



The map is *visual* and *context specific* i.e. it is unique to that line of business containing the components that influence it at that moment in time. This is not a map of an automotive industry in 2016 or a pharmaceutical company in 2010 but instead an online photo service in 2005. The map has an *anchor* which is the user (in this case a public customer though other types of users exist) and their needs. The *position* of *components* in the map are shown relative to that user on a value chain, represented by the y-axis. Each component needs the component below it, however the higher up the map a component is then the more visible it becomes to the user. The lower it is then the less visible it becomes. For example, in that first map the user cares about online photo storage but whilst this needs the provision of underlying components such as compute and power, those components are positioned far from the user and hence are less visible.