

## Instructions

Work on the handouts in order. Write notes on the sheets, stick stickies on them and take them off again. Follow the numbering and use the instructions on each page.

### 1) Focus and objective:

Create stickies for the following points in the appropriate area.

#### Purpose

- What drives us?
- Why does this project / undertaking / company exist?
- What principles do we follow?

#### Scope

- What do we focus on in this mapping session?
- What should explicitly not be part of the map?
- What are we leaving out on purpose?

#### User

Who are the users in the scope that is being considered?

- Internal/external clients,
- Customers,
- Departments
- Downstream processes / process steps

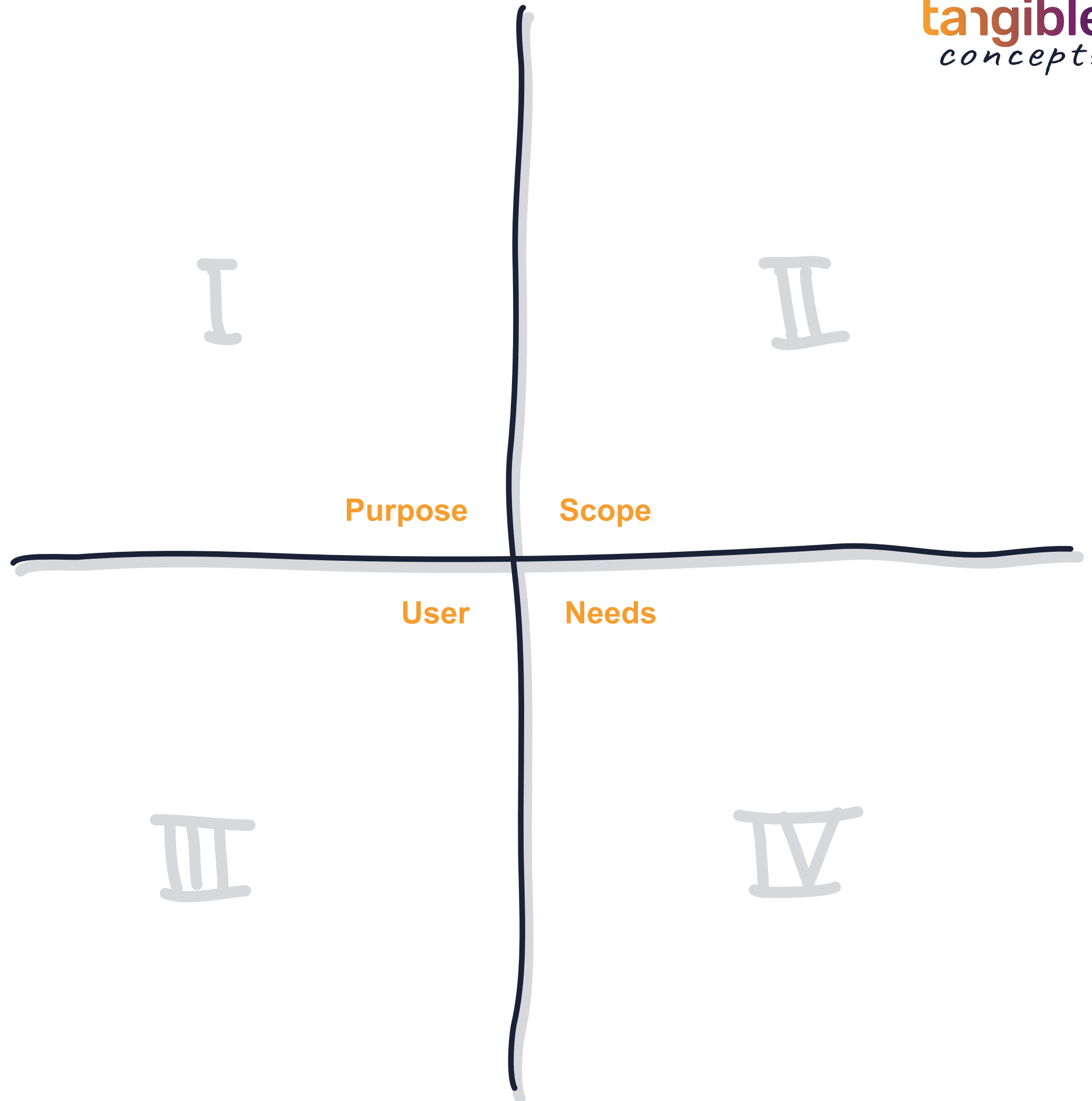
#### Needs

What relevant *needs* exist per *user*? Connect *users* and *needs* with a line.

