Outcome Map

Vision:

Goals:

Players:

Outcomes:

Outputs:

What do we have to achieve to make our vision come true?

Who are the people who can support or hinder us from achieving our goal?

Examples: users, customers, employees, shareholders, competitors, authorities

How will the behaviors of these players have to change so that they support our goal?

Hint: think "Instead of..., player X will...!" Sometimes assumptions that deserve testing

What are the results that we think we have to produce to create these behaviors?

Examples: features, policies, documents. Hint: Often assumptions that need testing

Amazing Outcomes