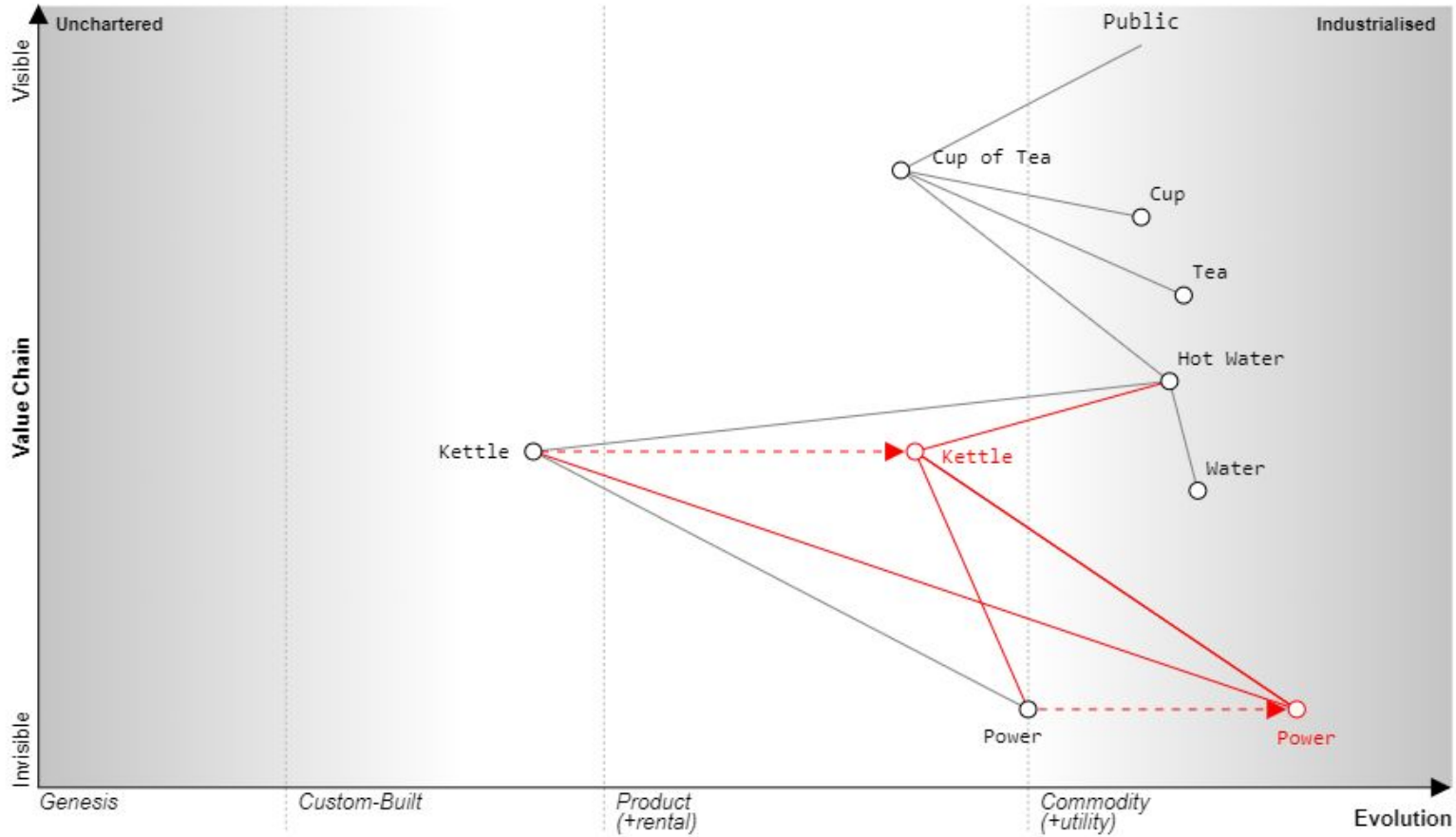
Wardley Map for a Cup of Tea

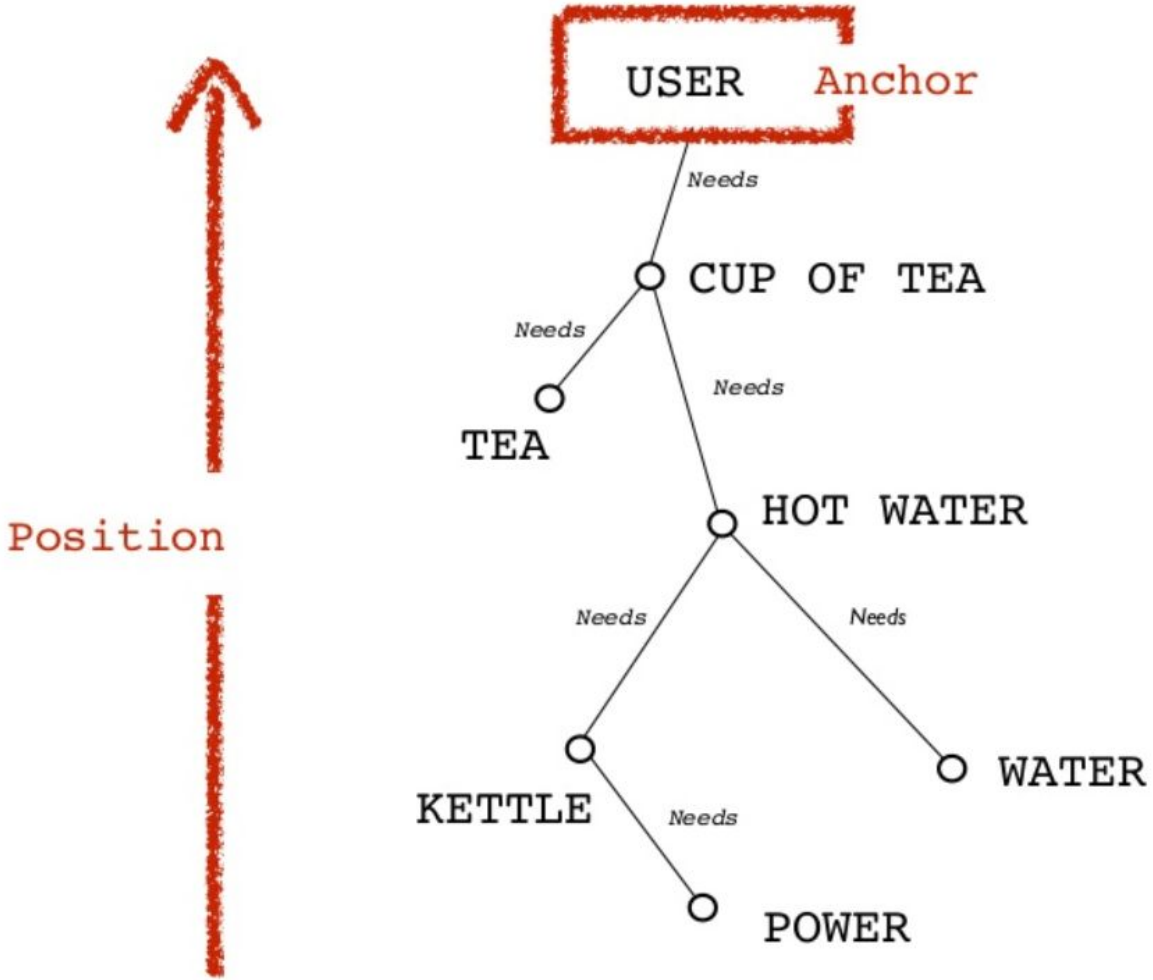
Shivani Sachan

My first Wardley Map journey Starting from Open Security submit (OSS2020) training session.
I found it very attractive and it gives clear understanding of situation so you and your peer can discuss it out and take a appropriate decision

