

I needed to demonstrate or disprove the concept of evolution in technology and mapping itself. I had no clue on how to do this but that didn't stop me becoming a bit obsessed. My beard grew longer and I'm pretty sure I was mumbling mapping in my sleep. The reason why my purpose became all-consuming was it had two other things that mattered. First, it had a defined scope that was tangible and could be understood i.e. I was looking at the validity of this mapping technique. Second, it also had a moral imperative, I was rebelling against the hordes of management consultants that enslaved us with 2x2s in this marriage of convenience! It felt good. I had: -

*Purpose:* Explain topographical intelligence to the world of business.

*Scope:* Demonstrate or disprove the concept of evolution and mapping.

*Imperative:* Rebel against the hordes of management consultants that enslave us by enabling ordinary people to learn.

Being mindful of this purpose, I could now start thinking about the potential users of mapping and try to define what their needs might be. The users would need some way of exploiting mapping, some way of learning how to map given the complexity of the topic and also some sort of confirmation or validation that mapping was based upon something sensible. There was a chain of needs from purpose to user need (the very anchor of mapping) which I've drawn in figure 67.

**Figure 67 — Purpose**