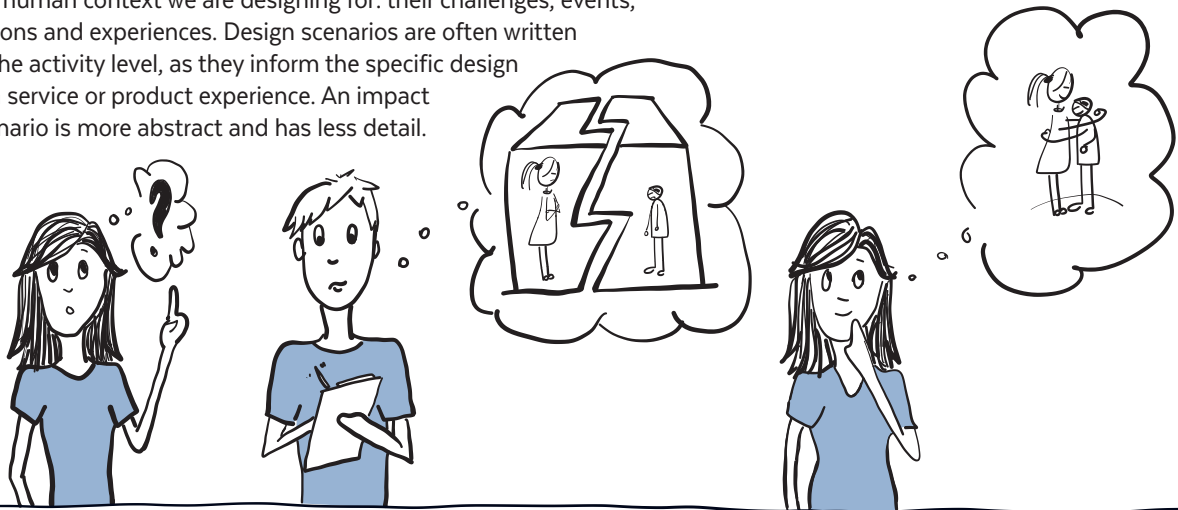


IMPACT SCENARIOS

An impact scenario is a very straightforward tool to help you connect with the ideal outcome of your work.

As human-centred designers, we use design scenarios to describe the human context we are designing for: their challenges, events, actions and experiences. Design scenarios are often written at the activity level, as they inform the specific design of a service or product experience. An impact scenario is more abstract and has less detail.

Follow these three steps to create a robust description of an impact scenario to guide your work and allow you to create something of meaningful impact.



STEP 1

STATE THE EPIC HMW QUESTION

Creating a 'how might we...?' question encapsulates the ultimate intention of your work. This is also a great way to keep your work relevant to the original context for your work.

Example: *How might we create a human-centred approach to the implementation of recommendations to improve the experience of government assistance in family violence cases.*

INFORMED BY
THE BRIEF

STEP 2

CONNECT WITH THE CONTEXT OF ENQUIRY

Summarise the context of your work, who you are observing and who you are actually designing for. These are often not the same, and we can get this confused sometimes.

Example: *The context includes all people involved in the experience of services provided by the government in assisting victim-survivors of family violence. Our work is informed by the people experiencing the services. We are designing for the people delivering the services.*

INFORMED BY
THE BRIEF AND SOME
EMERGENT LEARNINGS
FROM RESEARCH.

STEP 3

ENVISION THE INTENDED OUTCOME

What is the situation or new reality you are creating for the people you are designing for? This outcome should not prescribe a solution, it should explain the experience of the successful implementation of your work. You need to go one step further and visualise what this reality will feel like for you and for those involved in the broader impact of your work. Write down or draw what this visualisation looks and feels like to you and use it as a guiding light through the project.

Example: *The recommendations are implemented in a way that is true and empathic to the experience of those dealing with family violence, so that the experience of assistance and support from the government permanently improves the life of the person in need.*

INFORMED BY
RESEARCH AND YOUR
IMAGINATION.

this human

ENVISION

EXERCISE 2.2