**Design matrix template (Morra Imas and Rist version[[1]](#endnote-1))**

**Evaluation Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Evaluation Purpose:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**General Evaluation Approach:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

| **1. Question** | **2. Sub-question** | **3. Type of**  **Sub-question** | **4. Measure or Indicator** | **5. Target or Standard (for Normative Questions only)** | **6. Baseline Data?** |
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**Evaluation Design Matrix 3 (Columns 7-12)**

| **7. Data Source** | **8. Design Strategy for Question** | **9. Sample or Census** | **10. Data Collection Instrument** | **11. Data Analysis** | **12. Comments** |
| --- | --- | --- | --- | --- | --- |
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1. Adapted from Morra Imas, Linda G., Ray C Rist. 2009. The Road to Results: Designing and Conducting Effective Development Evaluations. The World Bank, Washington DC., p.243. [↑](#endnote-ref-1)