MapSwipe

Crowdsourcing with Data-Driven Innovation

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ESA Earth Observation Summer School
Frascati (Rome), Italy
August 5, 2016

MISSING MAPS

MÉDECINS SANS FRONTIERES
DOCTORS WITHOUT BORDERS

Matter: Identify a problem

Why MapSwipe?

Form your team

Ivan Gayton

PROJECT MANAGER

Pim de Witte

PM & LEAD DEVELOPER

Sadok Cervantes

LEAD PRODUCT DESIGNER

Pete Masters

PROJECT MANAGER

Alison Malouf

DESIGNER & RESEARCHER

Heather Leson

ADVISOR AND RESEARCHER

Astrid Thorseth

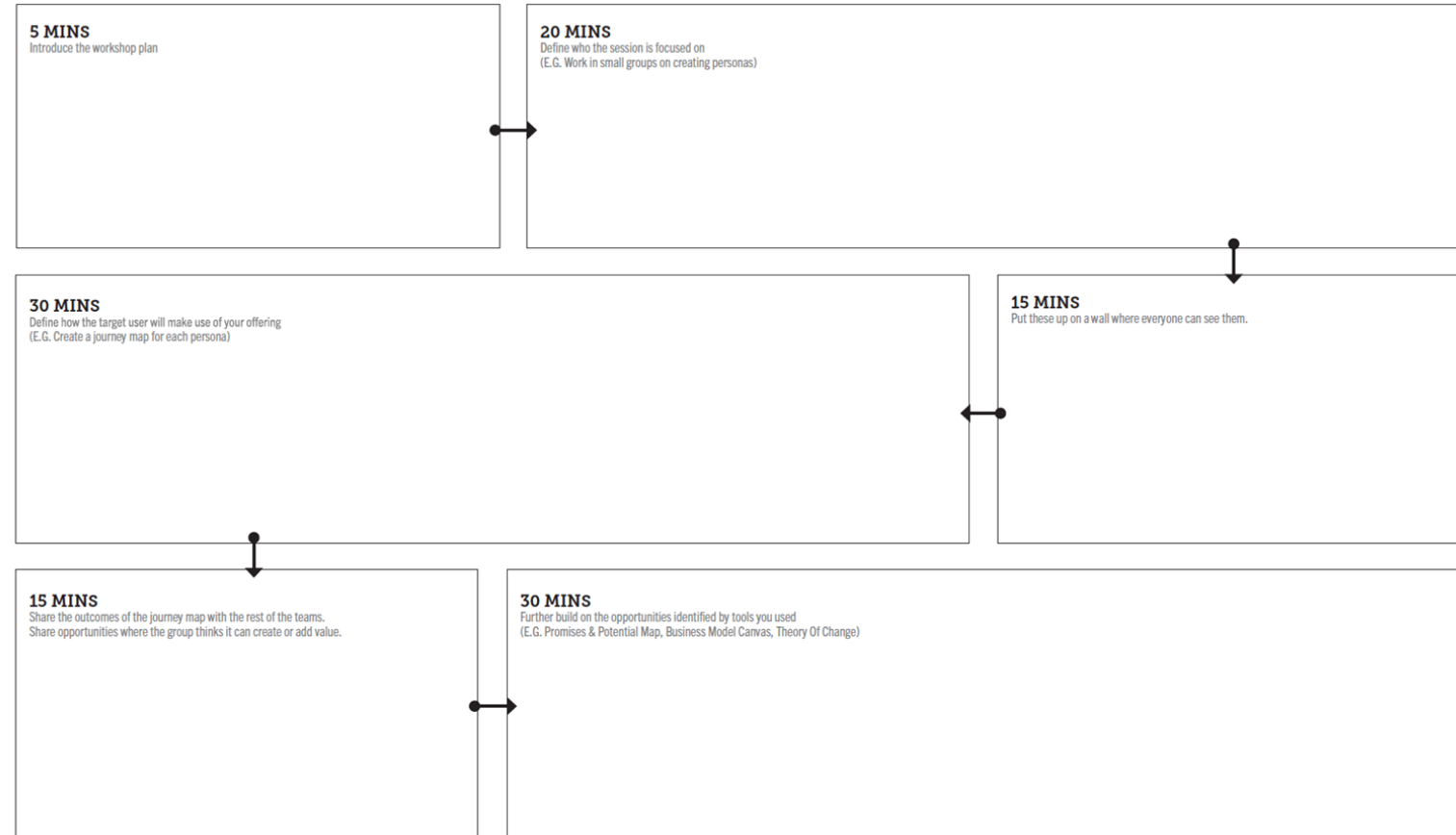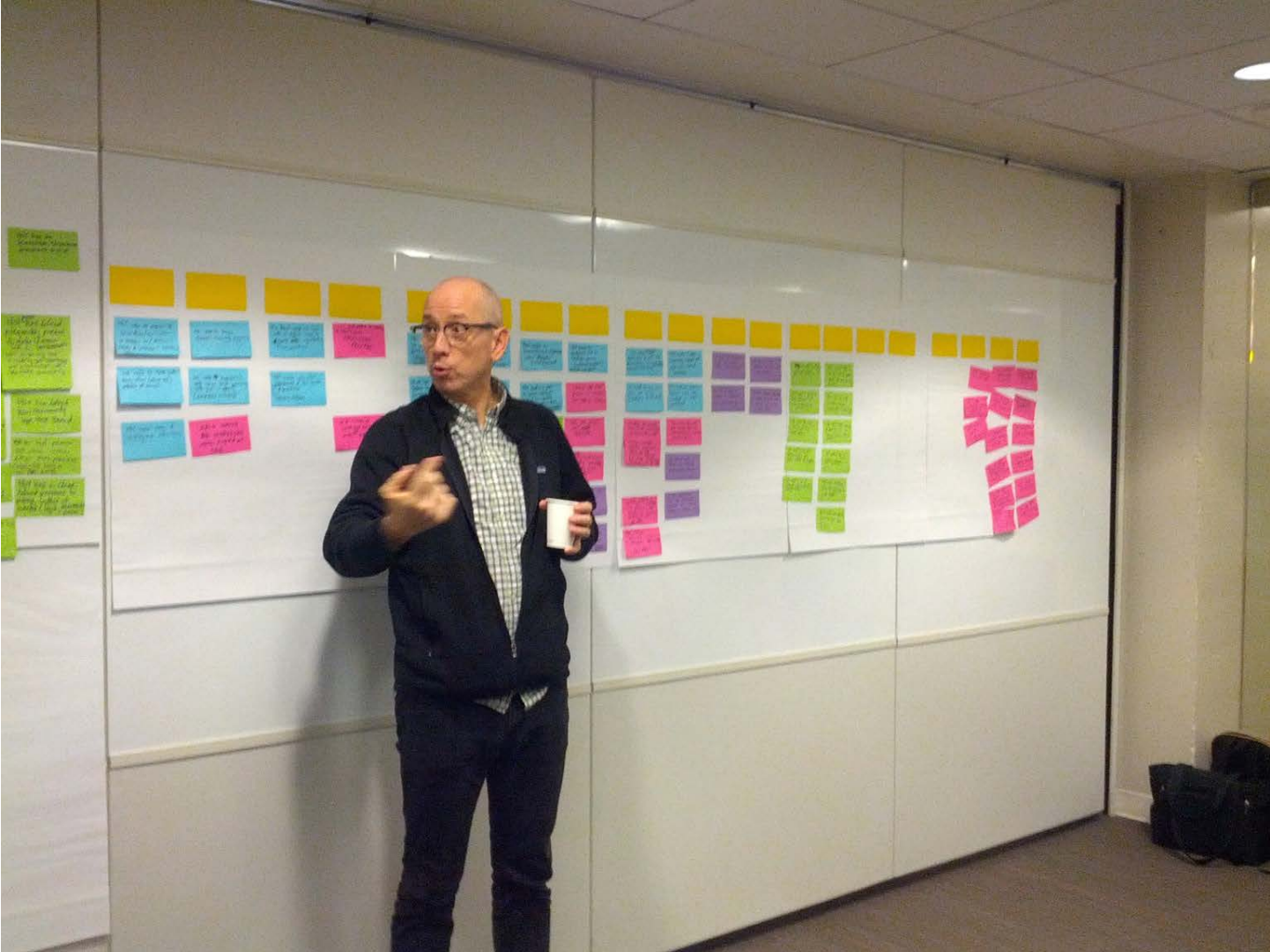PROJECT MANAGEMENT ASSISTANT