Here I have given a example of a cup of tea using Wardley Map

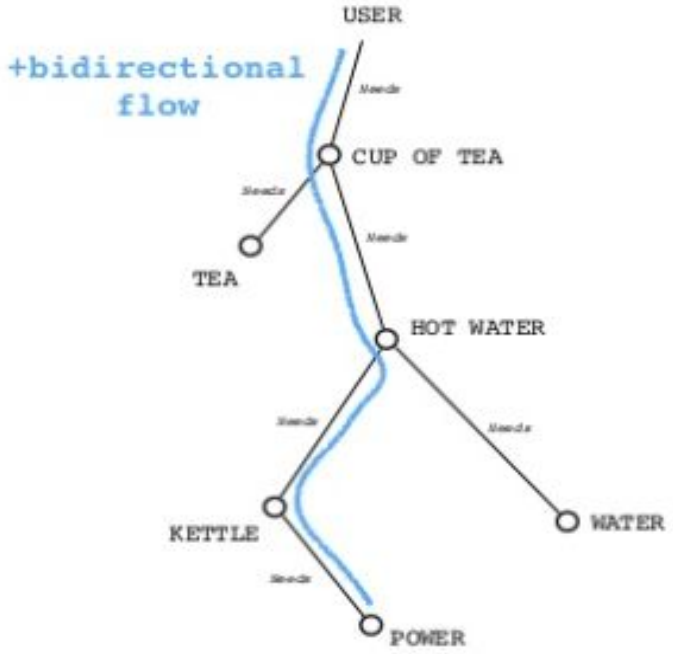
Cup of Tea


Unchartered
Industrialised
Visible
Invisible
Value Chain
Public
Cup of Tea
Cup
Tea
Hot Water
Water
Kettle
Kettle
Power
Power
Genesis
Custom-Built
Product
(+rental)
Commodity
(+utility)
Evolution



