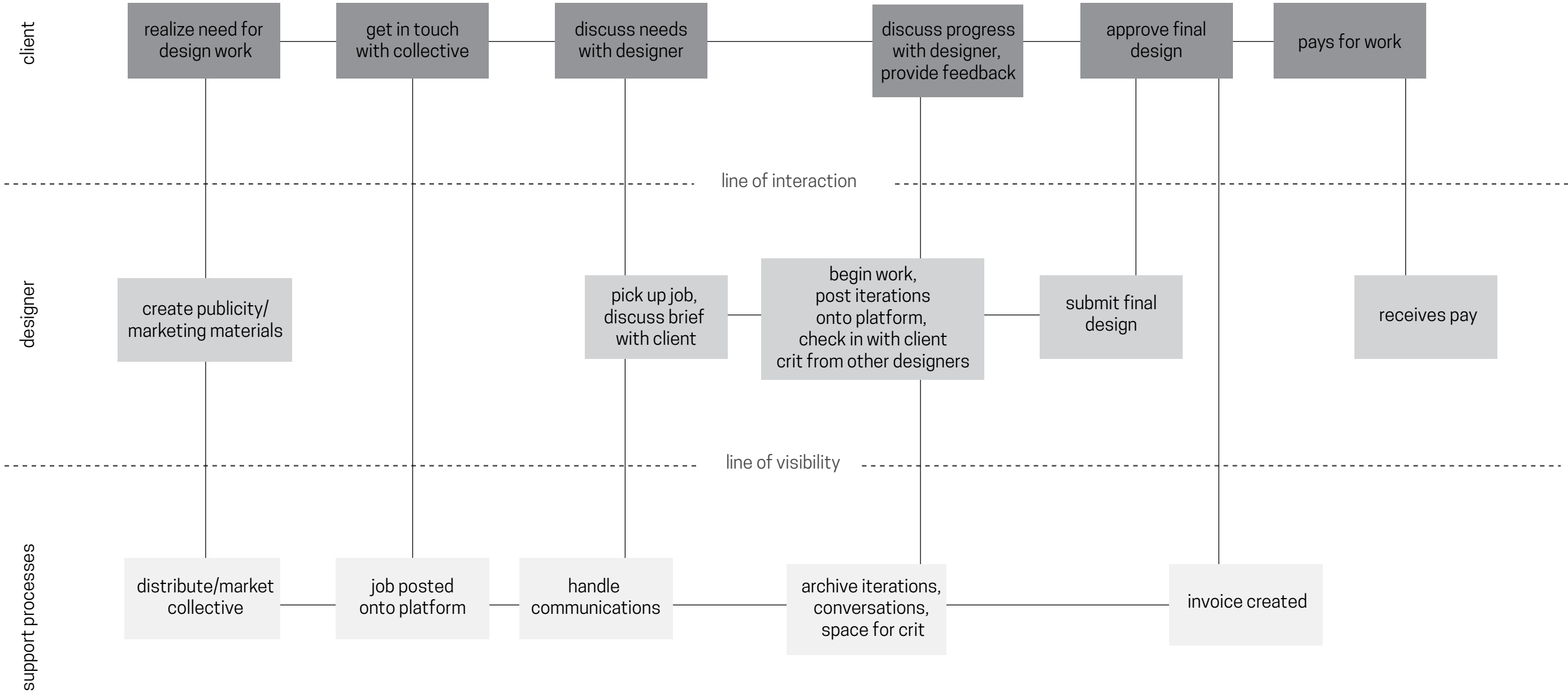


service map



stake holder goals/wants/needs map



through mapping and discussion, we ultimately discovered that a lack of understanding and communication was the problem; the client doesn't always understand the designer's process and workflow. By creating a platform for designers and clients to communicate, clients will be able to understand the design process and value in it.