

DESIGN THINKING MINDSET / EXPLORE OR DISCOVER PHASE / SCOPING

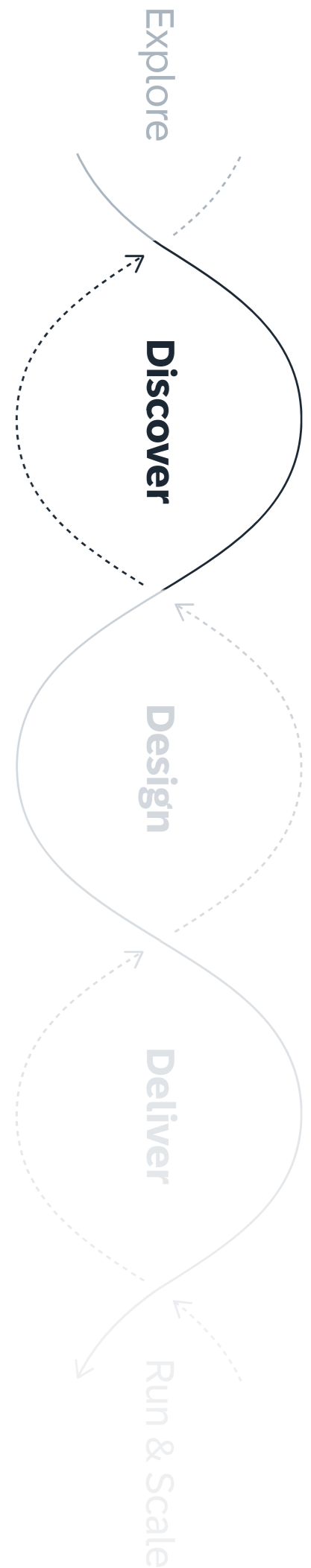
## Create a Context Map

Gain a deeper understanding of the design challenge by brainstorming and clustering various perspectives. This helps to reframe and better define the scope of the challenge.

# Why To Create a Context Map

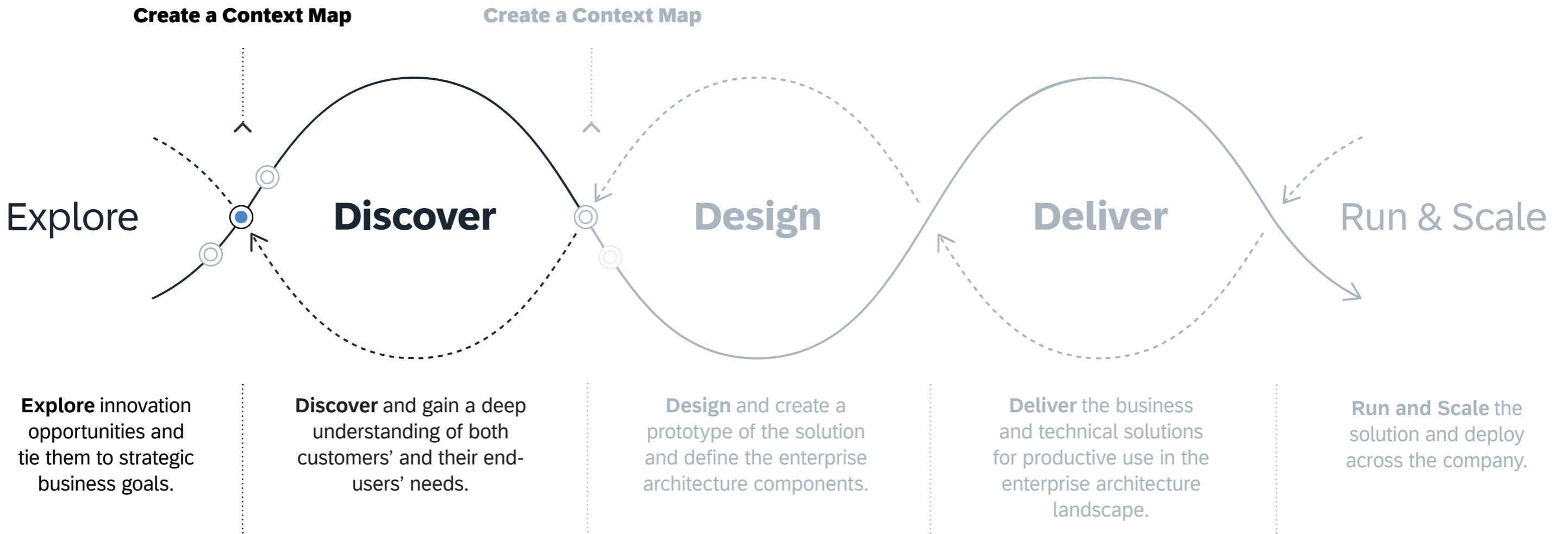
A Context Map helps team members develop a shared understanding of the forces at play around a given design challenge.

