IMPACT MAPPING

Exercise

You are a Product Owner for an online gaming portal.

WHY?

Why are we doing this project?

The games are good and your players love you. You and the executive committee believe you would increase your revenue to break-even and maybe profitable if you get to 1m users. Your project goal is to increase your player base by 100k.

WHO?

Who can help us reach our goal?

There are a few groups *within your sphere of influence* that you believe can help you achieve this goal
  1. Existing Players: You have a lot of great players already – can they help you to reach your goal?
  2. Internal: Your internal staff might be able to support your effort….
  3. Advertisers: What about online advertising?

HOW?

How do we want to change their behavior?

How might you want the existing behavior of those in your sphere of influence change?

1. Existing Players:
  a. What if your existing players could invite their friends?
  b. What if they could recommend the game their social network?
2. Internal:
  a. What if your internal staff could hold meet-ups for gamers?
  b. Can they reach out to their existing network?
3. Advertisers:
  a. Perhaps we can hire an online advertiser for bulk invitations
  b. Or Publish banners?

WHAT?

What can we do to support the change in behavior?

What might your team do to help your "Who" change their behavior in the "How" ways your team identified?

1.What do you think your project team could do?

Conducting the Exercise

Establish **good metrics** early

AVOID Jumping levels as you walk the map

Keep your map to **one goal.** Chasing too many? **Split into milestones.**

AVOID Too much detail

Focus on impacts that support your goal

Find the **simplest way** to test an assumption – **explore non-technical** options

Time is **better spent on the goal, actors and impacts** than on the details of the "what's"

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