

Impact Mapping



@patbaumgartner

Do you make an Impact
or do you deliver Features?

About this Workshop

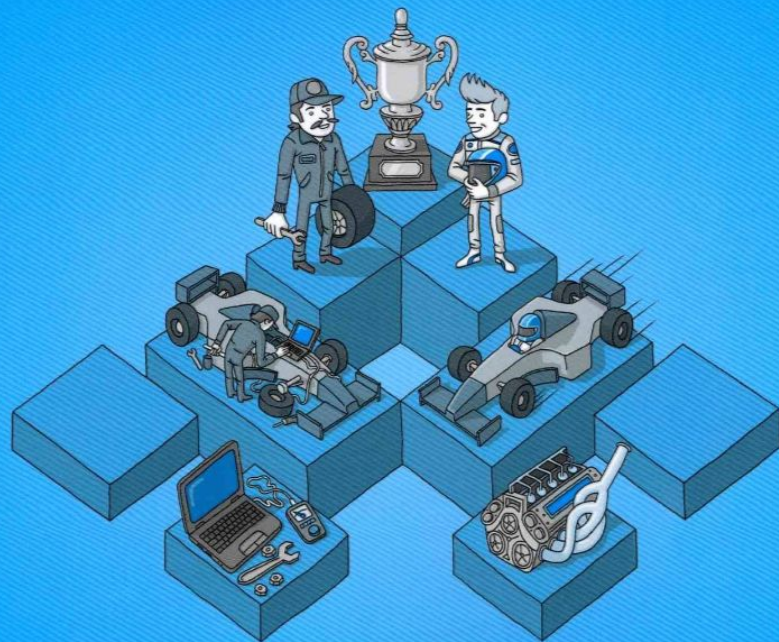
Open Impact Mapping Workshop

<https://github.com/impactmapping/>

GOJKO ADZIC

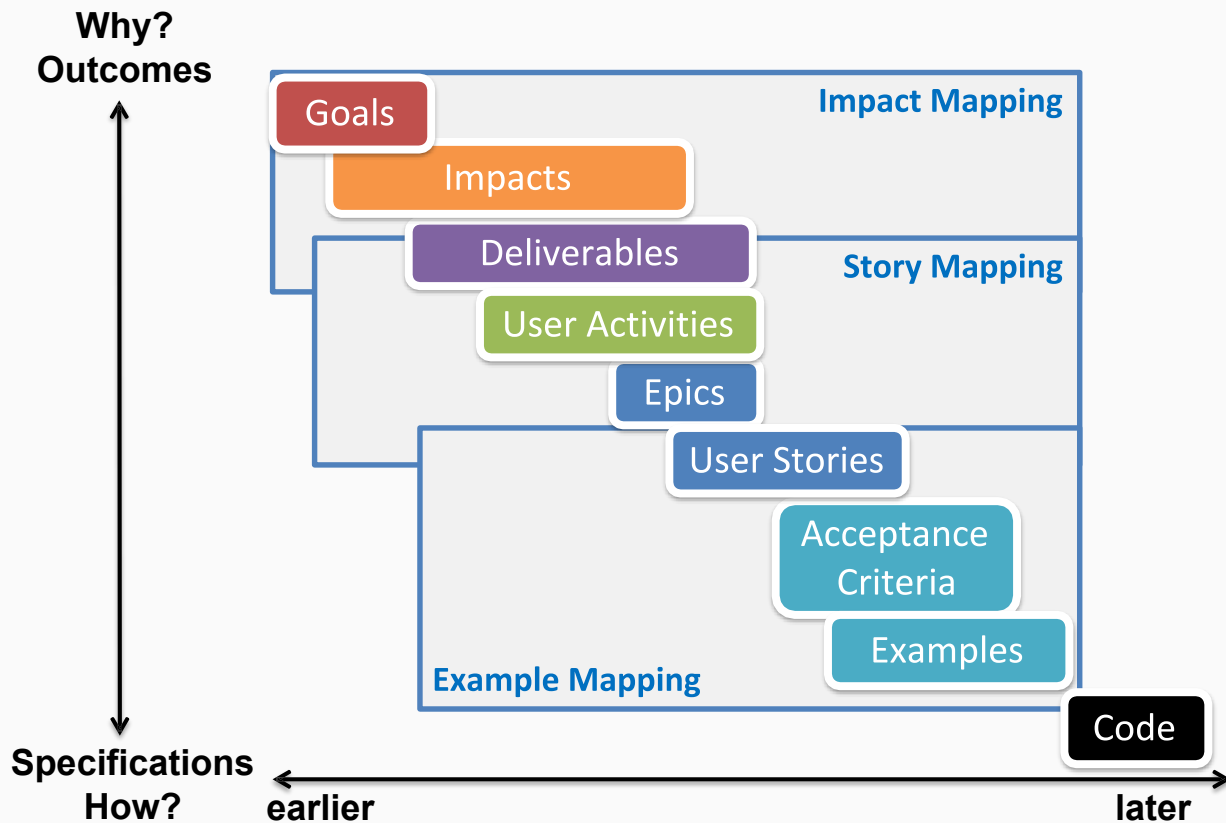
IMPACT MAPPING

MAKING A BIG IMPACT WITH SOFTWARE PRODUCTS AND PROJECTS



foreword by **Tom Poppendieck**

Agile Product Ownership



About Me

Software Craftsmanship Zürich Meetup

<http://www.meetup.com/Software-Craftsmanship-Zurich>

VOXXEDDAYS
ZÜRICH

<http://www.voxxeddays.com/zurich>



<http://www.lean-agile-scrum.ch>



<http://www.zhaw.ch>



<http://www.socrates-ch.org>



<http://www.42talents.com>

About You?

Why are you joining this workshop?

The Business Domain

The Business Domain

We're **Concerts-Online**:

we run a web site for music lovers,
earn money from selling tickets to concerts
and google ads.

Concert Online - Some Facts

Users

20M users in Europe

60% users are 15-25

30% users are 25-35

Profit

70% Ticket sales

25% (Google) advertising

~ 5% Merchandise
(T-Shirts, DVDs...)

Popular pages

Artist Pages: 50%

Location Pages: 30%

Forums: 20%

Define the Goal

Exercise I

"I want an iPhone app"

Exercise I - Why?

"I want an iPhone app"

-> What is the primary goal?

The goal

How do we measure success?

Raise Profit

OR

Lose less

The goal

Raise Profit

The goal

Raise Profit **by selling more Merchandise**

Good goal?

The goal

Increase Profit
from Merchandise
from 1 Mio \$ to 2 Mio \$.

People involved

Personas

Primary actors

Whose needs are fulfilled

Secondary actors

Who provide services

Off-stage actors

Who have an interest in the behaviors

Personas

Primary actors

Whose needs are fulfilled

Secondary actors

Who provide services

Off-stage actors

Who have an interest in the behaviors

Be specific

Try to define actors in this order:

1. specific individual
2. user persona
3. role or job title
4. group or department

Exercise II - Who?

Brainstorm personas in our system

-> We collect them in 5'

Who?



Behaviour Change

Typical User Story

As a risk controller

I want ... report

In order to identify ... exceptions

Typical User Story

In order to identify ...
exceptions

Typical User Story

In order to identify ...

exceptions **FASTER**

Behaviour Changes

Start doing something

Stop doing something

Do something differently (How?)

