

WARDLEY MAPPING

WALKING YOU THROUGH IT

THE MAN, THE LEGEND.





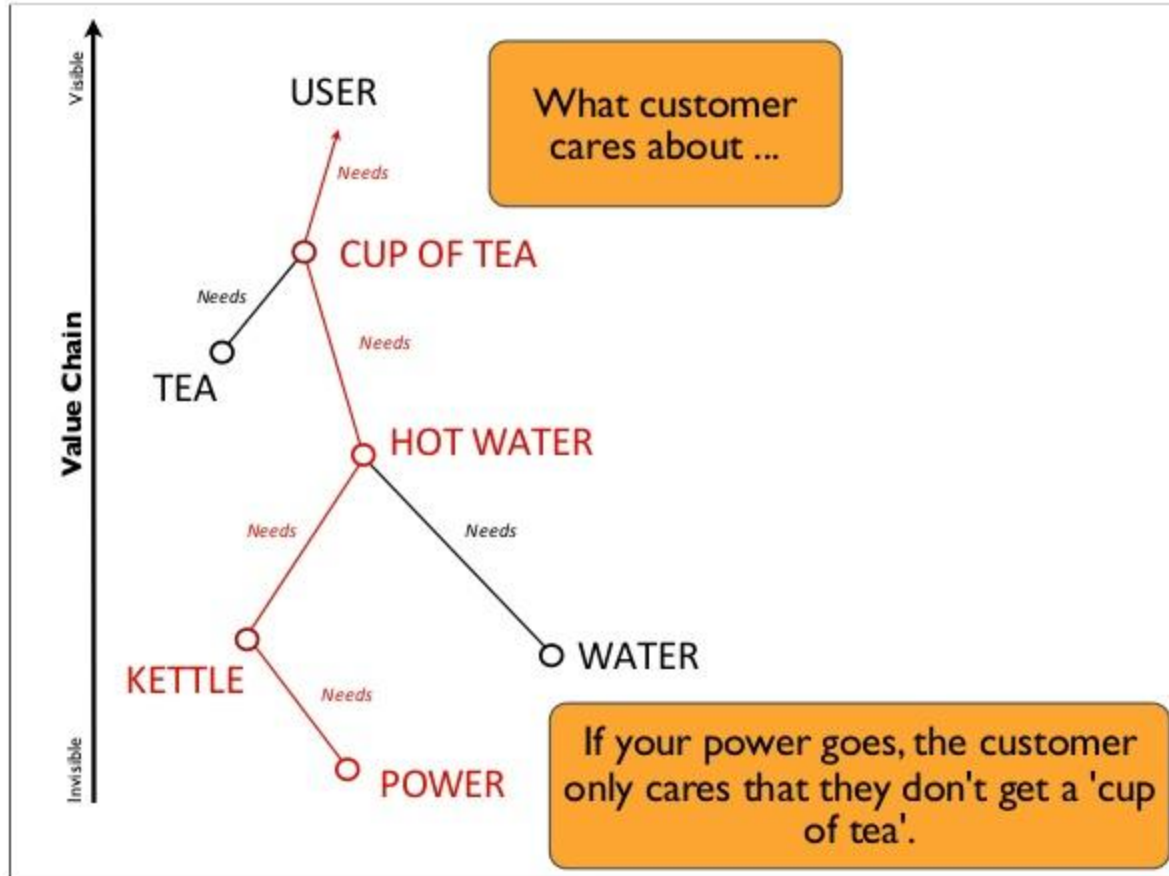
**SITUATIONAL
AWARENESS**

**I'VE BEEN
USING
MAPPING IN
DIFFERENT
WAYS.**

**LET'S GO
BACK &
HAVE A
CUPPA.**



TEY
G



WHERE I'VE USED MAPPING.



