

Tip: AIM is one single sentence that summarizes the difference that the service creates when in use.

Tip: In order to understand the meaning, read the DIMENSIONS and their METRICS.

Tip: Prioritize USERS according to their contribution to the impact.

Tip: USER is an observed behavior. Give a NAME that provides mental cues for understanding how this USER feel, think and acts.

Tip: "Want" is used for a USER NEED that is close to heart to the USER, something that will make USERS day.

Tip: Replace with the project owner's logo.

Tip: FUNCTIONS are descriptions of content, form or interaction that satisfy a CAPABILITY and a NEED. The Impact Map is not the best place to visualize and collect functions.

Tip: CAPABILITIES are high level requirements, describing what the solution must provide in order to meet the particular NEED. They are also containers for FUNCTIONS.

Tip: If using illustrations for USERS, choose one without connotations to sex, age and other demographic attributes.

Tip: Also provide information about which roles, target groups, personas or situations where this behavior occurs.

Tip: "Must" is used to describe a NEED that the USER is reluctant or even actively uninterested in. This implies the need for design (and other solutions) that makes the USER change behaviour.

Always think twice about "must". Is the USER really opposed to this? Or could we find a highlevel "want" to address instead.

Tip: [Optional] BASE REQUIREMENTS are legal, fiscal or technical requirements, standards or business rules that must be met.

1. The socializer

"The journey creates memories of happy times together"

Socializers likes to travel in group - it could be just the spouse or a friend, it could be an extended family, but it might also be a group of families and friends. Travelling is first and foremost a social activity and they want everybody in the group to be happy and enjoy.

Socializers define the rough frames for the trip well in advance - the group to travel with, where to go and when. The igniting spark could be inspiration from another social activity, for example watching a movie or having a dinner conversation with people they want to travel together with. Then the puzzling starts, ensuring that everybody gets the most out of the trip.

After the trip, the socializer feels warm when members of the group recall happy memories from the trip.

Caring (grand)mothers are overrepresented in the group. Other socializers are planners that arrange for a group of friends to meet up and share some good time together.

Design challenge: Make it super easy to lay a puzzle of activities

Wants to plan the vacation ahead of time

Make it super easy to create a travel group

Make it easy to compare alternatives within the group

Provide simple means for making agreements in the group

Wizard to define participants and dimensions for comparison

Save history of rejected alternatives

Polls

Discussion threads

Prompt when new suggestion

Wants to feel confident that everybody in the group gets what they want

Provide means to collaborate around a scheme with activities and participants

Provide contact to hosts for hotels and activities

Wants support in the booking process up to travel date

Simplify payment

Provide means to keep the participants in the loop

Standard predefined by Zapp, easy to alter

BASE REQUIREMENTS

2. The spontaneous

"I really like it when things just happen"

...description text

Design challenge: Make it super-easy to determine if the destination and way of travelling are interesting enough

Want

Must

Tip: Design Challenge is one sentence that summarizes what the solution must provide in order to make this USER satisfied.

Tip: Always note the version of the Impact Map, indicating quality of your analysis.