Exercise III - How

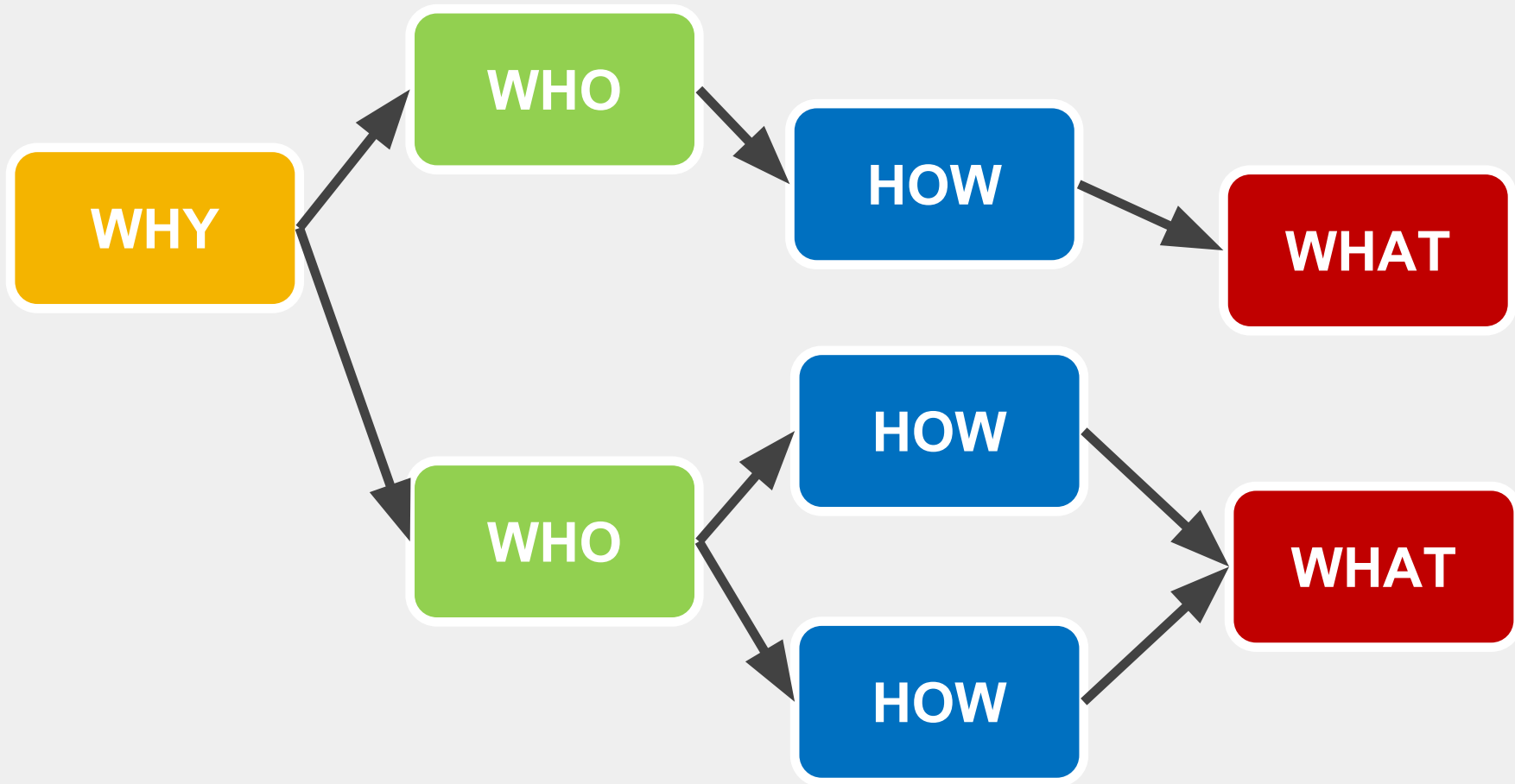
Start with one persona and define possible behavior changes.

-> We collect them in 10'

How?