Public == User

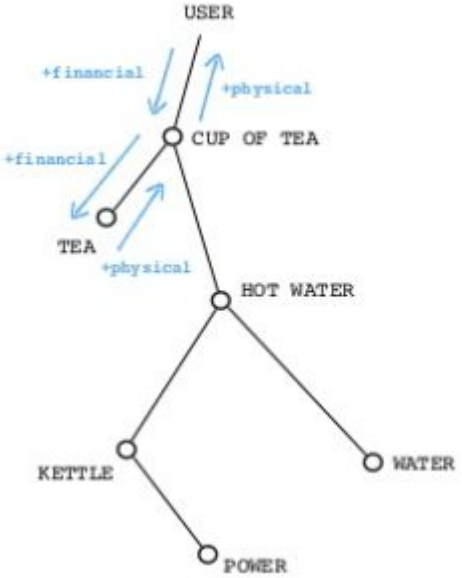
- USER Needs CUP OF TEA
- USER Needs CUP OF TEA Needs HOT WATER TEA Needs
- USER Needs CUP OF TEA Needs HOT WATER TEA Needs KETTLE Needs Needs WATER
- USER Needs CUP OF TEA Needs HOT WATER TEA Needs KETTLE Needs Needs WATER POWER Needs
- USER Needs CUP OF TEA Needs HOT WATER TEA Needs KETTLE Needs Needs WATER POWER Needs Anchor
- USER Needs CUP OF TEA Needs HOT WATER TEA Needs KETTLE Needs Needs WATER POWER Needs Anchor Position

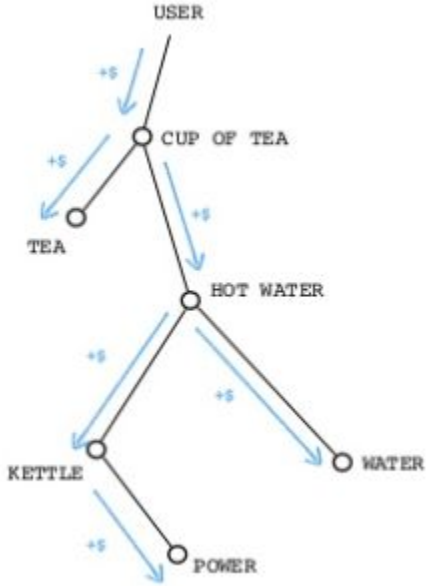


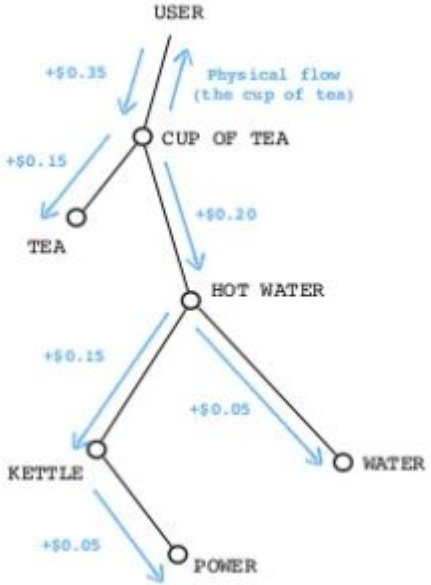
Forms of Capital Exchange

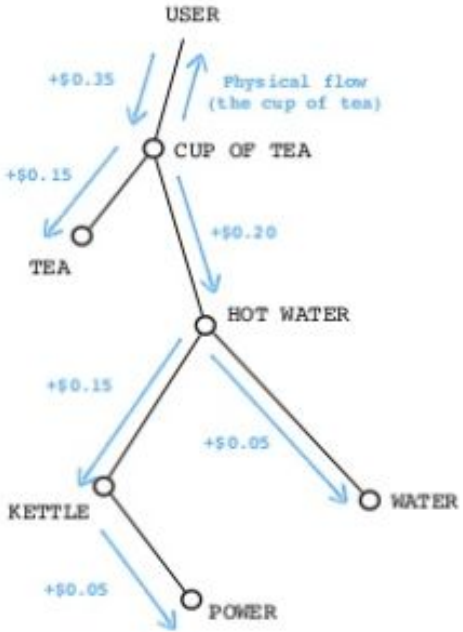
Financial
Physical
Social
Risk
Knowledge

