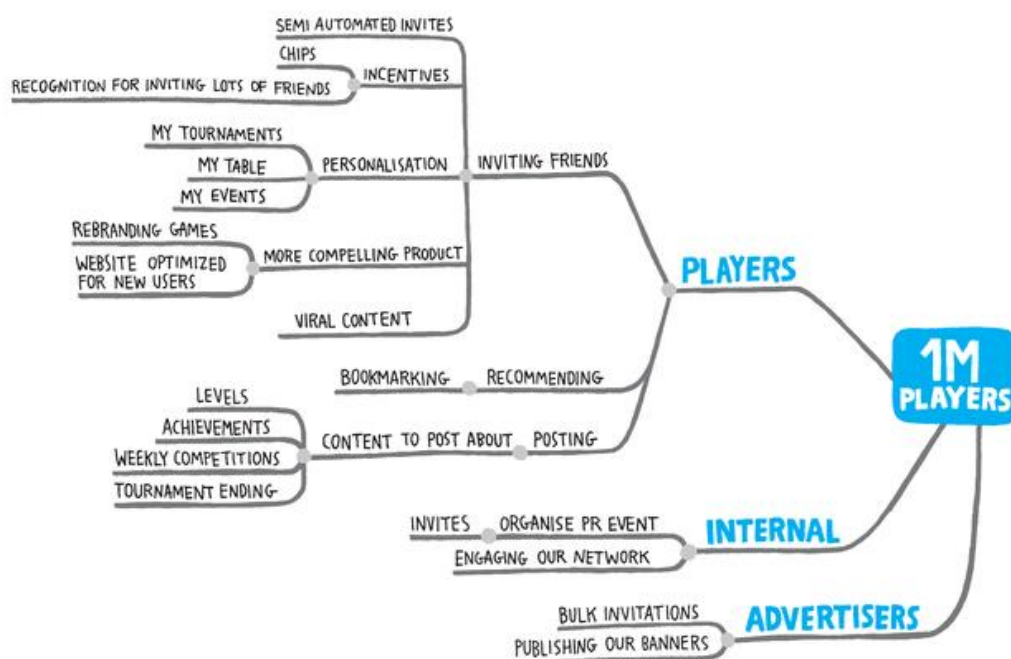


IMPACT MAPPING CHEAT SHEET

Goal <ul style="list-style-type: none"> Why are we doing this? Business goal! Model for business value 	<ul style="list-style-type: none"> What does the organization get out of the whole thing? SMART: Specific, Measurable, Action-oriented, Realistic and Timely Problem to be solved, not the solution. (Avoid design constraints) Not an impact on someone's behaviour
Actors/Stakeholders <ul style="list-style-type: none"> Who will be impacted by this? Who can help to achieve the goal? Who can obstruct? 	<ul style="list-style-type: none"> Primary actors, whose goals are fulfilled <i>players of a gaming system</i> Secondary actors, who provide services <i>(the fraud prevention team)</i> Off-stage actors, who have an interest <i>(regulators or senior decision-makers)</i>
Impacts <ul style="list-style-type: none"> How will this impact them? How should their behaviour change? How can they help? How can they obstruct? 	<ul style="list-style-type: none"> Behaviour changes: <ul style="list-style-type: none"> start doing something stop doing something do something differently This is your sphere of influence <ul style="list-style-type: none"> should include hypotheses and assumptions Impacts are not product features <ul style="list-style-type: none"> Avoid listing software ideas Avoid implying solutions Focus on business activities
Deliverables <ul style="list-style-type: none"> What can we do to cause an impact? 	<ul style="list-style-type: none"> User stories, epics, tasks, product ideas This is your zone of control <ul style="list-style-type: none"> no big assumptions Options, not commitment



EXAMPLE IMPACT MAP PORTION