Impact Mapping Structure



Exercise IV - Why-Who-How-What

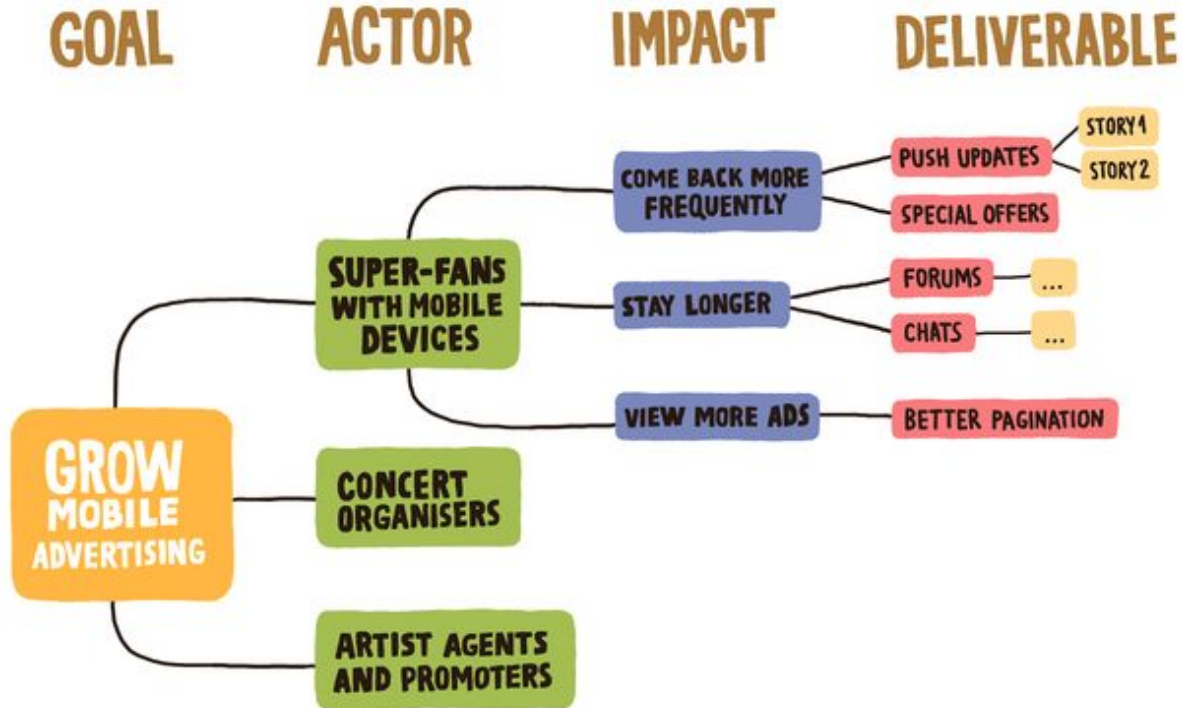
-> Finally, create the full Impact Map.
Be ready in 10'

