**ARE WE THERE YET? A ROADMAP FOR CREATING HIGH-IMPACT INTERACTIVE DOCUMENTARY**

Interactive productions take many forms. Use this map to help think about impact strategies from beginning to end, asking at each stage where you are taking your users — and yourself as a creator.

### 1. MAP IT OUT

**Why take this journey? Why interactive?**

- Inspiration
- Group or community cohesion
- Media innovation
- Mobilization
- Personal transformation
- Engagement of influencers/policymakers

- Who are your travelling companions?
  - Partners
  - Funders
  - Engaged community members
  - Crew

### 2. WHAT’S YOUR VEHICLE—AND WHY?

**What communities are you passing through and how can they hop on?**

- Which roadways will you use—or will you forge your own?

- Does it exist or will you build it?

- How will you prototype and test drive?

### 3. LAUNCH

**Who’s in the vehicle now?**
- Who will you pick up?
- Will you switch drivers?
- Do you have enough fuel?
- Can anyone pull you over?
- Who’s documenting the trip?
- Who can pull the emergency brake?

### 4. FORKS IN THE ROAD

**What communities are you passing through and how can they hop on?**

- Fork 1: Passenger pickup: Who else should come along?
- Fork 2: Take a poll: Where do passengers want to go?
- Fork 3: Check your odometer: Are you close to your goal?
- Fork 4: Scenic overlook: Relax and celebrate your team!

### 5. PIT STOPS

**More Input**
**More Money**
**More Visibility**
**More Partners**

### 6. THE LONG TRAIL

**ARE WE THERE YET?**

- Can you continue?
- Do you want to?
- Who else can take the wheel?
- Keep updating your trip journal

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**Illustration: John Bloch for TFI Interactive**