- WATER USER Needs CUP OF TEA Needs HOT WATER TEA Needs KETTLE Needs Needs POWER ValueChain VisibleInvisible Needs
- WATER USER Needs CUP OF TEA Needs HOT WATER TEA Needs KETTLE Needs Needs POWER ValueChain VisibleInvisible Needs Forms of Capital Exchange Financial Physical Social Risk Knowledge +bidirectional flow
- WATER USER Needs CUP OF TEA Needs HOT WATER TEA Needs KETTLE Needs Needs POWER ValueChain VisibleInvisible Needs Forms of Capital Exchange Financial Physical Social Risk Knowledge +bidirectional flow
- WATER USER CUP OF TEA HOT WATER TEA KETTLE POWER ValueChain VisibleInvisible +financial +physical +financial +physical
- WATER USER CUP OF TEA HOT WATER TEA KETTLE POWER ValueChain VisibleInvisible +$ +$ +$ +$ +$ +$
- WATER USER CUP OF TEA HOT WATER TEA KETTLE POWER ValueChain VisibleInvisible +$0.35 +$0.15 +$0.20 +$0.15 +$0.05 +$0.05 Physical flow (the cup of tea)
- WATER USER CUP OF TEA HOT WATER TEA KETTLE POWER ValueChain VisibleInvisible +$0.35 +$0.15 +$0.20 +$0.15 +$0.05 +$0.05 Revenue 0.35 Cost of Goods sold Tea 0.15 Water 0.05

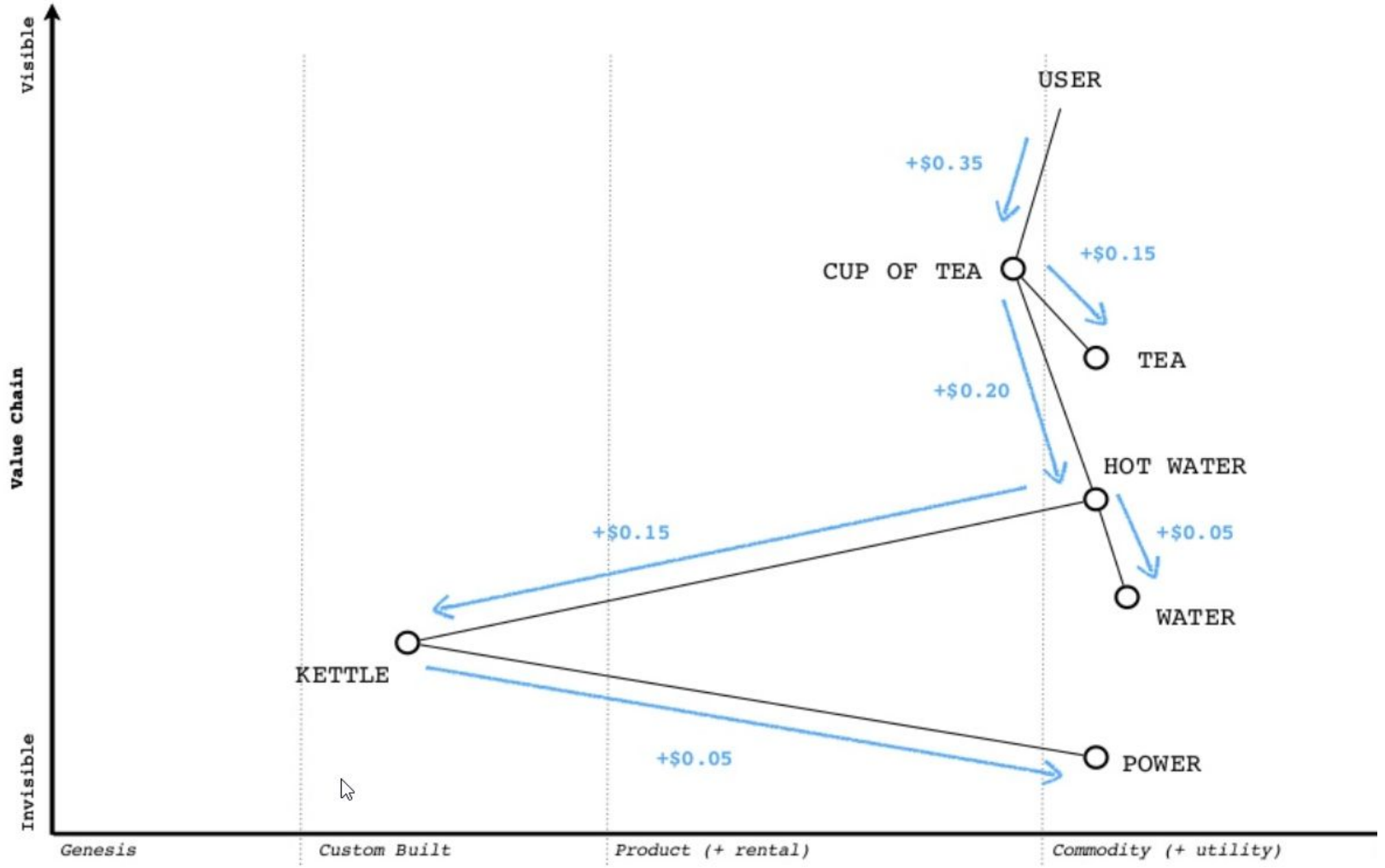

USER
+financial
+physical
CUP OF TEA
+financial
TEA
+physical
HOT WATER
KETTLE
WATER
POWER