Benni Herfort

GIS RESEARCHER

Brainstorm

I want to generate new ideas
by working together with people who experience and solve problems

CREATIVE WORKSHOPS

5 MINS
Introduce the workshop plan

20 MINS
Define who the session is focused on
(E.G. Work in small groups on creating personas)

30 MINS
Define how the target user will make use of your offering
(E.G. Create a journey map for each persona)

15 MINS
Put these up on a wall where everyone can see them.

15 MINS
Share the outcomes of the journey map with the rest of the teams.
Share opportunities where the group thinks it can create or add value.

30 MINS
Further build on the opportunities identified by tools you used
(E.G. Promises & Potential Map, Business Model Canvas, Theory Of Change)

Build out your strategy
Do your homework

THE IMPACT CANVAS --- A GUIDE

NOTE: The numbers below refer to the suggested order for completing the canvas

PROBLEM (3)

What are the top 1-3 problems you're solving for each of your customer segment(s)?

How serious are these problems for your customer segment(s)? Rank them 1 to 3 in order of severity (1= most severe problem)

SOLUTION (6)

What are the solutions you're proposing for each of your customer's problems? (i.e. describe your product/service)

UNIQUE VALUE PROPOSITION (5)

What is the end benefit that your customer is getting from using your product/service?

What makes it unique? And does that difference really matter to your customers?

Outline your UVP in 1 or 2 clear, compelling sentences, using language that will resonate with your customer and move him/her to action and out of their status quo (their Existing Alternative).

Focus on the end result/benefit, not the product or service. How does your solution change your customers' lives for the better?

CHANNELS (8)

What is your path to customers?

How will they become aware of you? How will they evaluate your product/service? How will they purchase and receive it?

Can you find scalable marketing channels (i.e. the cost of new customer acquisition < marginal profit for each new customer)?

CUSTOMER SEGMENTS / EARLY ADOPTERS (1)

List your top 1-3 customer segments (customers are people who pay you $):

a) startups should list early adopters, 1 or 2 customer segments to start
b) mature businesses can list their most promising existing & potential segments

Try to narrow down your customer segments using demographic/ psychographic characteristics, so that your target market is < 1,000,000 people.

e.g. active, outdoorsy women aged 25-30 in the USA, with incomes >$80,000

EXISTING ALTERNATIVES (4)

How are they solving those problems today?

Are they using a DIY approach? Competitor's solution? Ignoring the problem? How happy are they with their status quo?

DIFFERENTIATORS (7)

How is your solution different from your competitors' solution (if you have competitors)?

This is for your own purposes, whereas the Unique Value Proposition is a customer-facing statement to clarify why she/he should choose you over the status quo (their Existing Alternative)

KPIS (9)

In addition to standard Key Performance Indicators such as revenue, profit, lead generation costs, conversion rate, etc..., what are the other KPIs unique to your business that you should be tracking? e.g. # of downloads, free version users, # of consultations scheduled, etc...

USERS (2)

Some businesses rely on both a paying customer base and a non-paying user base that supports the revenue model.

For example, Google relies on billions of people conducting free online searches (users); that advertisers (customers) will pay to reach.

COST STRUCTURE (11)

List all of your fixed and variable costs.

Fixed costs are all costs that the business will incur regardless of how may customers you have in a given time period. For example, office rent, payroll (for non-sales-related staff),
Variable costs are costs that increase with every additional product or service sold (also referred to as Cost of Goods Sold). For example, materials costs, manufacturing costs, support staff, etc...
Also outline any additional costs that you may incur as a result of the 'social' aspect of your business. eg. if you have a social hiring policy, are there additional costs to train these employees?

