others. But we can cope with that by taking an average for our microsite.

The same will apply to my "test the printer" (testing) application but in this case the users will include converted visitors from the microsite along with those who directly visit. Every use of the testing application (a function) will incur a cost. But as with the microsite, this is a variable. Of course, the actual functional cost of the testing application could be wildly different from the microsite depending upon what the applications did and how well the code was written but at least we would have a granular price for every call. Finally, every visitor who tests a printer will create a distribution and printing cost for me but also revenue as they have become a lead.

This isn't the only path by which someone can print out a poster. The visitor might not come from the microsite but instead go directly to the testing application through word of mouth or if we expose the testing application as an API. There are a number of potential flows through the map.

When you look at any map, there can be many forms of flow within it whether financial or otherwise. It could be flows of revenue or flows of risk. For example, if the utility platform dies due to some catastrophic event then it'll impact my microsite and my testing application which will impact the consumer needs and stop any lead generation. This would incur a financial penalty for me in terms of lost revenue. Whereas, if I run out of brochures then this impacts distribution and I have a choice on whether to send out the prints now or delay until the