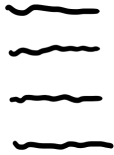


The Five Minute Wardley Map



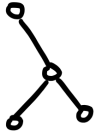
1. List of Parts

Think about the situation you are experiencing.

Who is benefiting? (Who are the **users**? Start with 1 for your first draft.)

What are they getting? (What are their **needs**? Again, start with just 1.)

And what is required to make it happen? (What **capabilities** are in play? 3 to 5 to start.)



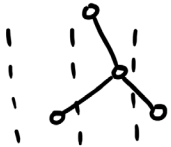
2. Value Chain

Add **“depends-on” relationships** between parts, starting from the user at the top.

What does the user depend on? (Draw line(s) downward from users to needs.)

What does the need depend on? (Draw line(s) downward from needs to capabilities.)

What do the capabilities depend on? (Draw line(s) downward to other capabilities.)



3. Wardley Map

Position the value chain's needs and capabilities to the left or right by **stage of evolution**.

Is this part risky and rare? (Consider placing it closer to stage 1.)

Is this part well-understood and commonplace? (Consider placing it closer to stage 4.)

Is this part somewhere in-between? (Consider placing it in stages 2 or 3.)

Once each part is positioned, redraw the value chain's relationships if needed.

Remember: many small, coherent maps > one big, indecipherable map.

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