

Logical or not, competent workers will often construct the matrix in ways different from each other. It may be helpful for you to use as examples other Log Frames considered good. But do not hesitate to trust your own reasoning if it shows that each item will likely achieve the next higher item. Faulty Log Frames seldom result from the inability of designers to reason. Problems most often occur because designers do not take the Log Frame seriously and apply their reasoning to it.

The project design personnel have the greatest responsibility in dealing with the Log Frame. They are the ones who have to produce it. Implementers and evaluators use it as a guide to their work. If the designers do a good job, it becomes exceptionally useful to those who follow.

Project Goal is an overall or general objective to which the project will make a contribution. It is seldom logical to expect it to be achieved either by the project alone or during the duration of the project. It does serve as a North Star type of orientation for the project.

Project Purpose becomes more specific, and the project can be expected to make measurable progress toward achieving it. It is still broad, however, and a research or extension project will not likely complete its contribution to the purpose during the life of the project. This type of project needs to address institution building issues and aim for an impact or effect that will be sustainable. No project can complete the institution building process and completely achieve the purpose. However, you can expect progress that is both recognizable and measurable, and you need to design with those ends in view.

Often the outputs become the indicators of progress toward purpose. You need to think it through carefully, however, to be sure that it is logical and useful to do so.

Project Outputs are the project working objectives. They can often be counted, (number of persons trained; number of teams working with numbers of farmers). However, there are quality measures as well. These are difficult to "objectively verify." Try to develop some "objectively verifiable indicators" of quality. The existence and quality of work plans and how closely they were followed may be such an indicator. The use of objectives in management may be another. Brainstorming for a few minutes by the design team will come up with other indicators. Incidentally, evaluation teams can suggest additional indicators.

Inputs include commodities, training, and technical assistance personnel provided by the donor and can be measured in dollar terms as well as other terms. Technical assistance, for example, can be indicated by subject matter and by length of service. This section can be used to indicate some general strategies. It can be very specific. Being specific indicates care in planning and need not be regarded as so rigid that project implementation management has limited room to manage.