



In any business relationship, there are more than just products involved. There is the practice of how the product is used, data about the product, data consumed by the product and even knowledge about the construction of the product. I've marked examples of this onto figure 189 for our product. How do I know I've put the dots in the right place? I don't. Maps can be tools for explaining general concepts and in this case, I will just assume that the practice around how to use our product is well developed along with the data that underpins it.

Figure 189 — adding practice and data