



Given I had user needs then the very least I could do was map out that environment. Taking the user need of “Confidence that mapping can benefit us” from above then I’ve created a map of what is involved in figure 68. I’ll use this to describe some particular points on mapping itself. One thing you will notice is the x-axis that I’m using here is slightly different. Whilst I normally just use the descriptions for activities (genesis to commodity), in this case because we’re talking about knowledge then I’ll add those descriptions for the different stages of evolution. For more on the terms used when describing evolution see figure 10 ([chapter 2](#)).

**Figure 68 — A map of mapping**