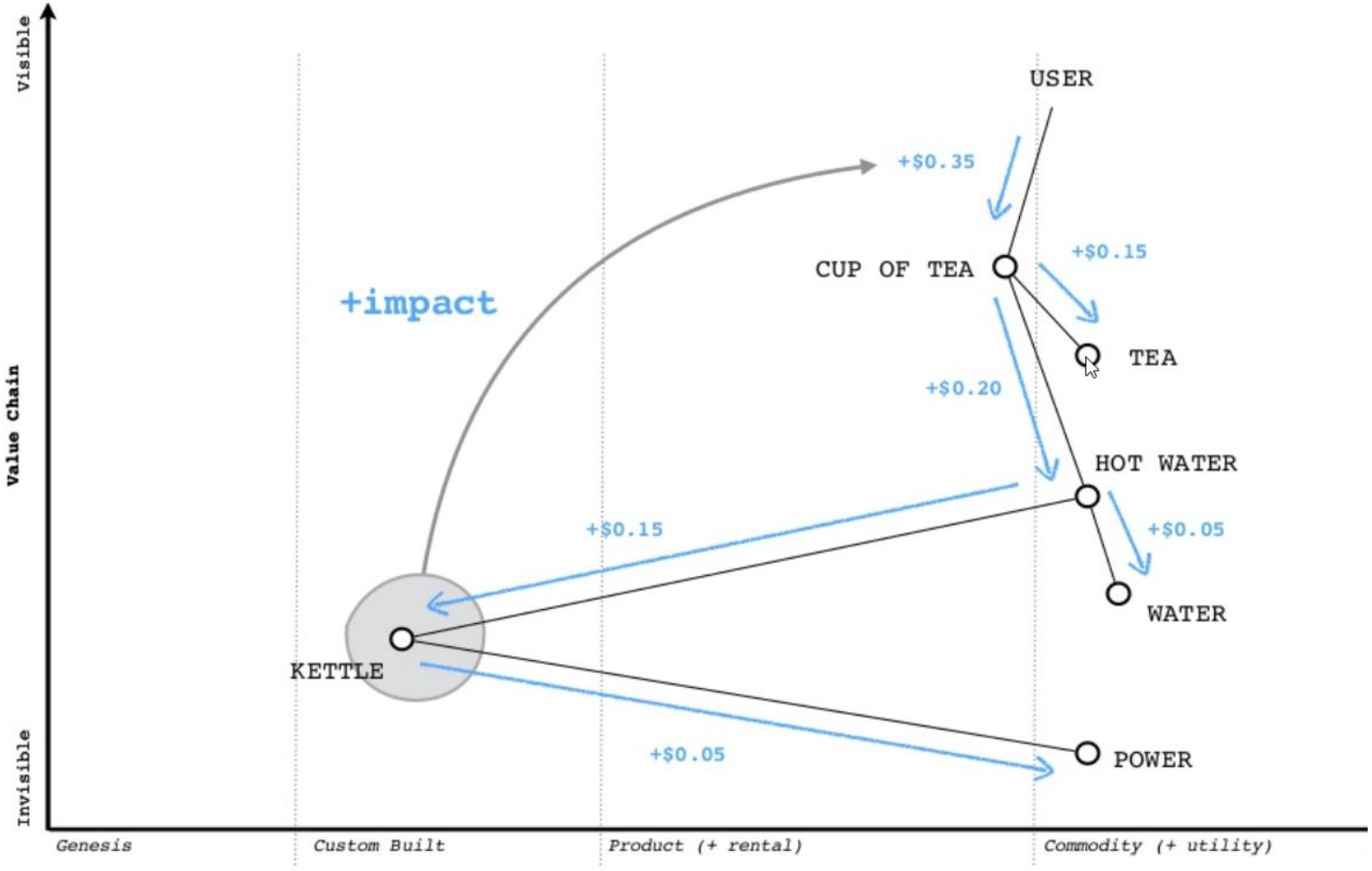

USER
+$
CUP OF TEA
+$
TEA
+$
HOT WATER
+$
+$
KETTLE
WATER
+$
POWER

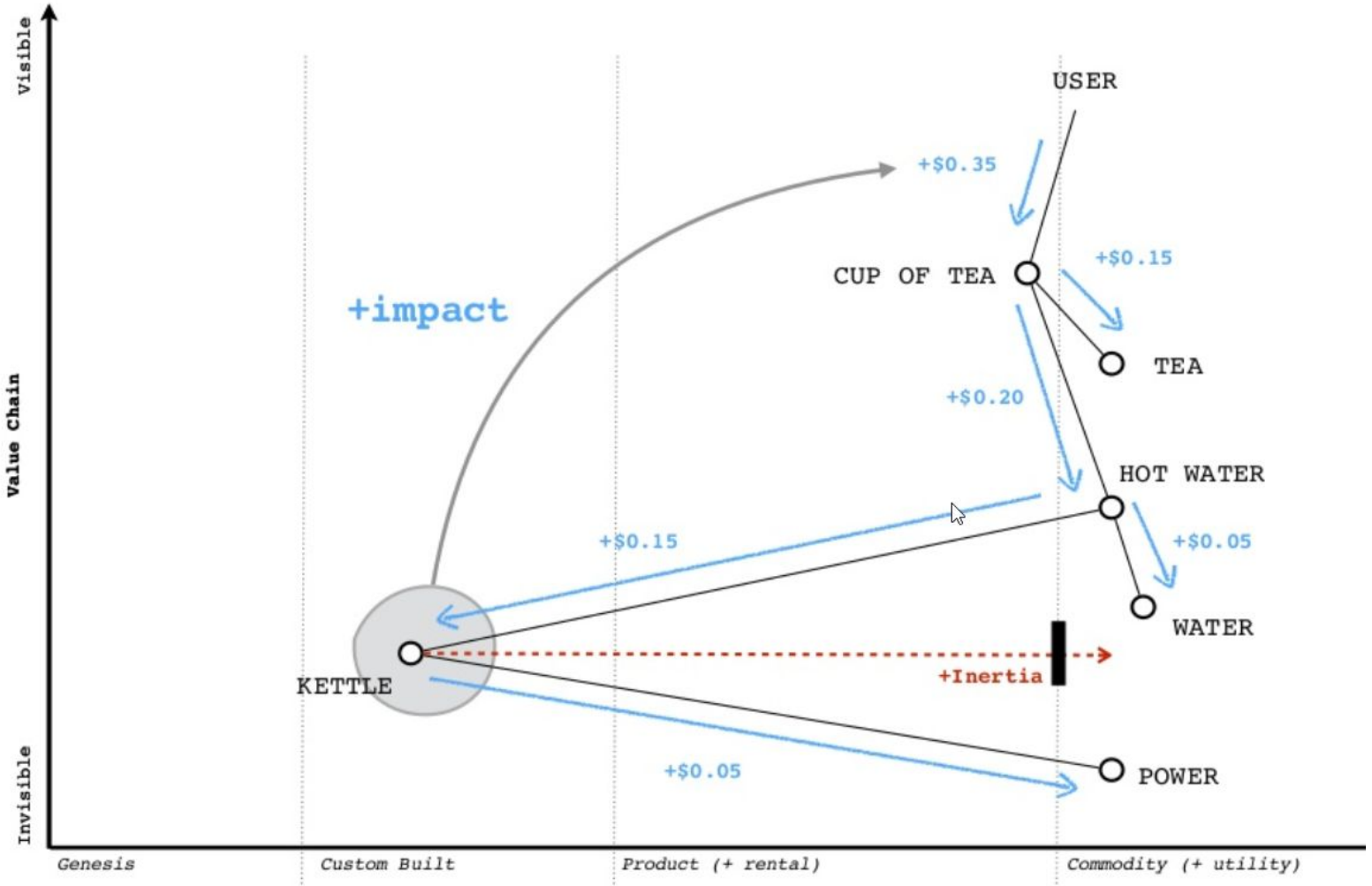

USER
+$0.35
Physical flow
(the cup of tea)
CUP OF TEA
+$0.15
TEA
+$0.20
HOT WATER
+$0.15
+$0.05
KETTLE
WATER
+$0.05
POWER

