

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.

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: "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.

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.

Accommodation, activities, food - whatever makes the fellow travellers happy.

Socializers have an eye for everybody's needs. Well on site the socializer will be active and ensure that everything moves on smoothly and that everybody gets what they where hoping for.

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

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



If using illustrations for USERS, choose one without connotations to sex, age and otherndemographic attributes.

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

- 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

+ Wizard to define participants and dimensions for comparison

- Provide simple means for making agreements in the group

+ 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

+ Want

+ Must

2. The spontaneous

"I really like it when things just happen"

...description

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



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

www.zapp.travel

The smooth way to plan your journey
- Decisions made easily

Conversion
20% increase in purchases three months after launch
40% of users who clicked on a search hit should save or share one or more alternatives
? Sharing in social media increases

Satisfaction
90% of buying customers agrees to statements indicating that the web presence made it easier to make the decision to travel

Loyalty
Recurring users return at least two times/year

3. Name

"Quote"

Description

Design challenge

BASE REQUIREMENTS

Tip: [Optional] BASE REQUIREMENTS are legal, fiscal or technical requirements, standards or business rules that must be met no matter.