REVENUE STREAMS (10)

How will you make money? List all of your potential revenue streams. Some examples of different revenue streams:

-Asset sale: (the most common type) Selling ownership rights to a physical good.
-Subscription Fees - Revenue generated by selling a continuous service.
-Licensing: Revenue generated from charging for the use of a protected intellectual property
-Usage fee: Money generated from the use of a particular service
-Lending/Renting/Leasing: Giving exclusive right to an asset for a particular period of time. e.g. Leasing a Car
-Advertising - Revenue generated from charging fees for product advertising.

SOCIAL IMPACT (13)   IMPACT METRICS (14)

What is the social/environmental/cultural impact that your business will have?

What is the longterm impact? Will your business create systematic change or will it simply provide temporary relief to a longterm problem? You should aim for creating systematic change that will change broken paradigms.

What metrics will you use to assess your social impact? How will you know you are succeeding in addressing the social problem you outlined in the center box.

SOCIAL PROBLEM (12)

What is the social/cultural/environmental problem you are addressing? Describe it in detail.

BENEFICIARIES (15)

Who (or what) will benefit from the 'social' aspect of your social enterprise? Describe your beneficiaries in detail, using the same demographic/psychographic data you use for your customer segments

BARRIERS (16)

Are there any cost barriers or other barriers (for example, stigmas) that will present obstacles to your business' success?

THE IMPACT CANVAS

BUSINESS:

DATE:

PROBLEM	SOLUTION	UNIQUE VALUE PROPOSITION	CHANNELS	CUSTOMER SEGMENTS / EARLY ADOPTERS
EXISTING ALTERNATIVES	DIFFERENTIATORS		KPIs	USERS

COST STRUCTURE	REVENUE STREAMS

SOCIAL IMPACT	IMPACT METRICS	SOCIAL PROBLEM	BENEFICIARY/IES	BARRIERS

With every swipe and tap, you help put families on the map

Humanitarian organizations can't help people if they can't find them. MapSwipe is a mobile app that lets you search satellite imagery to help put the world's most vulnerable people on the map.

Download MapSwipe!

