

The map begins with our client who has a need for more leads and ultimately consumers buying their product. The conversion from lead to actually purchasing a printer is beyond the scope of this project as that was within the client's sales organisation. We're focused solely on generating leads. The other type of user in this map is the consumer who hopefully will buy one of these expensive printers. They have different needs, they want to find out about the right sort of printer for their commercial operations and to test it before buying something they will use. In this project, we're aiming to provide an online mechanism for the consumer to find out about the printer (a microsite) along with a method to test it (the testing application).

The test is a high resolution image that the user uploads and which is then printed out using the printer of their choice. Their poster (this is large format) would then be distributed to the user along with a standard graphical poster (showing the full capabilities), relevant marketing brochures and a sales call arranged. The platform space — which was the source of my original headaches due to my inability to provide a variable operational cost for application use — is evolving towards more of a utility service.

So, let us assume we decide to use a utility platform. I'm now going to add some financial indicators onto this map. See figure 85.

Figure 85 — Financial indicators in the LFP project