

this is a post event analysis and more of a what could have happened rather than what did.

So, let us go back to 2008. We know how to map (we knew this in 2005). Let us imagine that Zimki (launched in 2005) had survived or some other equivalent platform as a service has arisen. Let us now imagine a scenario where the client has turned up with the LFP project and is willing to build this using worth based development (as happened in 2003).

In figure 84, I've created a map of the worth based LFP project. I won't mark-up points on this map, hopefully you've enough experience now to start reading them.

Figure 84— Map of the LFP project