It also defines the project boundaries, clarifying its scope and focus.



# When To Create a Context Map

We use Context Maps during the Explore and Discover Phases to define the boundaries of a project. It can also be part of the Design Phase to help the team calibrate their focus.



Learn more about SAP's Human-Centered Approach to Innovation: <https://apphaus.sap.com/approach>

# How To

## Create a Context Map



Duration  
**15 - 30 Minutes**



Participation  
**5 - 6 People**



Roles  
**Designers, Business Leads**

### Steps

- 1** Begin with a silent brainstorming session focused on different perspectives. Each member should generate up to 8 perspectives related to the challenge, which can range from high-level to more detailed viewpoints.
- 2** Team members present their perspectives while clustering them to the given 8 petals. After everyone shares their perspectives, give each petal a name.
- 3** Every team member gets three votes to select the petal cluster they think is the most important one. The petal with the most votes will be a key input for the challenge focus.

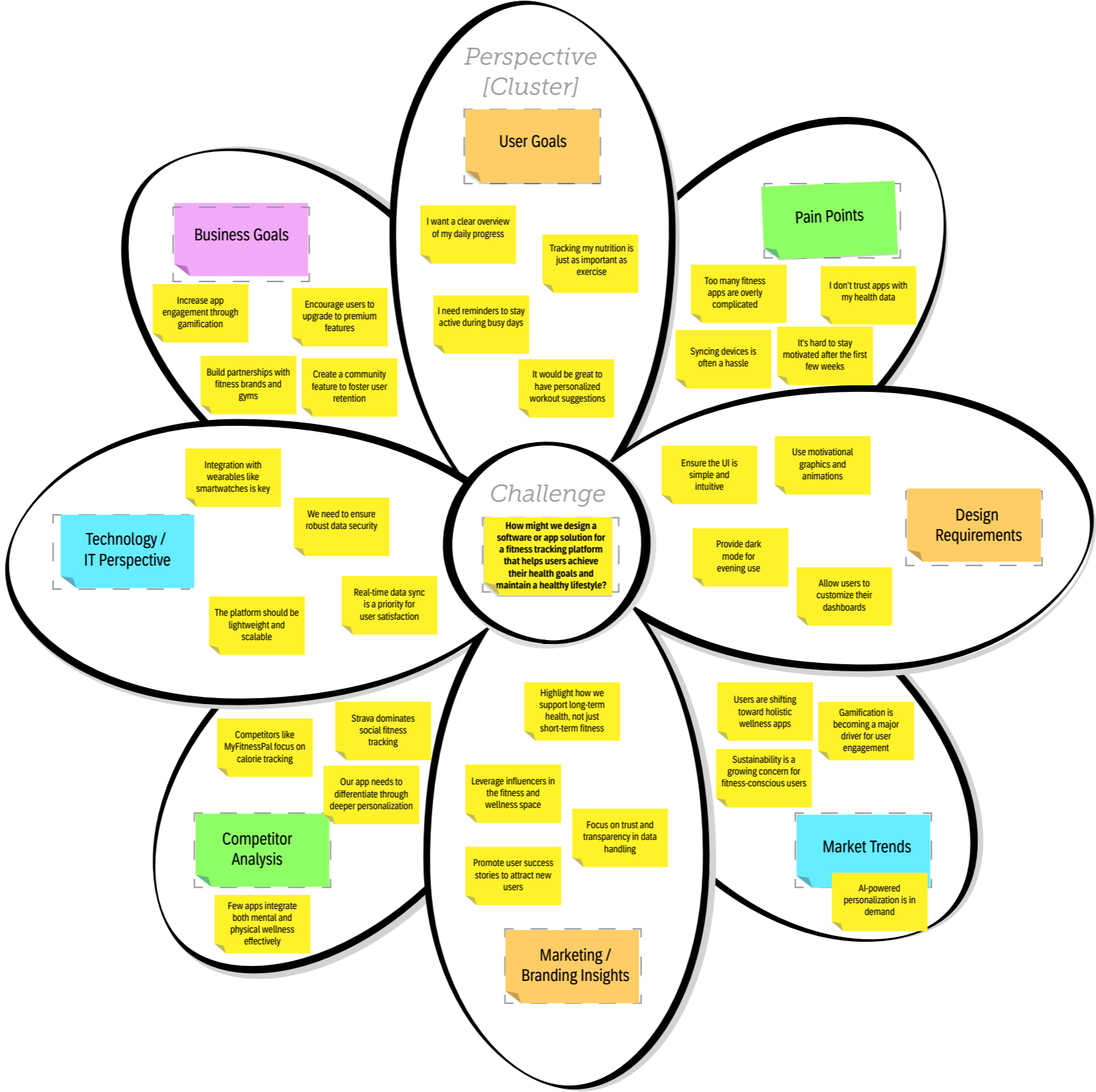
