

# Towards Defining Your Impact Model



## **Knowing your target user**

- For whom are we creating value?
- What needs are we focused on relieving?
- What problems are we helping to solve?
- What stops them accessing current solutions?

## **Knowing your value proposition**

- What value do we deliver to the end user? What needs do we solve?
- What benefits that well off people enjoy are we making more accessible, usable or enjoyable to disadvantaged people?
- How is this different from our 'competitors'?
- What are the mission-critical elements of the user experience?

## **Knowing your delivery model**

Through which channels are we going to reach and keep in communication with our users? Which ones work best? Which ones are most cost-efficient? How are we integrating them with user habits? How can we reach scale?

## **Knowing the context**

What is the local context? What impacts user beliefs, values and behaviors? What are existing behaviours & cultural codes we can tap into or piggy-back on to reach scale quickest?

## **Knowing the revenue model**

What are our revenue streams? What prices are we charging? What value are our funders / donors / users really willing to pay? How can we ensure our most important users are not stopped from gaining access to the proposition? How much does each revenue stream contribute to overall revenues? What is our break-even target?

## **Knowing the people, planet and play impacts**

What outcomes do we value most for our target users? What behaviours and beliefs do we want to change? How can we measure these accurately and cost-effectively? Is there a way to include measurement within the user experience?

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