Worksheet: Design Spreadable Programs

Characteristics	How would beneficiaries rank your service/product today?			How might you improve this ranking?
Better than what exists (both costs and benefits)	High	Medium	Low	
Compatible with beneficiaries' values, past experiences, and needs	High	Medium	Low	
Simple to use (or do) and understand	High	Medium	Low	
Testable without having to commit to it	High	Medium	Low	
Observable such that others can see the benefit of adopting it	High	Medium	Low	

The Bridgespan Group