The Maturity Model

What is Dimagi's Maturity Model?

Built from experience on 300+ mobile projects, Dimagi's Maturity Model is designed to help organizations scale mobile systems by identifying barriers and designing a clear roadmap for success.

The framework results in:

- Improved project planning with a clear action plan
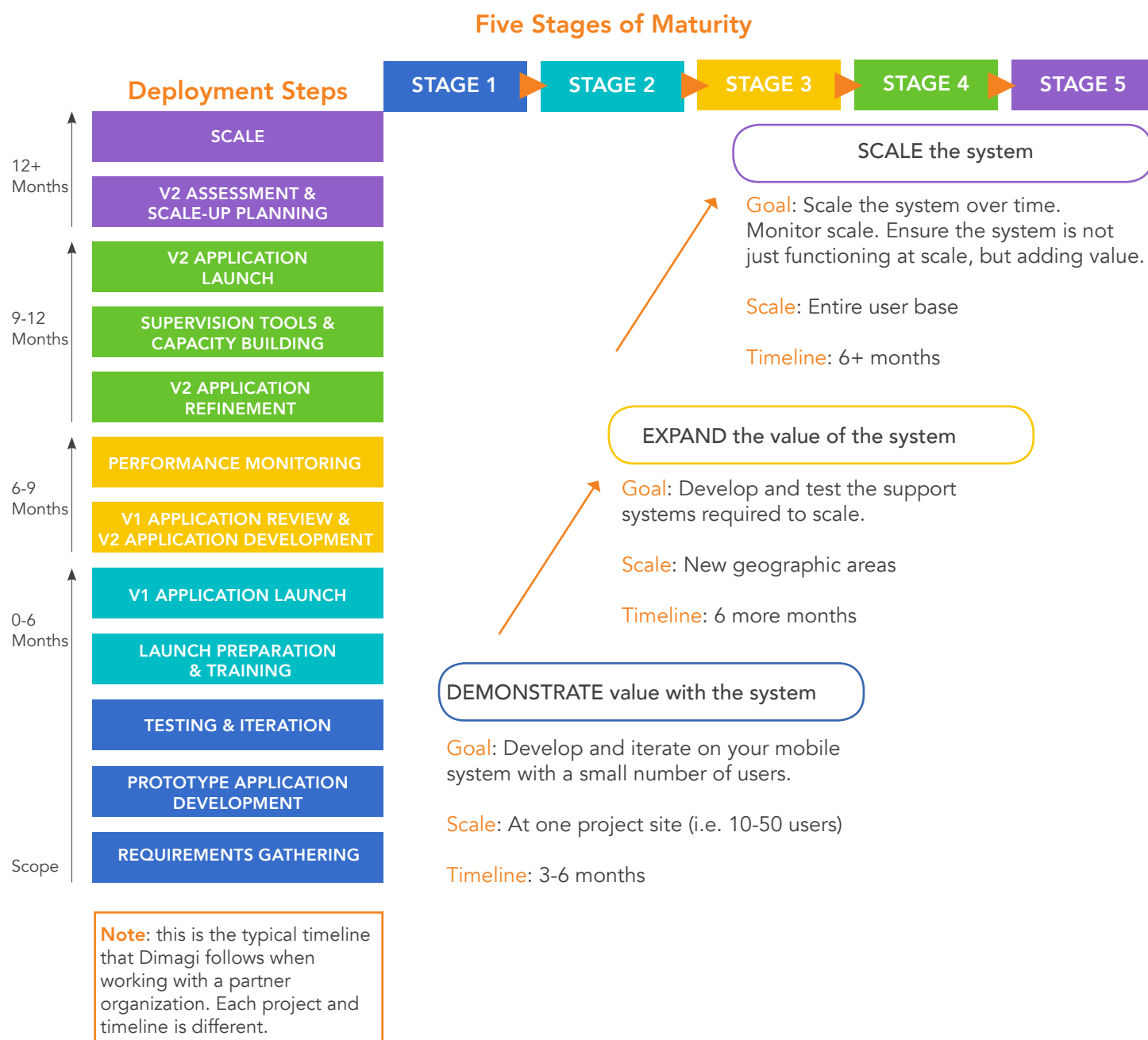- Tailored scale-up activities for your organization's specific needs

