

HUMANITARIAN INNOVATION GUIDE

DEPTH VS BREADTH OF IMPACT

Exploring the size of the problem at the local and global level can help you identify how much energy and effort may be required, and how far the impact of a solution could go.

The vertical axis of the graph below represents the number of people affected by this problem: the breadth of impact. Decide the scale of the axis based on how many people are affected by this problem in a particular context, or globally in humanitarian settings.

The horizontal axis represents the seriousness of the problem in the lives of those affected: the depth of impact. For example, contracting Ebola has a high chance of causing death, so the depth of impact is extremely high, whereas finding a way for your finance team to save 20 minutes when processing expenses has a very low depth of impact.

The greater the number of people affected and the seriousness of the problem, the more potential impact a solution has.

Plot your problem against both axes on page 2 to understand where it sits.



