

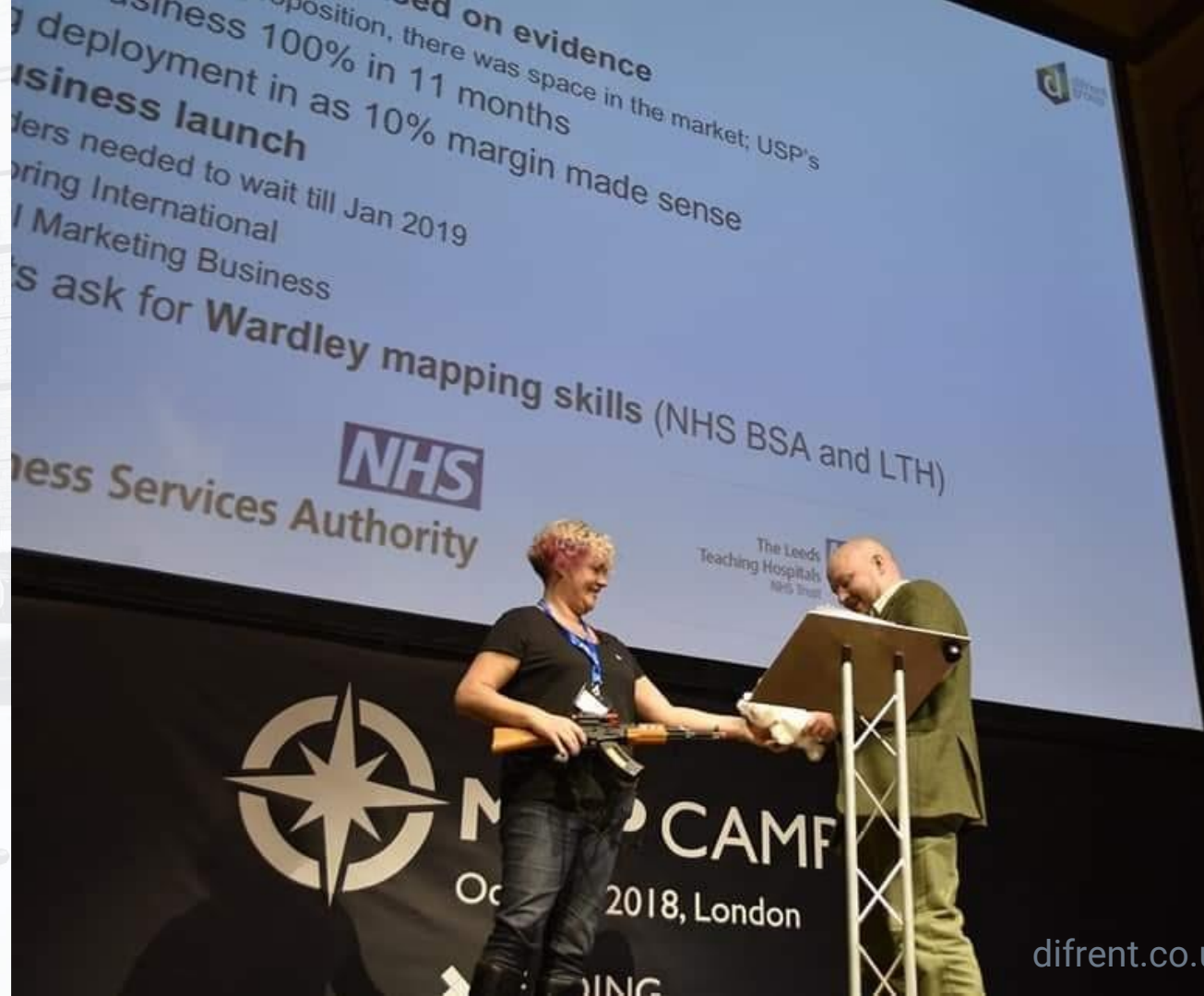


Wardley Mapping

Mapping a scaleup

Rachel Murphy - CEO

12
months
ago



1. Purpose

Mapping out a new venture.