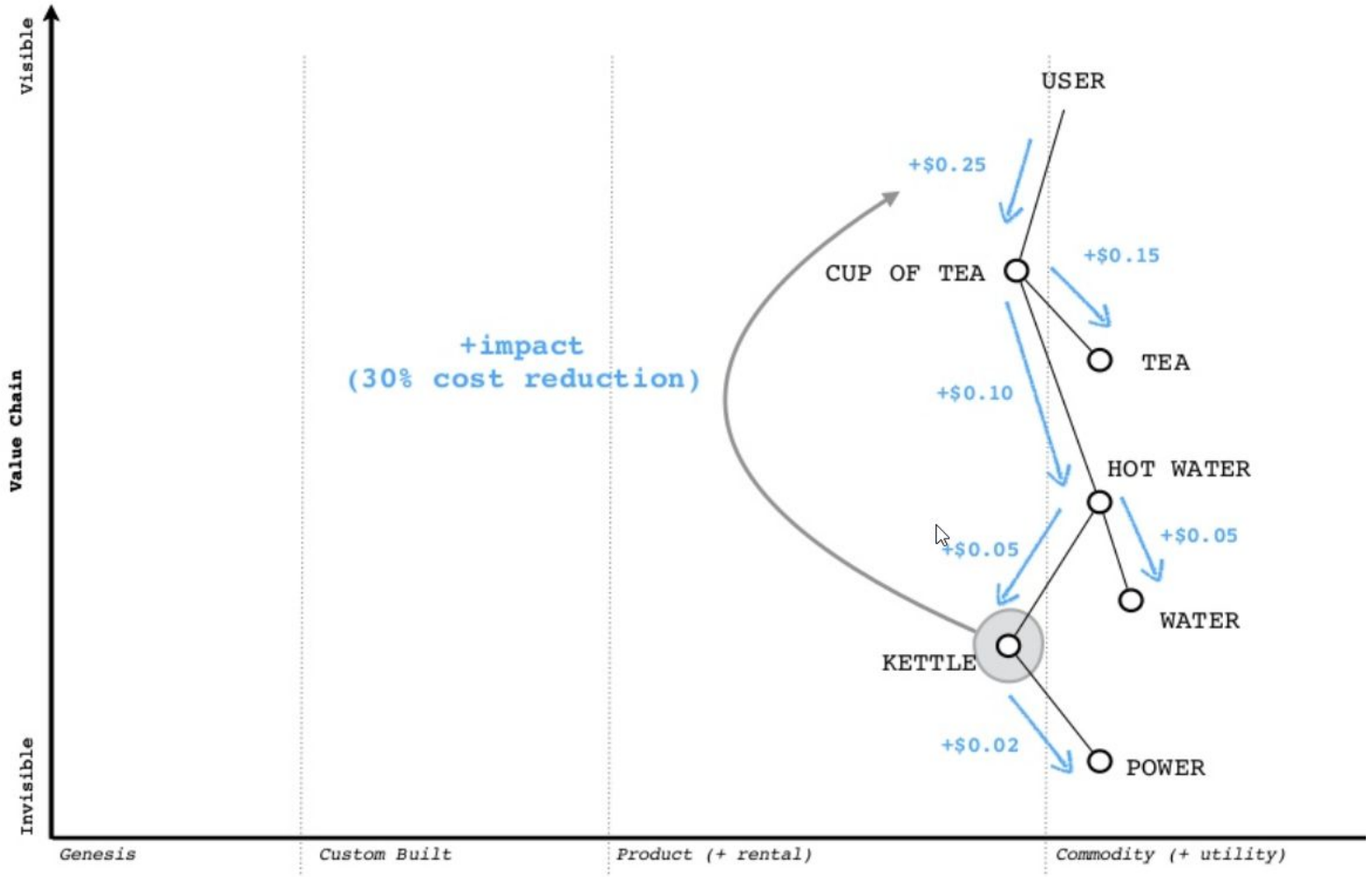


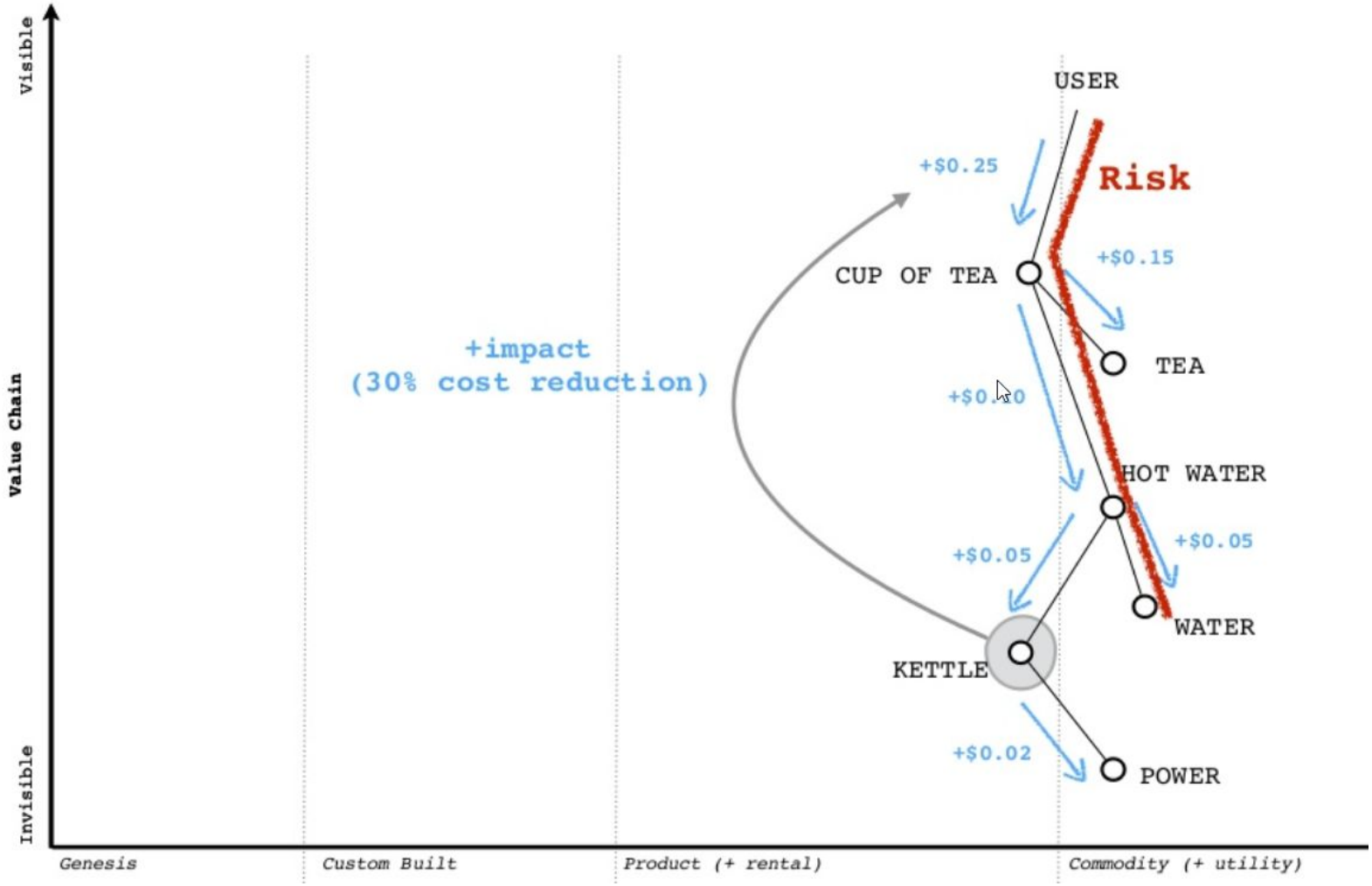
Revenue	0.35
Cost of Goods sold	
Tea	0.15
Water	0.05
Power	0.05
Operating Profit	0.10
Other Expense	
Depreciation (Kettle)	0.10
Net Income	**0.00**


