

passionate about. They will declare it as unique despite the fact that all your competitors will have this. There is also the danger that you will describe the component by how you treat it rather than how it should be treated. Even today, in 2016, there are companies that custom build their own CRM (customer relationship management) system despite its near ubiquity and essential use in most industries.

There are many causes for this, some of which are due to inertia and the component being a pet project and in other cases it is because the component is actually multiple subcomponents. In the latter case, you'll often find that most of the subcomponents are commodity with maybe one or two that are genuinely novel. Break it down into these subcomponents. It is essential for you to challenge the assumptions and that is part of what mapping is all about, exposing the assumptions we make and providing a means to challenge. This is also why working in a group matters because it's far too easy for an individual to apply their own biases to a map.

If we think of mapping a tea shop, then we might argue that our lemon drizzle cake is home-made and therefore custom built. But in reality, is the provision of a cake in a tea-shop something that is rare and hence relatively novel? Or is the reality that a user expects a tea shop to provide cake and it is commonplace? You might market the cake as home-made but don't confuse what you market something as with what it is. The tea shop up the road could just as easily buy mass produced cake, add some finishing flourishes to it and describe it as home-made. If it's cheaper, just as tasty, more consistent and to the user an expected norm for a tea shop then you'll be at a disadvantage.