



From the map above;

*Point 1* — From “confidence that mapping can benefit us” then we had two high level user needs which were a means to learn mapping and some form of validation.

*Point 2* — learning mapping requires not only the ability to create a map of the landscape but to understand common economic patterns, doctrine and even context specific gameplay. Whilst common economic patterns are often discussed in a multitude of economic sources, the issue of context specific gameplay is fairly unique and rarely covered.

*Point 3* — the map itself is based upon user needs (anchor) which is reasonably well discussed, a value chain (position) which itself is a