Community is the heart

THE CMX COMMUNITY STRATEGY CANVAS

ALIGNMENT		
Business Alignment	Positioning	
Member Alignment		

DEVELOPMENT		
Experience	Measurement	
Content and Programming		

MANAGEMENT		
Team	Communication	Budget

CMX
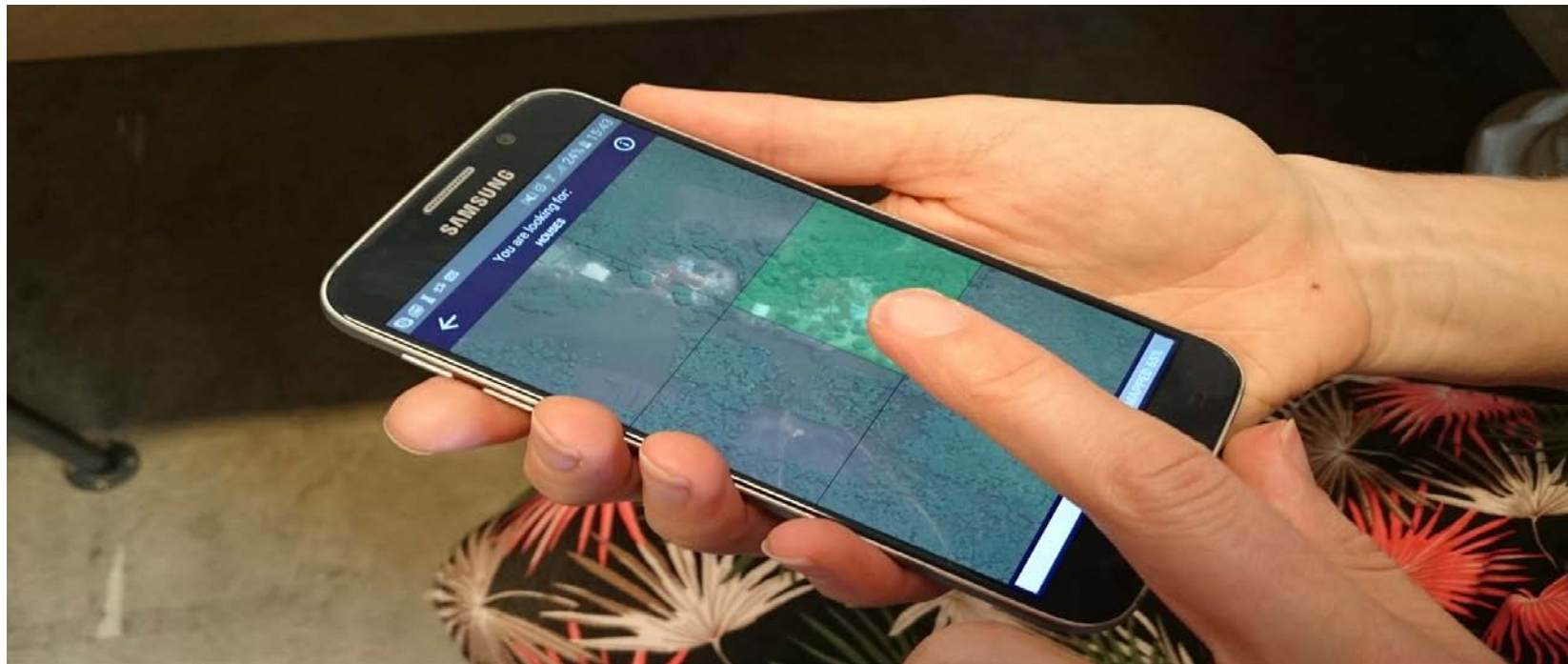
Planning and Documentation

Every interaction is
a gift.

Launch Well

Missing Maps Project was live.

July 19 at 8:28pm · 🌐

Live from the MapSwipe Launch Party in London
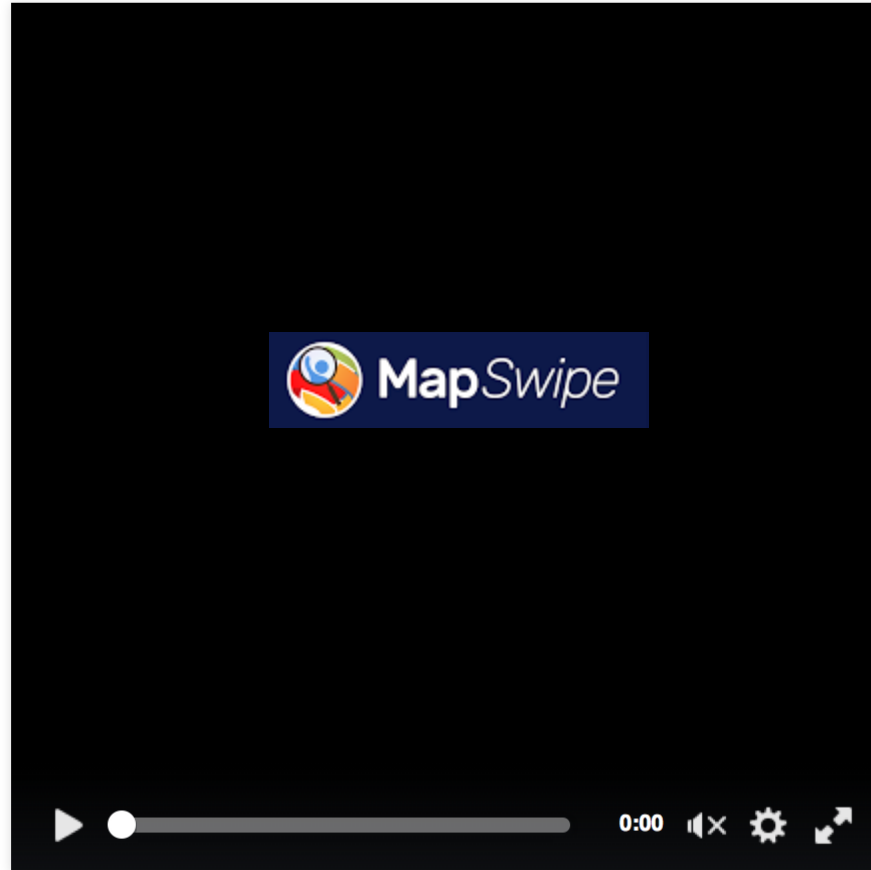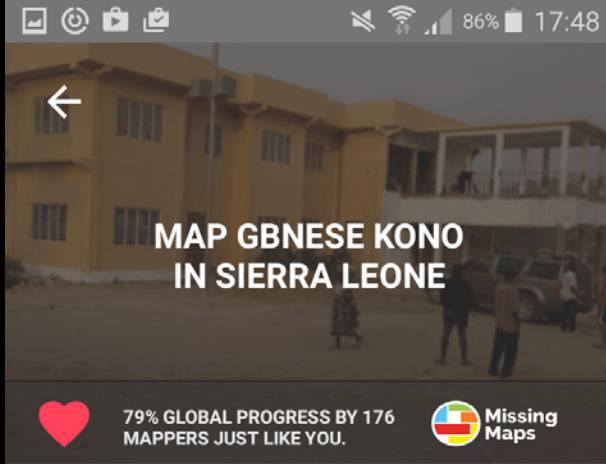
0:00

