Desirability	Feasibility	Scalability
Driven by user preferences	Driven by internal, programmatic constraints	Driven by contextual factors & partnerships
Indicators (Predictors of Adoption)	Indicators (Predictors of Efficient Operationalization)	Indicators (Predictors of Replicability with the Same Success)
Relative Advantage *To what extent does it innovate upon current practices or precedents? If the innovation is perceived as an extreme change, then it will not be compatible with past experiences and is less likely to be adopted.*	**Risk and Positioning** *Using the Risk Matrix/Innovation Portfolio, to what extent is this innovation similar to what PSI/DFID has seen before? To what extent, therefore, does it pose a risk in terms of ROI?*	**Replicability** *To what extent can this innovation be efficiently replicated across contexts?*
Trialability *To what extent is the user able to experiment with or practice the new behaviour before it is adopted?*	**Technical Feasibility** *To what extent is the innovation able to be efficiently produced within the programme's resource constraints?*	**Advocacy** *To what extent are we already seeing signs of users promoting, detracting, and/or being passive about this innovation?*
Observability *To what extent are the results (the change) of the innovation visible to others? If the observed effects are perceived to be small or non-existent, then the likelihood of adoption is reduced.*	**Logistical Feasibility** *To what extent is the innovation able to be efficiently implemented within the programme's resource constraints?*	
Simplicity *To what extent is it perceived to be relatively easy to understand and use? Innovations that are perceived as complex are less likely to be adopted.*	**Financial Feasibility** *To what extent is the innovation financially feasible within the programme's resource constraints?*	**Long-term Financial Sustainability** *Does the innovation need to be supported financially? To what extent do we have a plan for a self-sustaining mechanism for this?*
Value (to user) *To what extent does it offer simplicity, efficiency, effectiveness or meaning for the user?*		
Value (to health facility/staff) *To what extent does it offer simplicity, efficiency, effectiveness or meaning for the health facility and/or staff?*	**Scientific Validity** *To what extent does the innovation have the potential to directly lead to the desired behaviour change?*	**Readiness** *To what extent is the innovation appropriate for the broader market or user base?*
Willingness to pay (if applicable) *To what extent is the user willing to pay for this product/service/offering?*		