Possible inputs:

- Scenarios
- Customer Journey
- Story Maps

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## 2) Select an anchor:

Select a *user* from your previous results for the value chain. Take off the sticky and stick it on as an *anchor point*. Also transfer the *needs* directly connected to this *user*.

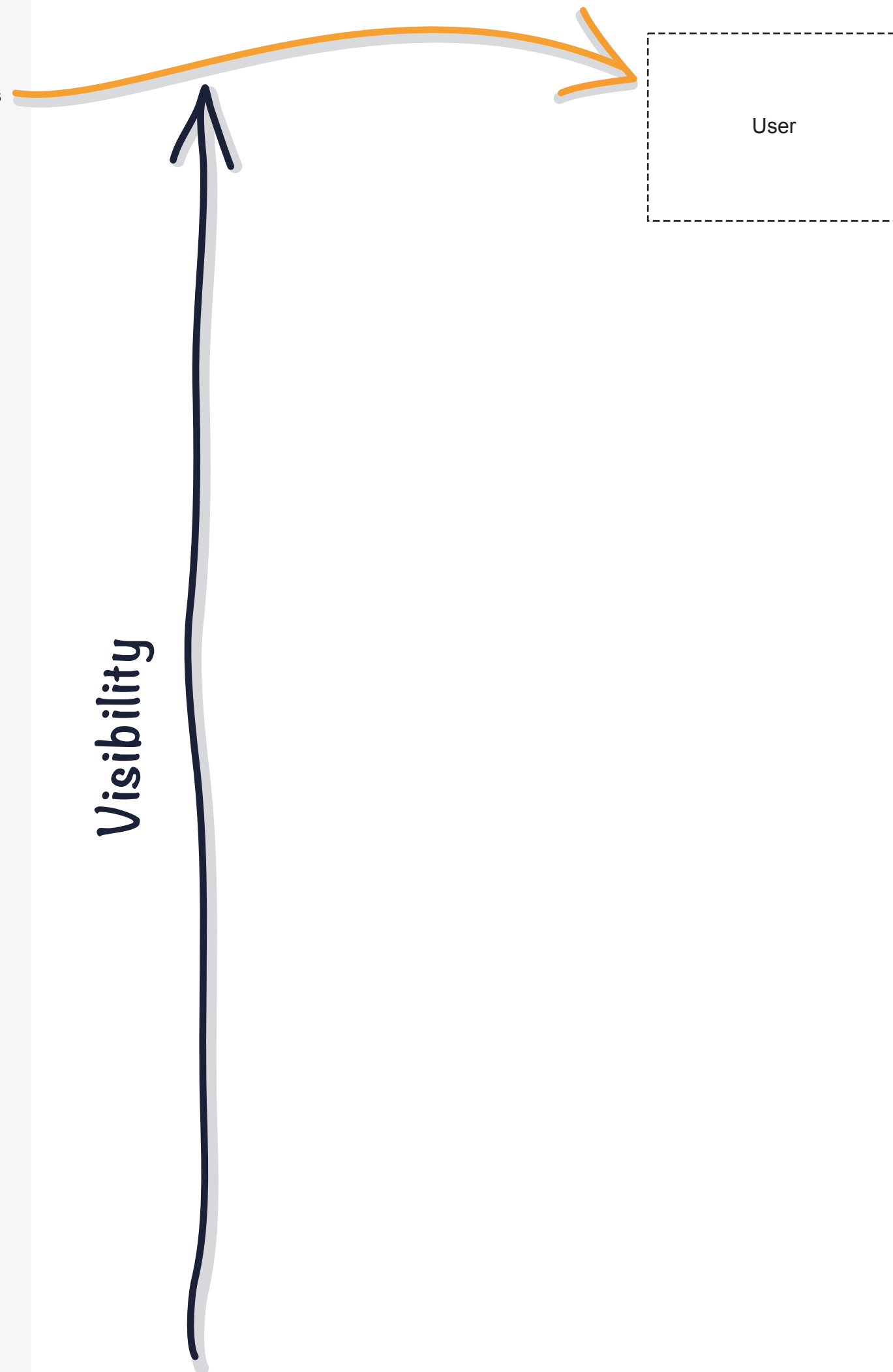
## 3) Brainstorming

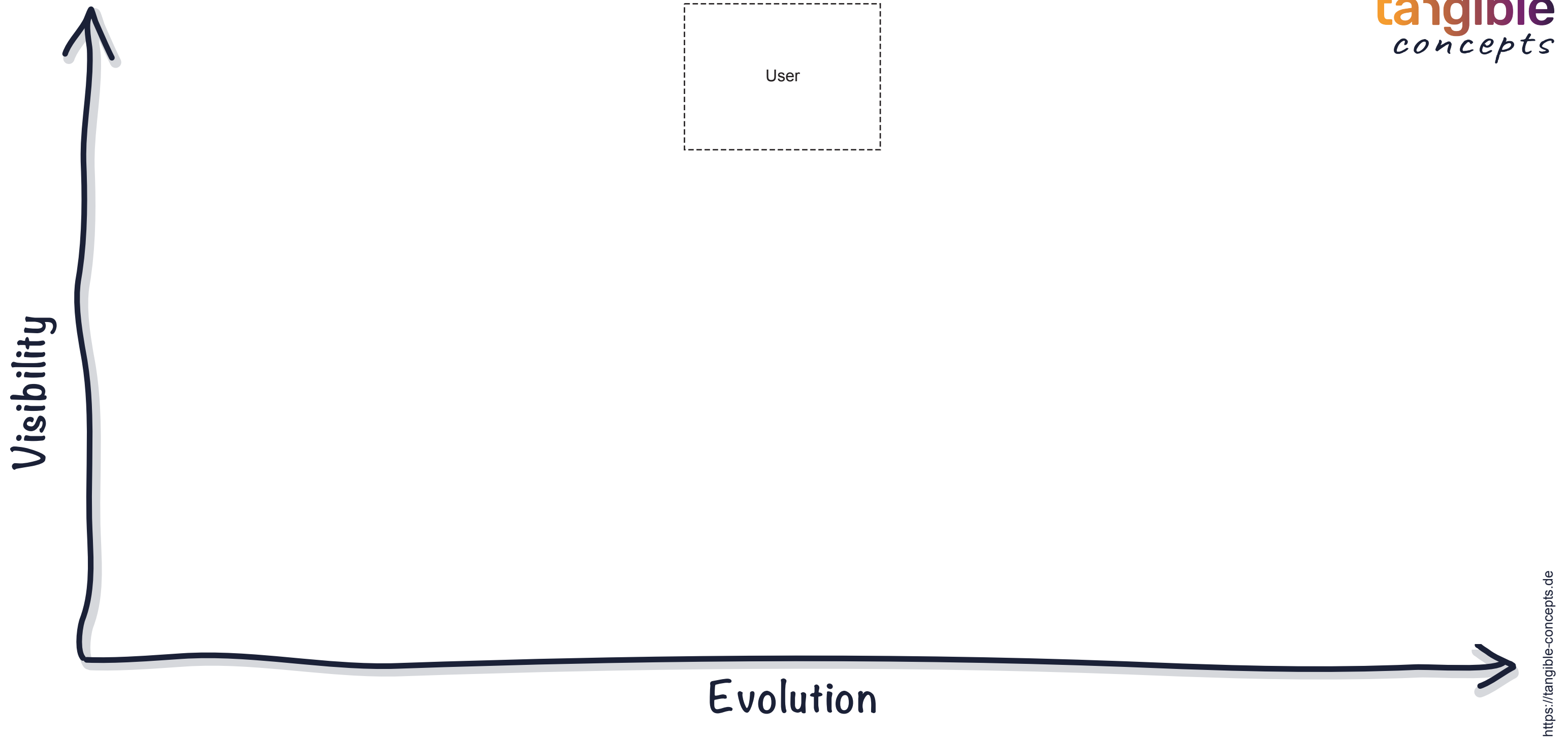
Collect everything on stickies that could be relevant to the delivery of the *needs*. Collect them next to the sheet first. These are the *capabilities* that exist in your context.

## 4) Map the Value Chain

Transfer the stickies to the sheet and form a *value chain*.

**Note:** Focus on the essentials, not all stickies need to be transferred, the space on the map is limited and valuable.





## 5) Context-specific evolutionary stages

Consider whether dividing *evolution* into stages is helpful in your context, and which characteristics can be used to describe the respective stages. Write each of these on a sticky note and put them on your stages.

## 6) Wardley Map

Transfer the stickies for *users*, *needs* and *capabilities* from the value chain to the map. Keep the chosen *visibility* and discuss where / in which level along the *evolution* axis the respective sticky should be placed.

**Note:** There is no right/wrong position. In case of differing opinions, challenge your assumptions.

**Note:** Questioning assumptions can be more valuable than the final map itself.

## 7) Add movements

Which *capabilities* need to move, i.e. need to be developed further? Stick a red sticky on the target position. Draw an arrow that symbolises the movement.

## 8) What happens next?

Add annotations, mark obstacles and areas of interest. Discuss the resulting map.

### Next iteration:

Use this map as a starting point for another iteration. Refine and add to as needed. Also consider the stickies you did not use.

### Next map:

Start the next map with a *user* you have not used before. Compare the maps with each other. Which *capabilities* appear in several maps? What position do they have in each case and what could that mean?