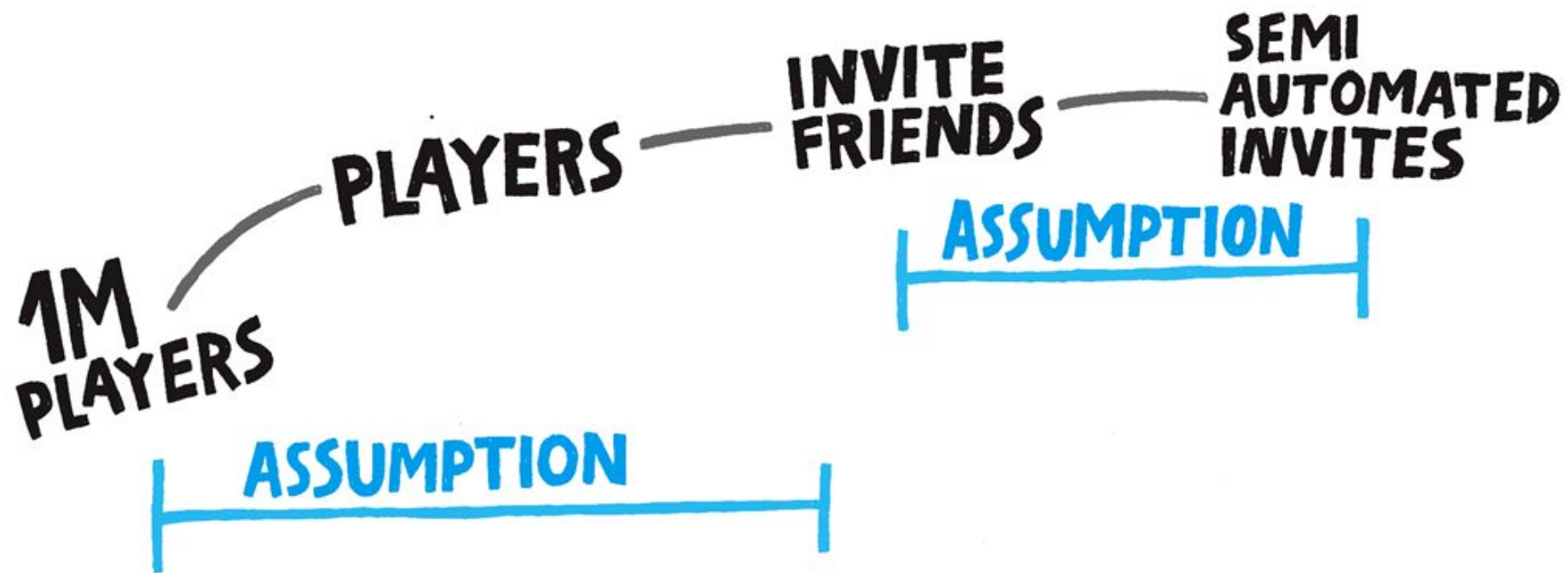
Why-Who-How-What



Some thoughts ...