### Expert Tips

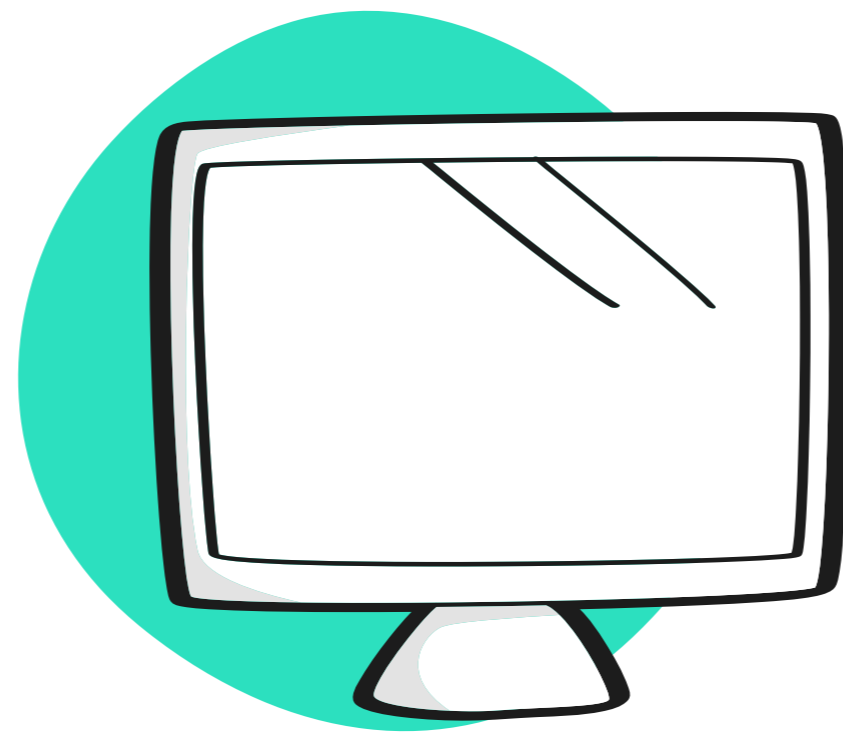
While working on the petal clusters, don't place a perspective between two petals. Each aspect has to be sorted out to one petal.

Petal clusters can and should be rearranged if an aspect doesn't fit, and no petal should remain free.

It's okay if not all perspectives are placed in the petals as long as everybody agrees to leave this perspective out.

# Example Context Map





# Virtual Collaboration Template

# MURAL Template

## Context Map

### INSTRUCTIONS

**PURPOSE**  
The purpose of the context map is to get a better understanding of the challenge and support the reframing process.

**SETUP**

5 - 6 PEOPLE   < 30 MINS TIME   INTERMEDIATE DT EXPERIENCE

**TIPS FOR THE MODERATION**  
The team members collect in a silent brainstorming their different perspectives about the challenge. Those will then be clustered in a maximum of 8 groups (petals). With this analysis the team can then reframe the given challenge.

**RECOMMENDED FOR**  
Explore Phase,  
Discover Phase

**STEPS**  
1 Start Brainstorming (5 min)  
2 Cluster and Vote (25 min)

### 1. Start Brainstorming (5min)

Silent Brainstorming of 8 Ideas per person.

