

# Wardley Mapping Canvas

## 1. Scope

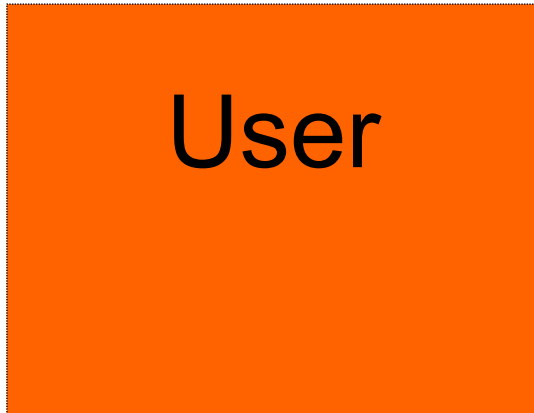
What is it that you are mapping ? What does it include ?  
What does it *not* include ?

## 2. Purpose

What is the purpose of the thing you are mapping ?  
Why does it exist?

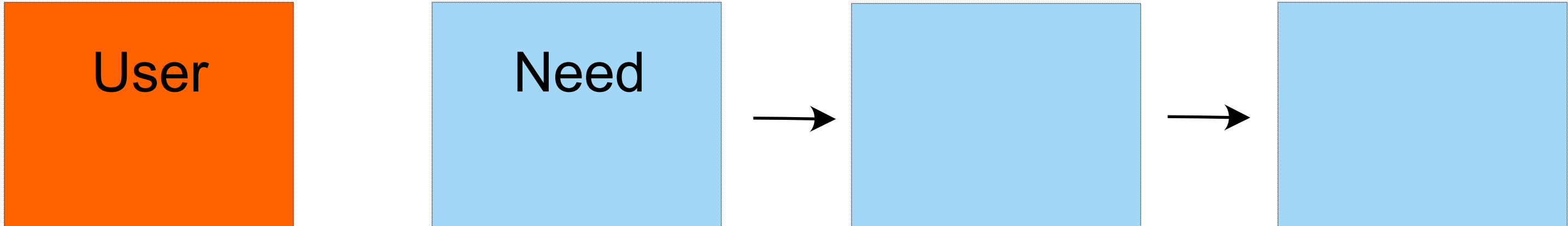
## 3. Users

Who uses or interacts with the thing you are mapping ?



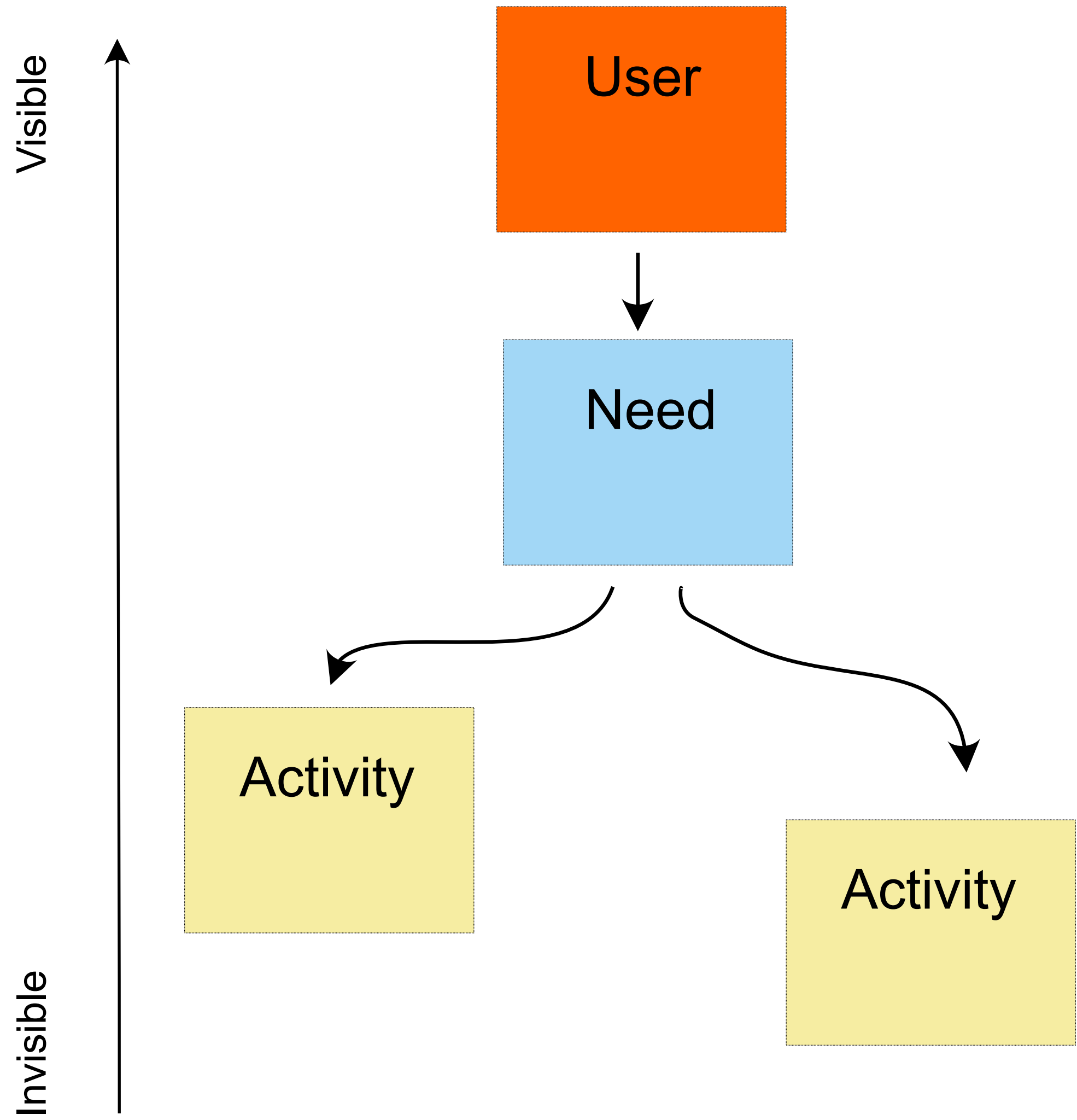
## 4. User Needs

Copy your users over. What do your users need from you ? What is each user's journey ?



## 5. Value Chain

Copy your users over, with their needs underneath.  
What sort of things do you need to be doing to fulfill those needs? Arrange them according to dependence - create a Value Chain.



## 6. Map

Copy the Value Chain over. Place each element along the X Axis (evolution).