3. Users

Who uses or interacts with the thing you are mapping?

4. User Needs

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

Public sector clients

Private sector clients

Build us a new digital service

Transform an existing Digital Service

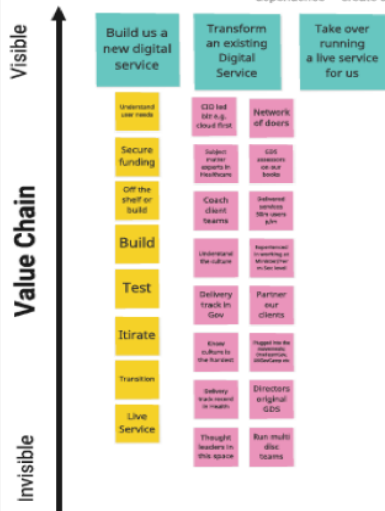
Take over running a live service for us

2. Scope

Building out what a Digital Delivery business would look like

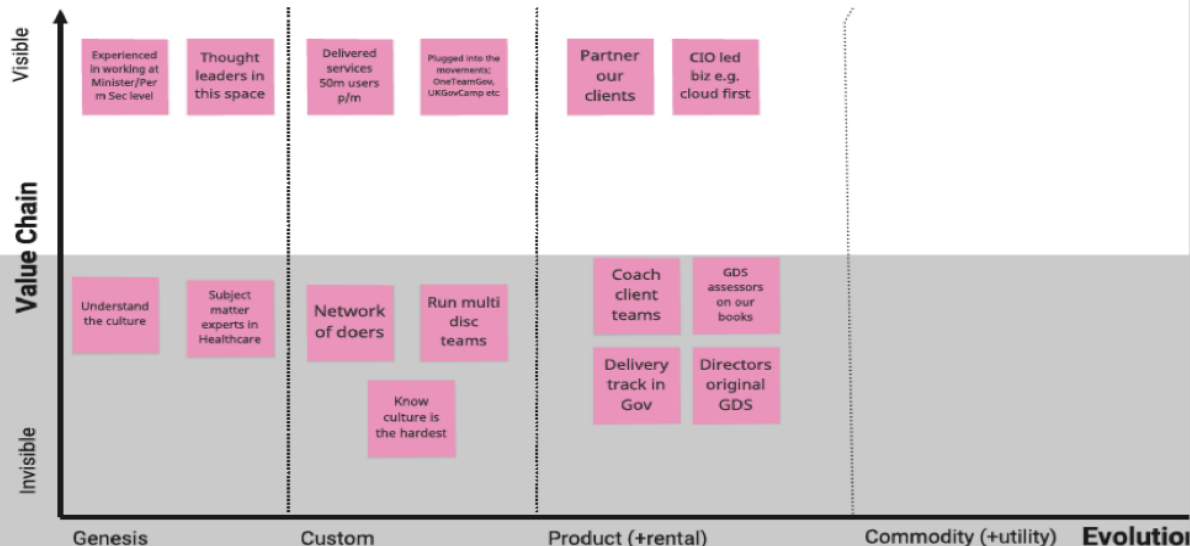
5. Value Chain

Copy the users over, with their needs underneath. What sorts 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. Use the evolutionary characteristics to decide where to place each component along the horizontal axis (Evolution).





