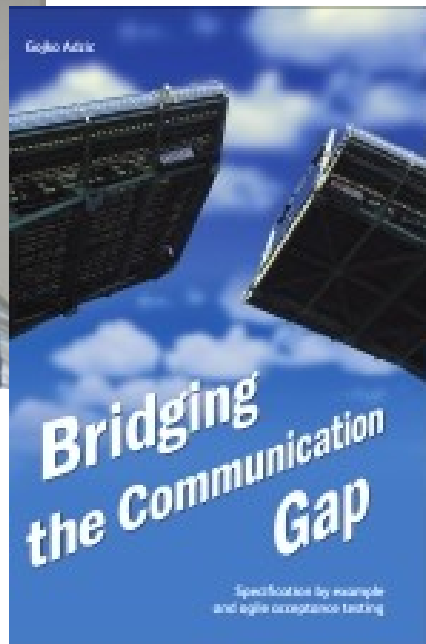


Creating Effect Maps



Gojko Adzic
<http://gojko.net>
gojko@gojko.com
[@gojkoadzic](https://twitter.com/gojkoadzic)



<http://acceptancetesting.info>

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Donna Reed

donna@AgilistaPM.com
www.AgilistaPM.com

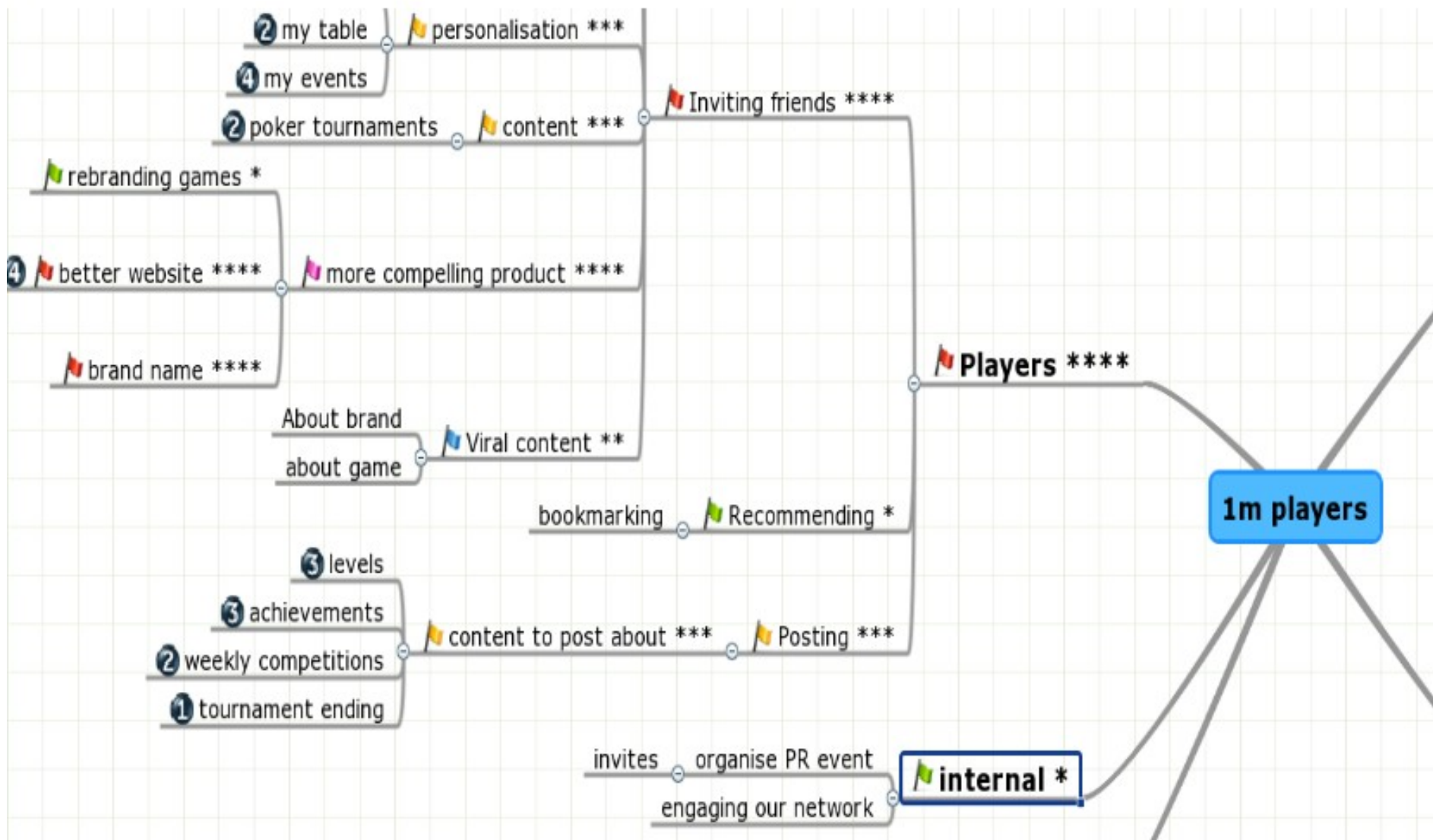


Effect maps

- **Why?** What is the desired business change?
- **Who** are the people that can create desired effects?
- **What** does the target group want, need, should do?
- **How** should the product or operation be designed to fulfil that?

Effect Managing IT

Ingrid Ottersten and Mijo Balic



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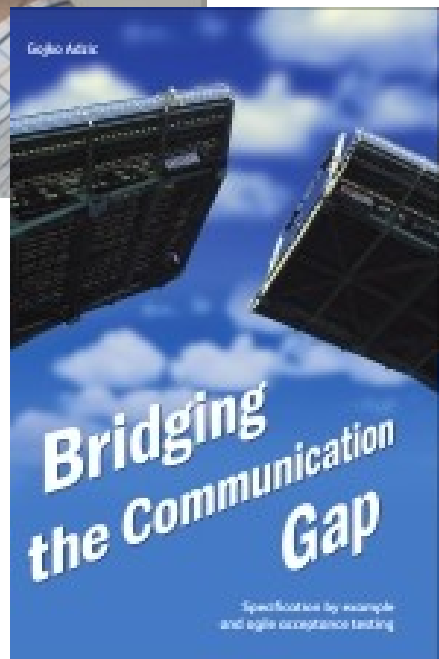
Gojko Adzic

<http://gojko.net>

gojko@gojko.com

[@gojkoadzic](#)

<http://acceptancetesting.info>



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Donna Reed

donna@AgilistaPM.com

www.AgilistaPM.com

