

- Scope should be tangible and easy to understand but you also need a moral imperative to enthuse people.
- Aim to create revenue and profit — your need to survive — by meeting your users' needs.
- There is often a balancing act between different conflicting user needs.

Landscape

- Your map is always part of a wider chain of needs, it is no more than a window on an industry. A perfect map covering an entire industry and all its components is probably as unusable (Valéry's paradox) as a perfect map of France (i.e. 1 to 1 scale). You have to accept some compromise.
- You can draw many organisations onto a single map. The value chain is only a guide and higher up the value chain simply means more visible to that user. You can always draw chains of users e.g. the user needs for a gun company breakdown into the user needs for a bolt company.
- Maps are a communication tool. Don't be afraid to modify or clarify the terms on the axis if it helps in the discussion. Key is to keep within the bounds of what is a map, particularly position (e.g. value chain) and movement (e.g. evolution)