12 months



Public Health
England



World Health
Organization



Department
for Work &
Pensions



HM Prison &
Probation Service

Visionable 

smartr.³⁶⁵

NHS

Digital

NHS

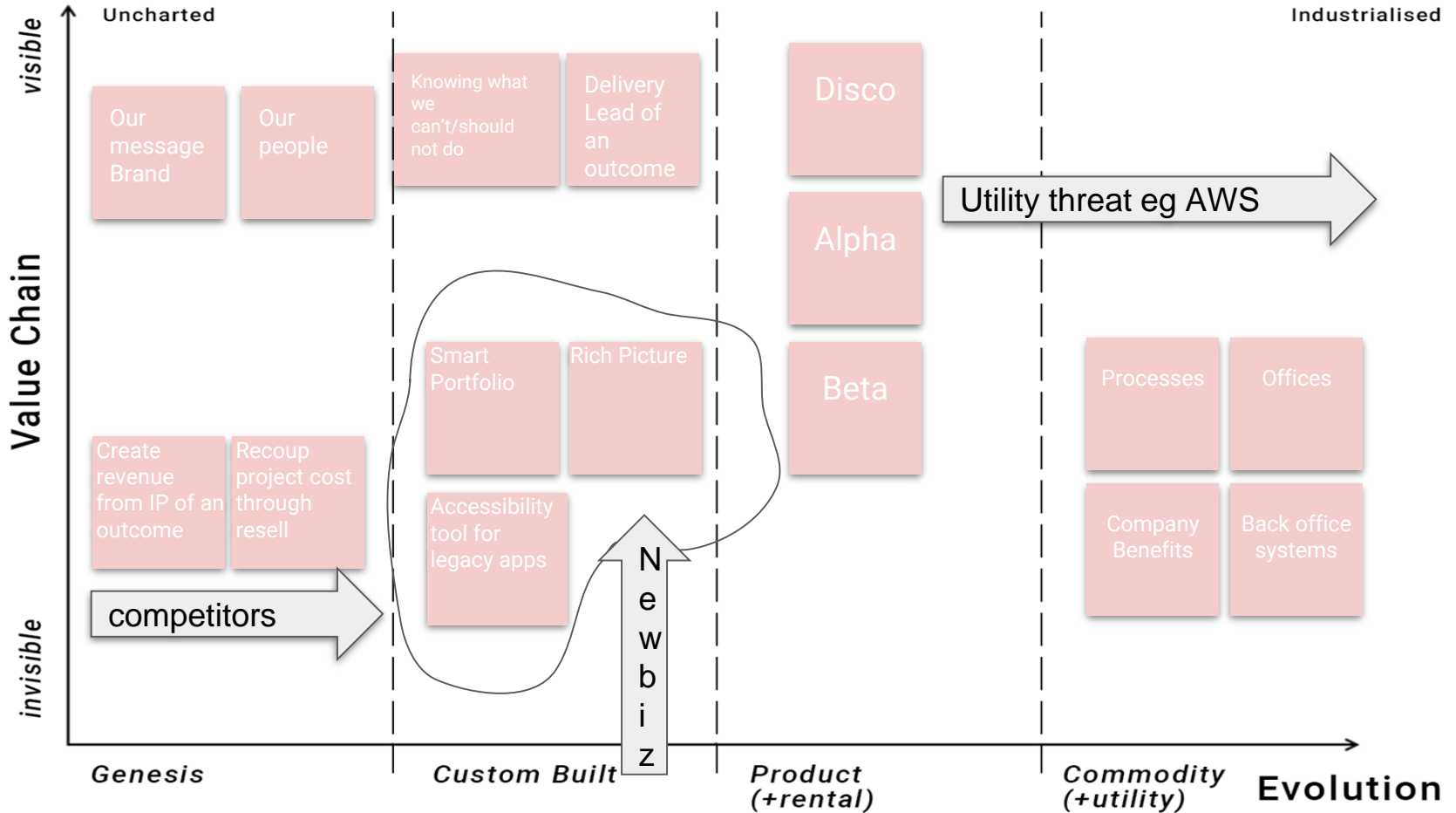
Business Services Authority



the british
psychological society



Notes:



The mapping movement

Gaining more momentum


Trained 75 people

Using it a lot with clients

- NHS
- British Psychology Society
- Royal Opera House
- Sussex Police Force

developing tool - **open source**





**Thank you
Got questions?
Ask me!**

**I love talking about mapping,
let's keep the conversation going.**

Grab me while I'm here or



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Rachel Murphy



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