727 Views

Clear, manageable small tasks.
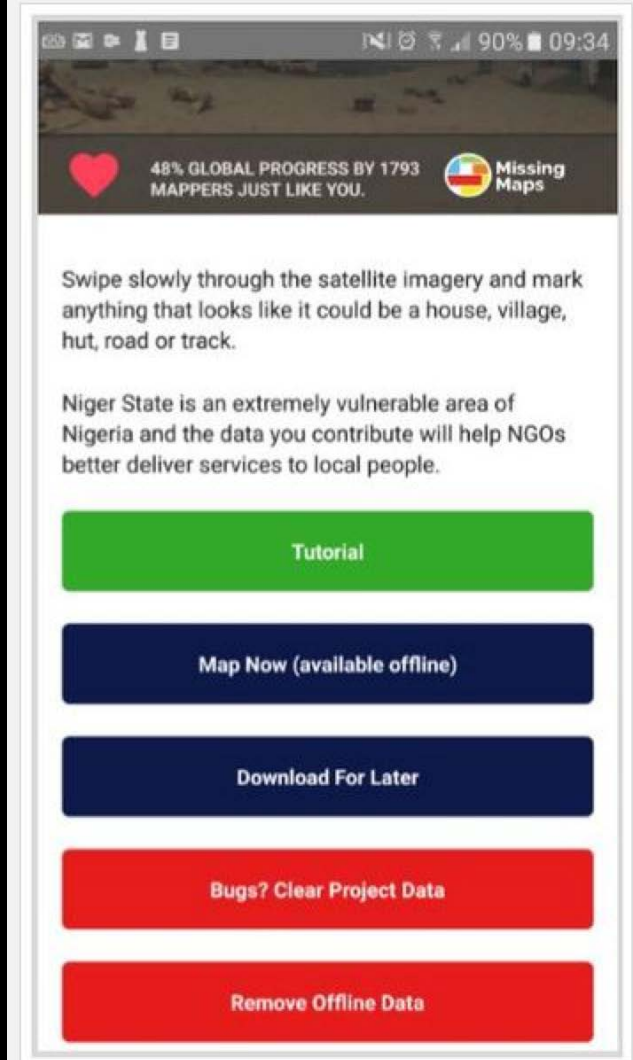
Fits into the user's existing workflow.

