Intent

CURRENT STATE

CURRENT STATE

Strategic

Scope
What is the scope of this change? (can use a diagram)

What are drivers for change?
What characterises the current situation?
Known problems/opportunities

People

Who are the current users today?
Describe the population
Describe their current experience

Who else has an interest or stake?
Describe the population
Describe their interest

Design

What are the design considerations?
What are the constraints e.g. policy, law, technical
What are the opportunities?

Focussing question
What is the overarching question we are answering by
undertaking this change?

THE CHANGE

HOW DO WE GET THERE?

Strategic shifts
What are the strategic shifts?
Describe from to (statements)

Changed experience
Illustrate the changed experience e.g. simple pathway
diagram

What are we making?
Describe or illustrate the service, product/s, people, process,
technology elements.

What is the timeline?
Describe or illustrate the key milestones of the change

FUTURE STATE

FUTURE STATE

Outcome or Result
In the future you will see…. (a compelling and inspiring
sentence)

Success from different perspectives
User 1

User 2

Stakeholder 1

Evidence
What will we look for to know if we are successful?

USAID FROM THE AMERICAN PEOPLE

ThinkPlace

Breakthrough ACTION FOR SOCIAL & BEHAVIOR CHANGE