[Name Participant 01]  
[Green grid]

[Name Participant 02]  
[Blue grid]

[Name Participant 03]  
[Orange grid]

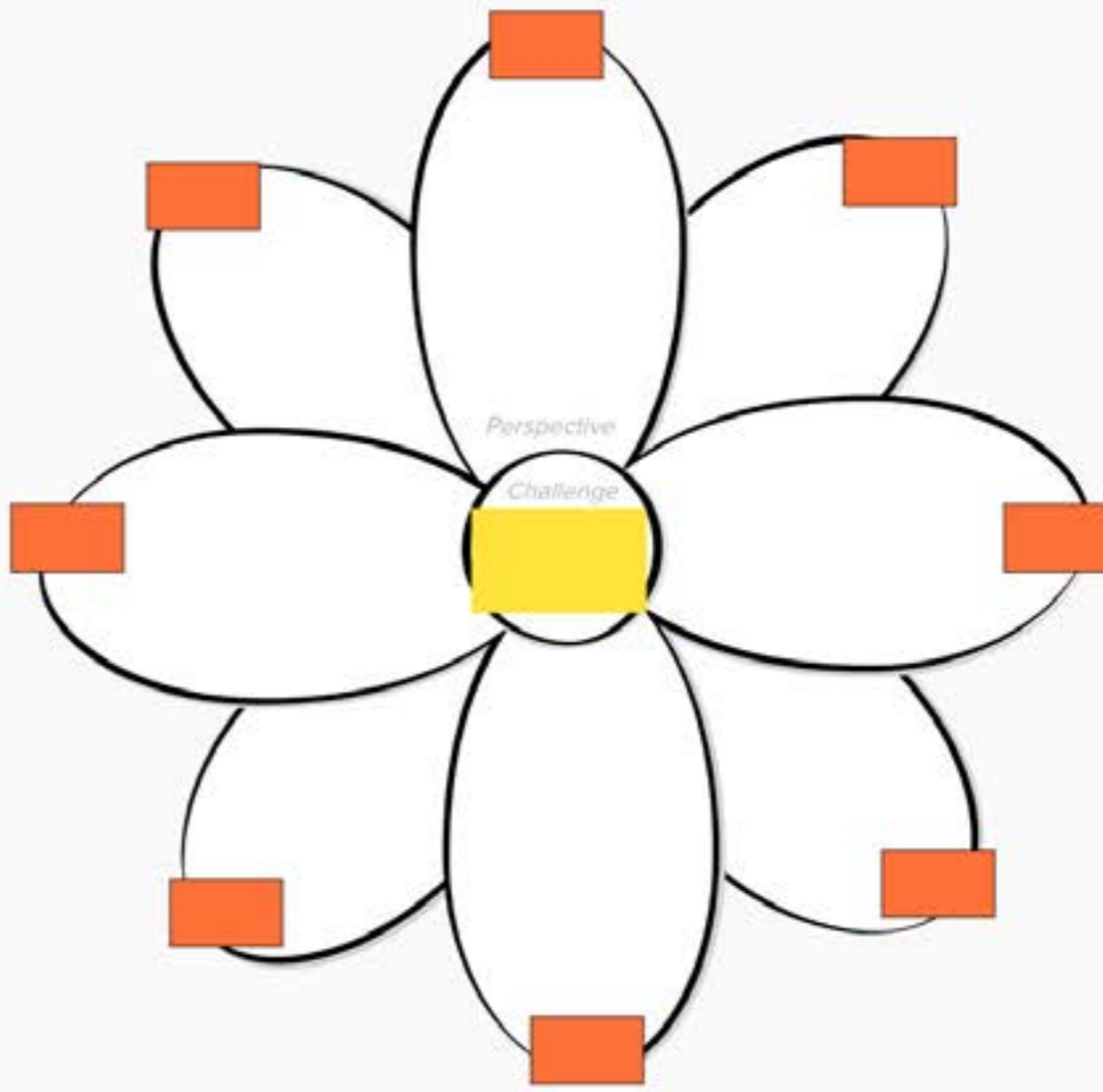
[Name Participant 04]  
[Yellow grid]

[Name Participant 05]  
[Pink grid]

[Name Participant 06]  
[Purple grid]

### 2. Cluster and Vote (25 min)

Move your ideas to the petals, creating clusters. After all ideas are presented, give each petal a name and vote on the petal you think is most important.



Access the MURAL template\*: <https://app.mural.co/template/e45972b7-6479-433f-bee3-b9089de3eadb/1820b01e-4286-465b-ae5a-813b5b0b5491>

\*Registration required