The app is super simple with respect for people's time, encouraging messages, badges and progress bars.
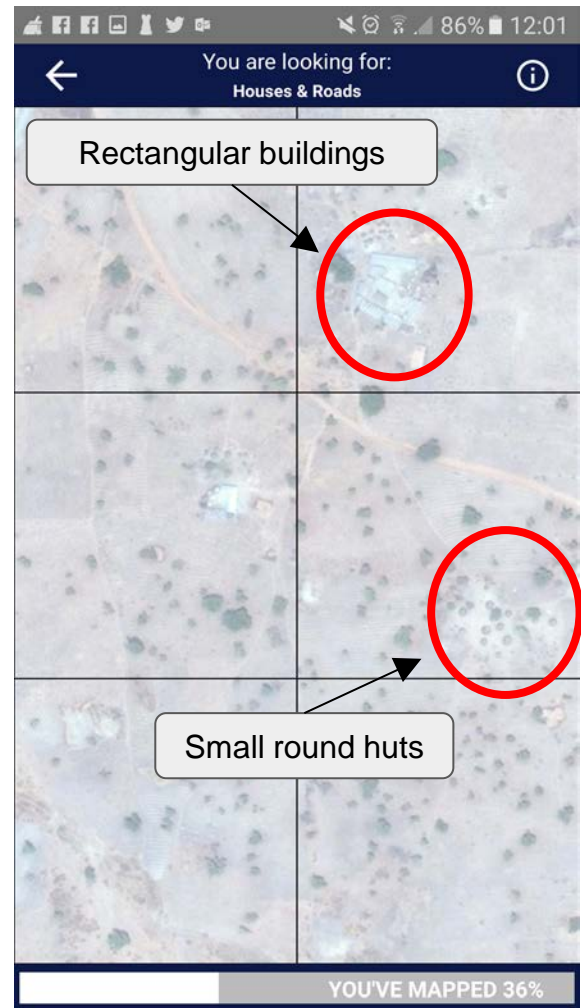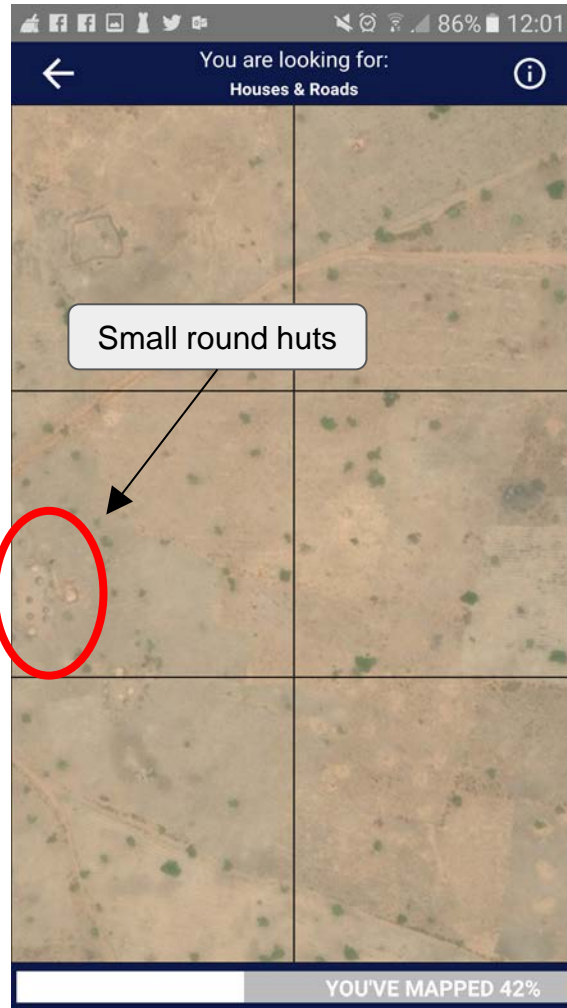
Listen and iterate

Have a plan for feedback. How will you respond? Who and in what timeframe? How will you make changes?

Teach

Data Driven Innovation

9000 downloads

7,280 active users

1000s of KMs

Research and Development

Thank you

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MissingMapsProject

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www.missingmaps.org
Hotosm.org
@hotosm

@heatherleson