Run experiments

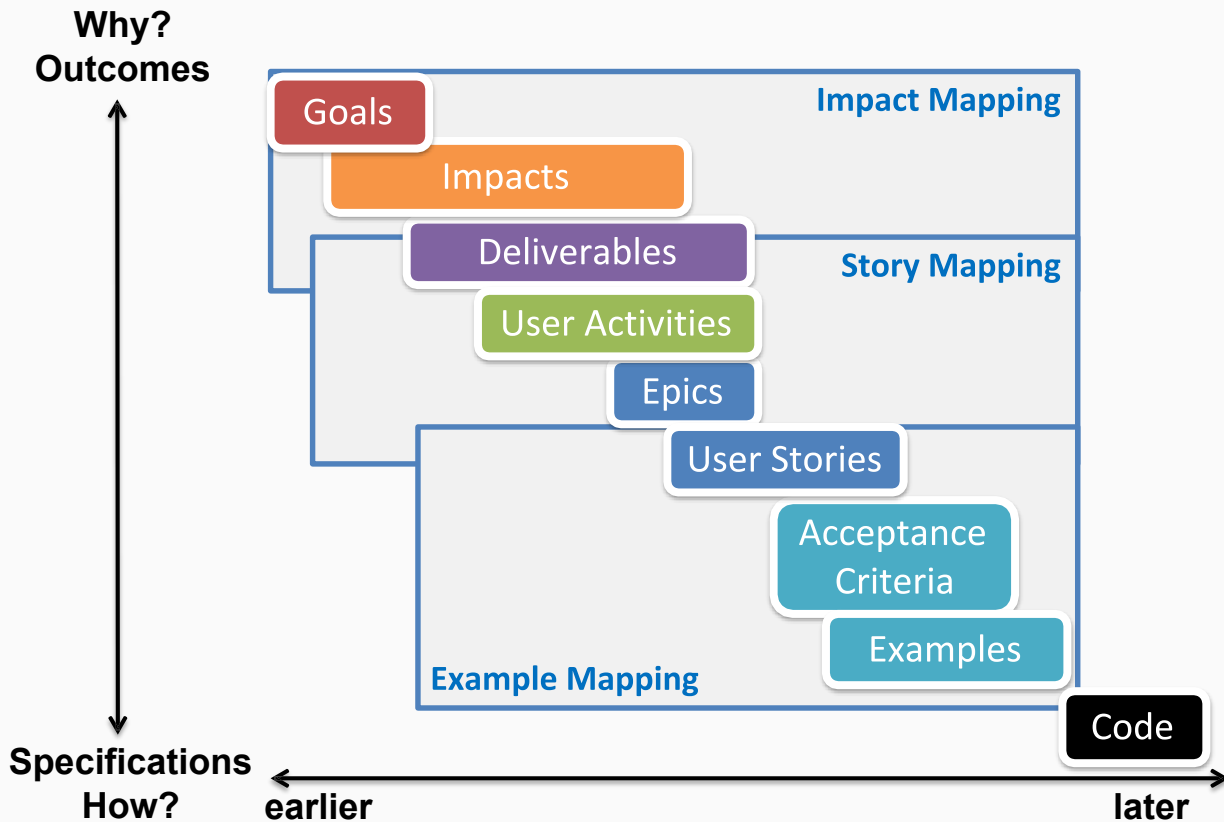




Disconnection between Impact Maps and User Stories (Answer From Gojko)

A common cause for the disconnect between business and delivery is that teams iteratively deliver items that are **too small** to make a difference from a business perspective.

Agile Product Ownership

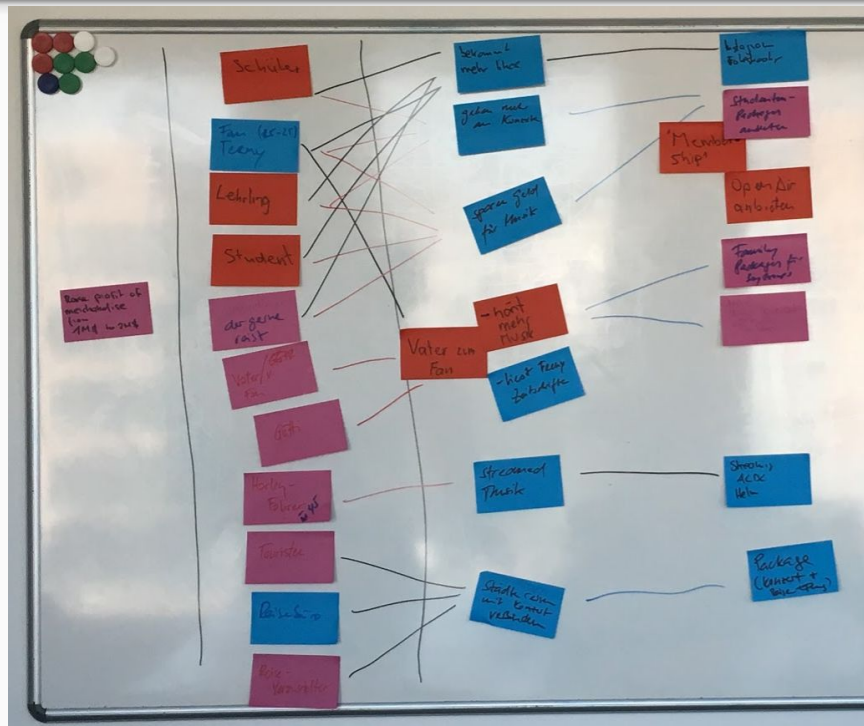


Exercise V

Discuss when to use Impact Maps and what problems they try to solve.

-> Be ready to share your insights in 10'

Build Road Maps and not Plans



A-ha!



What will you do different tomorrow?

Continue the
conversation →



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