

Question 1: Is your product designed for depreciation or appreciation?



Social Impact Technology Snapshot

For each row below, gauge which is closest to your unique circumstance.

Category	1 - Depreciating	3 - Treadmill	5 - Appreciating
Budget Strategy _____ Score	Launch-Led. We secured funding to build it, but we have little to no budget for what happens after launch day.	Repair-Led. We have a small budget for infrastructure and emergency fixes when things break.	Lifecycle-Led. We budget annually for proactive evolution, new features, and optimization.
Staff Capacity _____ Score	Linear Scaling. If our traffic increases, our staff's workload increases.	Partial Automation. Staff spend time repairing info, but some workflows are automated.	Network Effects. We can handle the scale, users self-serve, and headcount stays flat.
Data Hygiene _____ Score	Expiring. We rely on manual entry workflows. Lists contain dead ends or expired opportunities.	Periodic Cleaning. We have recurring manual audits to remove the bad data.	Self-Healing. Automated pipelines verify data in real-time. Bots and errors are flagged. The system learns.
User Journey _____ Score	Closing Information Gaps. We provide lists of resources and ways to sort the information. High bounce rates.	Instructional. We add more text, FAQs, and explanations to help users navigate complex steps.	Closing Behavioral Friction Gaps. We use strategies like microcommitments and progressive disclosure to lower the barrier to entry and reduce cognitive load.
User Experience _____ Score	The Backlog. User requests go onto a "wish list" for a rebuild that might happen in 3-5 years.	Ad-Hoc. We deploy new features when they are specifically requested by endusers.	Dynamic Roadmap. We deploy updates continuously based on user behavior metrics and market changes and drive up conversion rate.
 Artificial Intelligence _____ Score	None. There are no front-end or back-end user experiences that leverage AI to increase scalability.	Feature-Specific. We have used AI for isolated utilities, such as chatbots and matching, but it is not systemic.	Workflow Integration. AI is embedded across infrastructure, backend, and frontend workflows, supporting humans in the loop and improving the overall user experience.

Scored below 25?

Your product may be in a cycle of depreciation. Read on to narrow in on the right next step for your organization.

