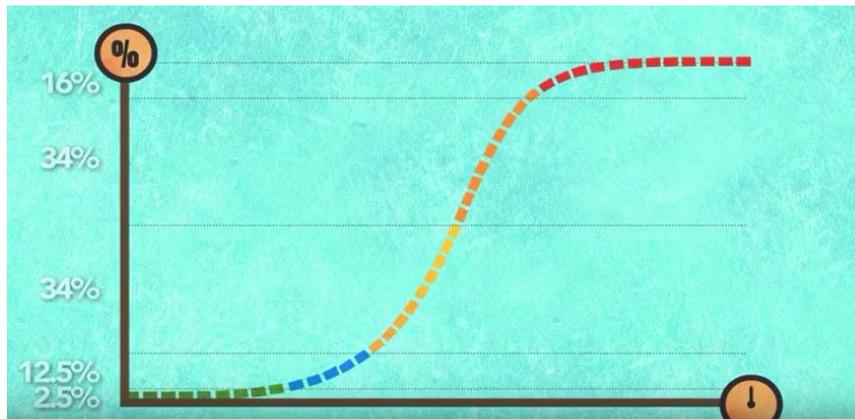
Diffusion of an Innovation: Speed and Extent Matrix with the WICShopper App



Diffusion of Innovation Theory: The Adoption Curve Source: by Rare: <https://youtu.be/9QnfWhtujPA>



Diffusion of Innovation Theory: The “S” Curve Source: by Rare: <https://youtu.be/NiNoNYLBabA>



The rate of adoption is an “S” curve. It is slow at the beginning, rapid in the middle, and slow at the end.