

Exploring Scalability

Now that your solution has been running in the market for some time, you may be seeing opportunities, or feeling some pressure, to grow or scale.

Scalable solutions are those that can achieve a steep increase in reach or outcomes, from just incremental additional investment. If your goal is to scale, then it's important that you and your stakeholders are aligned on what success looks like and what it will take to get there. Scaling an intervention is a complex and long term effort, but tools like this can help you start the process and quickly identify the first obstacles to tackle.

How to Use It

Work through the 'Current Conditions' prompts in this worksheet to review your solution through the design lenses of desirability, feasibility and viability, and, most importantly, impact. Determine any immediate areas requiring optimization.

Map out what you know about your potential conditions for scale. Think about the market you plan to scale into and its users, the channels or partners through which you might distribute or implement, and the investors or funders you might need to bring on board. This will require secondary research, consultations with key stakeholders, and most likely a round of field research with new users.

Now work through the 'Potential Scale Conditions' prompts to dig into the areas where improvements or adaptations will be necessary for scale.

What Next?

As you work through the worksheet prompts, you should start to understand the scalability of your solution as it stands, and where you will need to Optimize & Adapt for success through new rounds of research, prototyping and iteration.

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ACCESS YOUR SOLUTION

	<i>Current Conditions</i>	<i>Potential Scale Conditions</i>
Impact	Is the solution achieving outcomes at the depth and rate required?	What new targets would the solution need to achieve at scale, and how realistic are these?
Desirability	How effective is the solution in attracting and engaging users? What value do users get from the solution, at each step in the user journey? Are each of the solution components playing the role we intended them to play?	What markets do you plan to scale into? Do you have reason to believe your success rate will be different with those users? How well are our users served in those new markets, and what will our solution be competing with?
Feasibility	Where does the solution break down or fail to work in the real world? How usable is the solution from an implementer perspective and are they able to troubleshoot/adapt when they need to? What dependencies or risks exist right now that could affect success in the future?	What new partners will be needed to implement/distribute the solution? What capacities do those partners need to have? Will the solution need to be made simpler or more flexible for their needs? What kind of training systems or tools will be needed to onboard new implementing partners?
Viability	Has the solution been successfully delivered within budget to date? Is the solution meeting required cost-effectiveness benchmarks?	What budget will be needed to take the solution to scale? What new cost-effectiveness benchmarks will the solution need to meet at scale, and are those achievable?

SYNTHESIZE YOUR LEARNING

What optimization is needed for a scalable solution?	What adaptation might be required for a scalable solution?
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PLAN FOR PROTOTYPING AND ITERATION

- 1 Which optimization & adaptation needs do we need to prioritize or explore further?
- 2 In what ways could the solution be made simpler, more efficient or more effective?
- 3 How can we adapt the solution without disrupting elements that make it desirable & impactful?