Digital

NMC Nursing &
Midwifery
Council

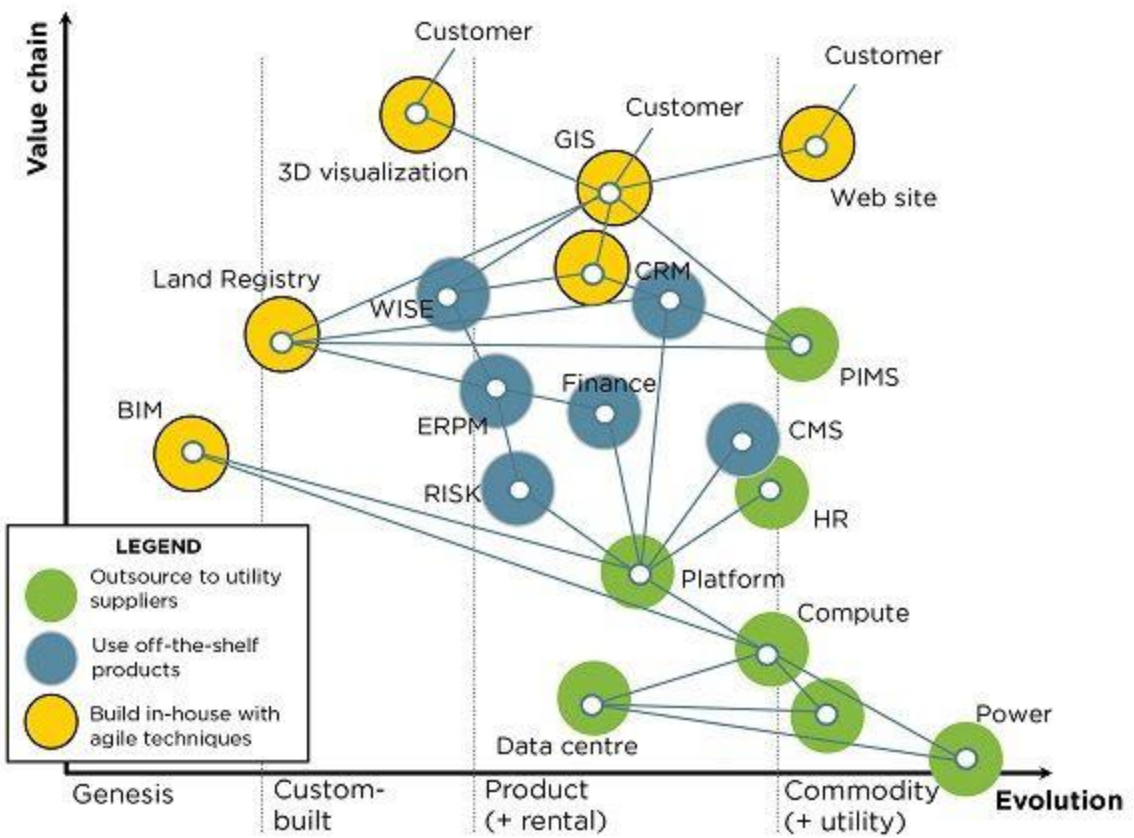


A The National Archives



Department
for Education





1. Purpose

Mapping out a new venture.

3. Users

Who uses or interacts with the thing you are mapping?

4. User Needs

Copy your users over. What do they need from you? What is each user's journey?

Public sector clients

Private sector clients

Build us a new digital service

Transform an existing Digital Service

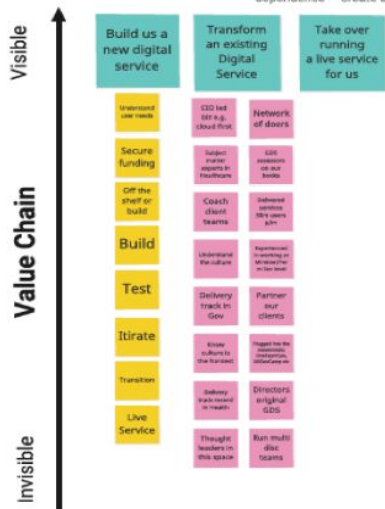
Take over running a live service for us

2. Scope

Building out what a Digital Delivery business would look like

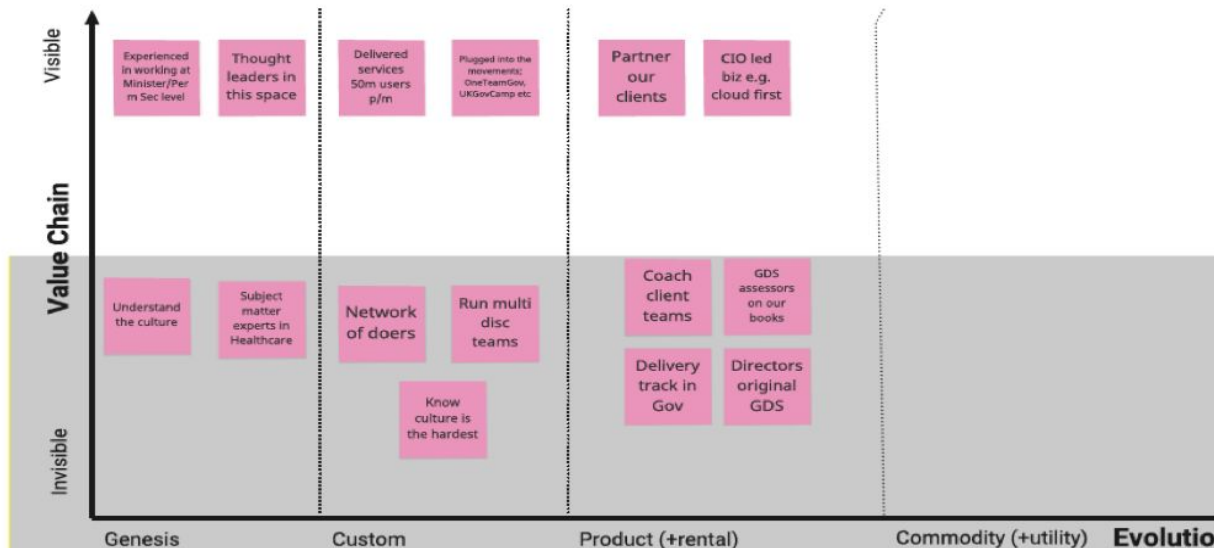
5. Value Chain

Copy the users over, with their needs underneath. What sorts of things do you need to be doing to fulfill those needs? Arrange them according to dependence — create a value chain.



6. Map

Copy the value chain over. Use the evolutionary characteristics to decide where to place each component along the horizontal axis (Evolution).



GROUP UP!

Cafe scenario
Build map
Share back



**GOT
QUESTIONS?**