The Maturity Model Matrix

Six Program Areas	Stage 1 — Proof of concept	Stage 2 — Stabilized and field-tested system	Stage 3 — Validated system for delivering value to frontline workers	Stage 4 — Packaged, repeatable system for scale up	Stage 5 — Ongoing, stable use of system providing value at scale
Program Design	New content, small number of use cases	Refined content based on field iteration	Validated Content used by frontline workers	Frontline worker content stable. New supervisor content created and iterated.	Additional use cases added to technology platform
Data Driven Management	Data collected but not used to improve workforce	Data accessed, but rarely applied	Data periodically used for performance improvement or evaluation	Data regularly used for performance or evaluation	Data used to improve program design. Increasing levels of automation for data-driven management.
Technical Support	Limited technical capacity among program staff	Technical resources existing and trained, starting to use training in the field	Technical resources certified and regularly conducting basic support	Technical resources fully capable, but still needing limited external support	Technical resources fully capable of managing program independently of external support
Training & Implementation	Training and implementation policies not yet modified for mobile tech.	Adapted training & implementation policies to mobile tech.	Training and implementation policies for mobile tech used in practice	Training and implementation practices replicable under a cascaded approach	Training and implementation practices institutionalized and improvements can be rolled out iteratively
Scale	Designing and demonstrating with small number of users	Increasing adoption with frontline workers	Fully deployed with specific target users (or deployment experience). Users demonstrating value	All processes documented and expanding to additional users	Fully deployed to target user base
Sustainability & Strategic Allignment	Focus within single organization with single source of funding	Building awareness, buy in and support of the program. Aligning to national strategy.	Seeking additional funding based on demonstrated value. Program aligned with national strategy.	Expansion funding secured. Expanding in line with national strategy	Core solution in national strategy receiving core programmatic funding

Example of a Roadmap Template

How to Develop a Roadmap to Scale

Once you have evaluated your positioning on the Maturity Matrix, develop or refine a project roadmap with your team. Dimagi uses the template below with our partners to (1) build a project deployment roadmap and (2) plan how organizations should develop their maturity levels along the way.

Five Stages of Maturity

Deployment Steps	STAGE 1	STAGE 2	STAGE 3	STAGE 4	STAGE 5

12+ Months

- SCALE
- V2 ASSESSMENT & SCALE-UP PLANNING

9-12 Months

- V2 APPLICATION LAUNCH
- SUPERVISION TOOLS & CAPACITY BUILDING
- V2 APPLICATION REFINEMENT

6-9 Months

- PERFORMANCE MONITORING
- V1 APPLICATION REVIEW & V2 APPLICATION DEVELOPMENT

0-6 Months

- V1 APPLICATION LAUNCH
- LAUNCH PREPARATION & TRAINING
- TESTING & ITERATION
- PROTOTYPE APPLICATION DEVELOPMENT

Scope

- REQUIREMENTS GATHERING

Note: this is the typical timeline that Dimagi follows when working with a partner organization. Each project and timeline is different.

SCALE the system

Goal: Scale the system over time. Monitor scale. Ensure the system is not just functioning at scale, but adding value.

Scale: Entire user base

Timeline: 6+ months

EXPAND the value of the system

Goal: Develop and test the support systems required to scale.

Scale: New geographic areas

Timeline: 6 more months

DEMONSTRATE value with the system

Goal: Develop and iterate on your mobile system with a small number of users.

Scale: At one project site (i.e. 10-50 users)

Timeline: 3-6 months

Questions?

If you have questions about the Maturity Model or would like to talk to someone about the best next steps for your mobile system, feel free to send your questions to info@dimagi.com.

dimagi