Visible
Value Chain
Invisible
USER
+$0.35
CUP OF TEA
+$0.15
TEA
+$0.20
HOT WATER
+$0.15
+$0.05
WATER
KETTLE
+$0.05
POWER
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)


Visible
Value Chain
Invisible
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
USER
+$0.35
CUP OF TEA
+$0.15
TEA
+impact
+$0.20
HOT WATER
+$0.15
+$0.05
WATER
KETTLE
+$0.05
POWER


Visible
Value Chain
Invisible
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
USER
+$0.35
CUP OF TEA
+$0.15
TEA
+impact
+$0.20
HOT WATER
+$0.15
+$0.05
WATER
+Inertia
KETTLE
+$0.05
POWER


Visible
Value Chain
Invisible
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
USER
+$0.25
CUP OF TEA
+$0.15
TEA
+impact
(30% cost reduction)
+$0.10
HOT WATER
+$0.05
+$0.05
WATER
KETTLE
+$0.02
POWER


Visible
Value Chain
Invisible
Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
USER
Risk
+$0.25
+$0.15
CUP OF TEA
TEA
+impact
(30% cost reduction)
+$0.10
HOT WATER
+$0.05
+$0.05
WATER
KETTLE
+$0.02
POWER

- Genesis Custom Built Product (+ rental) Commodity (+ utility) Evolution ValueChain VisibleInvisible USER CUP OF TEA TEA KETTLE POWER ValueChain VisibleInvisible +$0.35 +$0.20 +$0.15 +$0.15 +$0.05 WATER HOT WATER +$0.05

- Genesis Custom Built Product (+ rental) Commodity (+ utility) Evolution ValueChain VisibleInvisible +impact USER CUP OF TEA TEA KETTLE POWER ValueChain VisibleInvisible +$0.35 +$0.20 +$0.15 +$0.15 +$0.05 WATER HOT WATER +$0.05

- Genesis Custom Built Product (+ rental) Commodity (+ utility) Evolution ValueChain VisibleInvisible USER CUP OF TEA TEA KETTLE POWER ValueChain VisibleInvisible +$0.35 +$0.20 +$0.15 +$0.15 +$0.05 +Inertia WATER HOT WATER +$0.05 +impact

- Genesis Custom Built Product (+ rental) Commodity (+ utility) Evolution ValueChain VisibleInvisible +impact (30% cost reduction) WATER USER CUP OF TEA HOT WATER TEA KETTLE POWER ValueChain VisibleInvisible +$0.25 +$0.10 +$0.15 +$0.05 +$0.05 +$0.02

- Genesis Custom Built Product (+ rental) Commodity (+ utility) Evolution ValueChain VisibleInvisible +impact (30% cost reduction) WATER USER CUP OF TEA HOT WATER TEA KETTLE POWER ValueChain VisibleInvisible +$0.25 +$0.10 +$0.15 +$0.05 +$0.05 +$0.02 Risk

Thank you

Shivani Sachan