

Multimodal Influence Matrix v.1.0	Past	Present	Future	
In the Scene	<p>Who influenced the situation in the past? Who interacted with the subjects and impacted their decision model, priorities settings, or moral restrictions?</p> <p>Who was, is, or will be present in the scene physically or digitally? Past = was in that location (physical or digital) before the situation began unrolling. Present = is there or nearby right now. Future = will be in that location after the situation ends.</p>	<p>Who is involved in the situation right now or in close time proximity? Who is an active participant, a passive observer, or a distant consultant? Who might jump into the case if it becomes worse or better?</p>	<p>Who will be related to the consequences of this situation in the future? Who will be impacted by the outcomes, who has future stakes depending on how that case will resolve?</p>	
Behind the Scene	<p>Who was, is, or will be acting behind the scene, impacting the situation dynamics? Past = influenced subjects somewhere else before the situation began. Present = are not directly involved in the situation, but their existence or other related attributes impact how it unrolls. Future = will interact with situation participants after it will end based on how it ended.</p>	<p>Wave 1</p>	<p>Wave 2</p>	<p>Wave 3</p>
Ethereal	<p>Who was, is, or will be the mediator of cultural, social, and other models (settings) impacting participants' behavior? Past = influenced subjects' decision model before the situation began unrolling. Present = affects subject' decision model in a moment. Future = will impact future subjects` behavior.</p>	<p>Wave 1</p>	<p>Wave 2</p>	<p>Wave 3</p>



How to use

Prerequisites:

1. Define the scenario you are exploring, including 1) physical/digital boundaries of the scene, 2) list of participants, 3) time-span covering the event.

Fulfill the matrix:

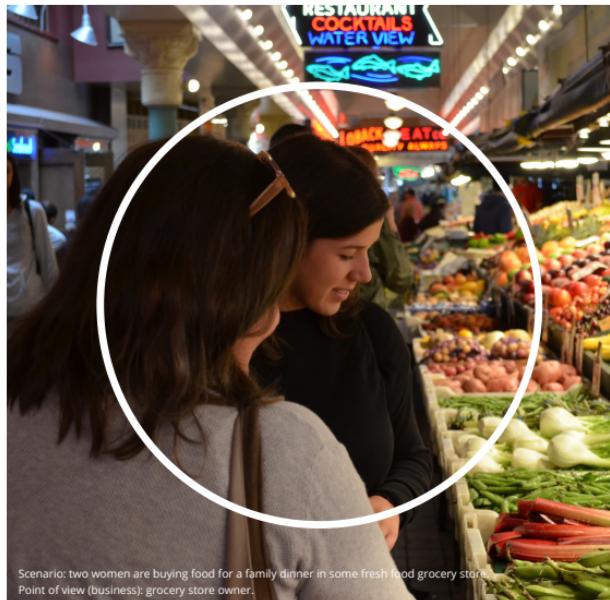
1. Begin with the cells in a bold color - "wave 1" (present in the scene, past behind the scene, and past ethereal). Then fill other cells if you have enough time for that exercise (overall, you might run up to 3 waves).
2. Use one sticky note for each group/kind of participants. If you mentioned some group in more than one cell, then connect corresponding sticky notes using lines.
3. When filling the cells with ideas, focus on the following approach: who **else** might impact the situation?
4. If you put the same group (participant) in few cells, add clarifications or samples, explaining why you consider multimodal influence.
5. Analyze actors' cycles (e.g., teaching, returning customers).
6. Range all sticky notes by importance to your use case or your business.

Important notes:

1. Future and past actors' impact should happen in the present time. It is not a consequence or a prerequisite of the event *per se*, but rather how the scenario participants reflect such potential consequence or prerequisite.
2. It is not required to fulfill all the cells equally. Usually, each successive wave is more challenging and requires more effort (and time).
3. Feel free to add additional meanings and signs that make sense in your context. E.g., use emoji to show your attitude to various actors.
4. Sometimes it is hard to distinguish between "behind the scene" and "ethereal." In such cases, consider the following approach: you still can name the actors behind the scene; ethereal actors are usually generalized (e.g., society, government).
5. Double-check that you write actors on the sticky notes, not just what they do.

Template feedback:

- constantin@kichinsky.ru
- @constantinkichinsky (telegram)



Scenario: two women are buying food for a family dinner in some fresh food grocery store
Point of view (business): grocery store owner.

Multimodal Influence Matrix

Multimodal Influence Matrix	Past	Present	Future
v.1.0			
In the Scene	<p>Who influenced the situation in the past? Who interacted with the subjects and impacted their decision model, priorities/settings, or moral restrictions?</p> <p>Who was, is, or will be present in the scene physically or digitally and directly impacting the situation?</p> <p>Past = was in that location (physical or digital) before the situation began unfolding.</p> <p>Present = is there or nearby right now.</p> <p>Future = will be in that location after the situation ends.</p>	<p>Who is involved in the situation right now or in close time proximity? Who is an active participant, a passive observer, or a distant consultant? Who might jump into the case if it becomes worse or better?</p> <pre> graph TD subgraph Past [Past] direction TB P1[Buyer friend at the hardware store, goes to same place as buyer] P2[Other small buyers who impacted buyer's choice] end subgraph Present [Present] direction TB P3[Seller having pain associated with the same buyer] P4[Buyer's Family members or friends immediately surrounding] P5[Other buyers, perhaps who are going to get similar products] P6[Buyer's Friend] P7[Seller] P8[Buyer's Family members of friends immediately surrounding] P9[Other buyers, perhaps who are going to get similar products] end subgraph Future [Future] direction TB F1[Buyer self reflecting about what happened, what they learned, and how to prevent it from happening again] F2[Other problems buyers will encounter as a result of their purchases] F3[Buyer's Family members who are going to be surprised by the price of the product] F4[Seller discussing to own his own story] end P1 --> B((Buyer)) P2 --> B P3 --> B P4 --> B P5 --> B P6 --> B P7 --> B P8 --> B P9 --> B P6 --> S((Seller)) P7 --> S P8 --> S P9 --> S P4 --> F1 P5 --> F2 P6 --> F3 P7 --> F4 P8 --> F3 P9 --> F4 </pre>	<p>Who will be related to the consequences of this situation in the future? Who will be impacted by the outcomes, who has future stakes depending on how that case will resolve?</p>
Behind the Scene	<p>Who was, is, or will be acting behind the scene, impacting the situation dynamics?</p> <p>Past = influenced subjects somewhere else before the situation began.</p> <p>Present = are not directly involved in the situation, but their existence or other related attributes impact how it unfolds.</p> <p>Future = will interact with situation participants after it will end based on how it ended.</p>	<p>Wave 1</p> <pre> graph LR W1[Buyer's family members or friends immediately surrounding] --> W2[Advertisers of the grocery store in the marketplace] W2 --> W3[Buyer's Family members who are going to be surprised] </pre> <p>Wave 2</p> <p>Wave 3</p>	
Ethereal	<p>Who was, is, or will be the mediator of cultural, social, and other models (settings) impacting participants' behavior?</p> <p>Past = influenced subjects' decision model before the situation began unfolding.</p> <p>Present = affects subject's decision model in a moment.</p> <p>Future = will impact future subjects' behavior.</p>	<p>Wave 1</p> <p>Wave 2</p> <p>Wave 3</p>	