Impact mapping report

***GOAL***

The Cross-service project will initially be launched in Innopolis city. Our major goal is to reach 1000 users during the initial phase, after that we can expand our network to different cities and make it available to the users across Russia.

**Actors**

Following are the actors that will contribute in achieving our goals. They can have both positive and negative impacts on the success. Let us shed the light on these factors one by one.

**1- Service providers**

Service providers have the most important role to play, they can impact our journey in a very positive way and help us reach our goal in the following ways.

* They can introduce their existing clients to our platform. Instead of dealing with them personally, they will be using our application and thus increase our customers.
* If they provide location specific services, it will be easier for the local customers to reach them and providers will be able to provide fast and efficient service.
* They can give discounts to their regular customers.
* Seasonal offers and various schemes can also help building a strong tie between the producers and existing customers and we will possibly gain new customers too.
* If they provide a fast and effective service, the customers will be pleased, and they will probably recommend our platform to their colleagues and other people.

**2- Customers**

Like providers, customers also have a major role to play and they speed up our journey in the following ways.

* By inviting their friends and colleagues to use our platform, by sharing our web app with other people who need similar services.
* Feedback will be visible to all the new customers; a positive feedback will show the reliability of the service to the new customers and they are more likely to use it.
* They can get benefits from free deals and discounts.

**3- Advertisers**

Advertisers can do their part in following ways.

* By digital marketing, social media campaigns, search engine optimization and paid adverts.
* By non-digital advertisements like banners and posters outside.
* The service providers can also be given the opportunity to advertise their services on the website to increase their odds of getting more customers.

**4- Developers / Designers**

The interface and working mechanism of our system totally depends on the developers and designers. They can contribute to our goal in the following ways.

* Making a user-friendly interface. The easier it is to use our platform, the more customers it will have.
* By adding a fast search and sort options. It will save the users a lot of time, and they can refine their search based on their specific requirements.
* Also, we can integrate it with telegram bot for the fast notification service, the customers and providers will be notified in case of concerned event.
* User privacy is also an essential element which can't be ignored, by ensuring the security of user data, we will gain user's trust.

**Negative impacts**

Aside from having these positive impacts on our goal, some irresponsible actions for these actors can also affect our goal in a bad way. Some possible cases are stated below.

* Providers can give unjust and expensive offers to the customers.
* Providers don't do their work on time and miss the deadlines frequently.
* Negative reviews and feedback from our users.
* Improper use of advertisement budget by advertisers.
* Poor marketing policy or greedy approach by our advertisers.
* The design and interface made by the designers might not be user friendly.
* The application might be slow.

All these factors can lead to the failure.