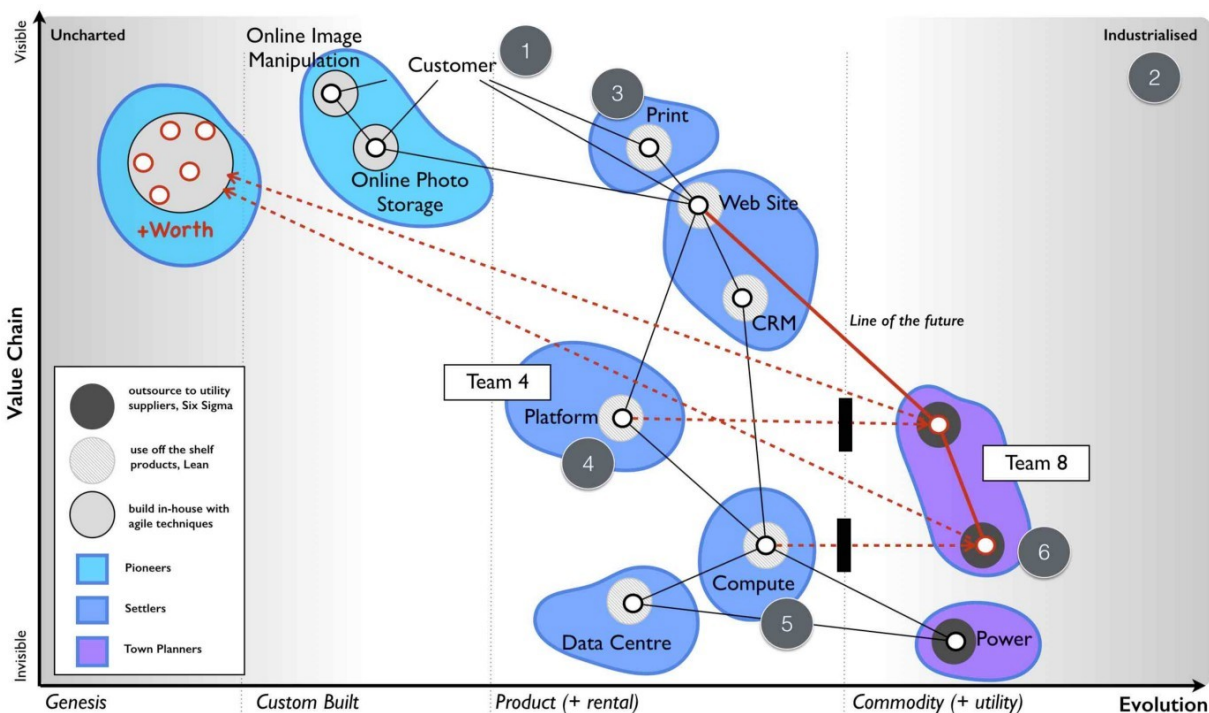map, you can apply some of these doctrines. In figure 45 I've taken our first map which we applied common economic patterns to figure 28 ([Chapter 3](#)) and shown where doctrine is relevant.

Figure 45 — Applying doctrine and economic patterns to our first map.

Point 1 — focus on user needs. The anchor of the map is the user, in this case a customer.

Point 2 — The map provides a common language. It provides a mechanism to visually challenge assumptions.

Point 3 — Use appropriate methods (agile, lean and six sigma or in-house vs outsource) and don't try to apply a single method across the entire landscape