before we do this, I just want to describe a few steps to help you create your own maps.

Step 1 — Needs

Critical to mapping is the anchor and hence you must first focus on the user need. This requires you to define the scope of what you're looking at — are we a tea shop, an automotive company, a nation state or a specific system? The trick is to start somewhere. You will often find that in the process of mapping you need to expand or reduce your scope and there is nothing wrong with this. A map for a particular company is part of a wider map for the ecosystem that the company operates within. A map of a particular system within a company is part of the map for the entire company. You can expand and reduce as necessary. It's worth noting that the user needs of one map are components in another. For example, the user needs for a company producing nuts and bolts become the components used (i.e. nuts and bolts) for a company producing automobiles or bridges.

In our first map the user needs for an electricity provider are simply drawn as a single component far down the value chain of our map and described as *power*. As a user, we could describe our needs for power as being reliable, utility like, provided in standard forms and accessible. From the perspective of examining an online photo service then a single component is enough. However, that single component will break into an entire map for an electricity provider including different forms of transmission, generation and even spot markets. A single node on one map can be an entire map from another person's