

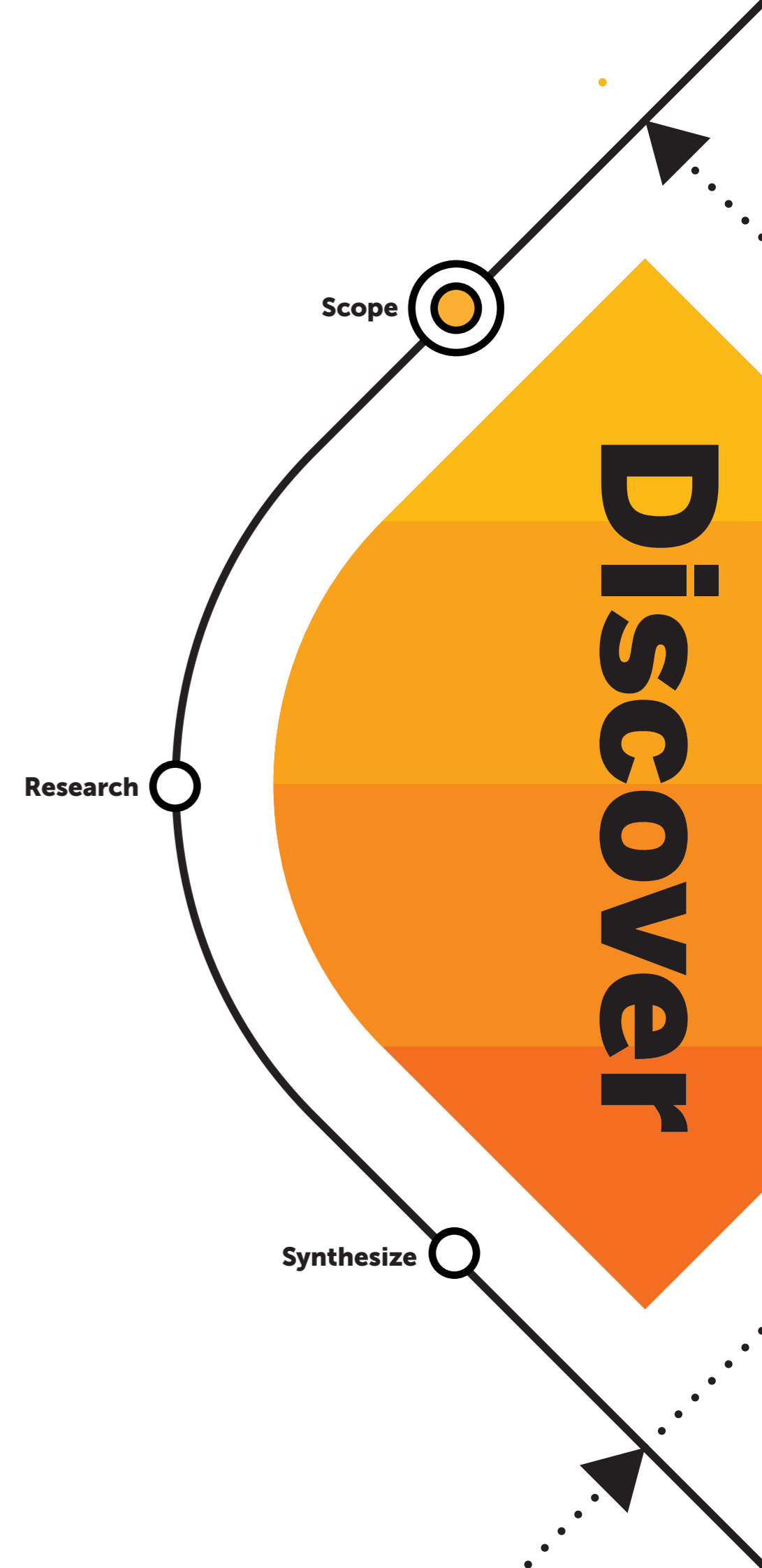
EXPLORE AND DISCOVER PHASE / Joint Activity

## Context Map

Get a better understanding of the design challenge by brainstorming and clustering different perspectives. Explicating different points of view helps reframe and scope the challenge.

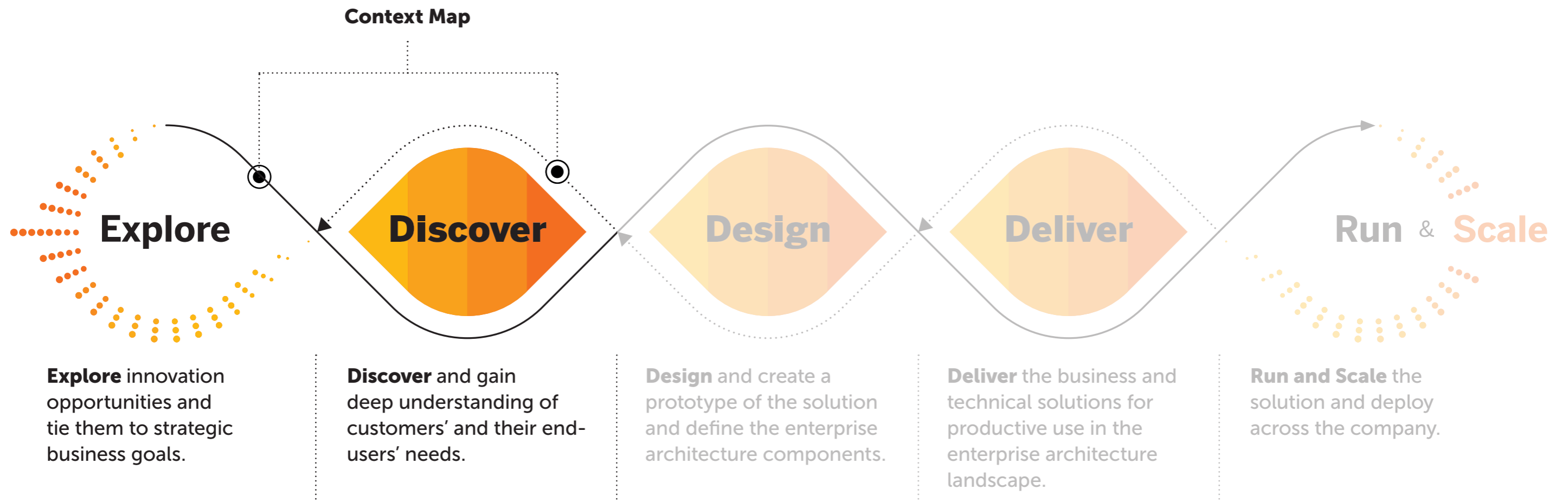
# Why to use a Context Map

A Context Map helps team members to grow a common understanding of the forces that are in play around a given design challenge. It also helps define the boundaries around the project, clarifying the project's scope and focus.



# When to use 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.



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

# How to use a Context Map



Duration  
**15–30 Minutes**



Participation  
**5–6 People**



Roles  
**Designers, Business Leads**

## Steps

- 1** Start a silent brainstorming on different perspectives. Each member brainstorms up to 8 perspectives in regard to the challenge. Perspectives can be high-level and detailed.
- 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.

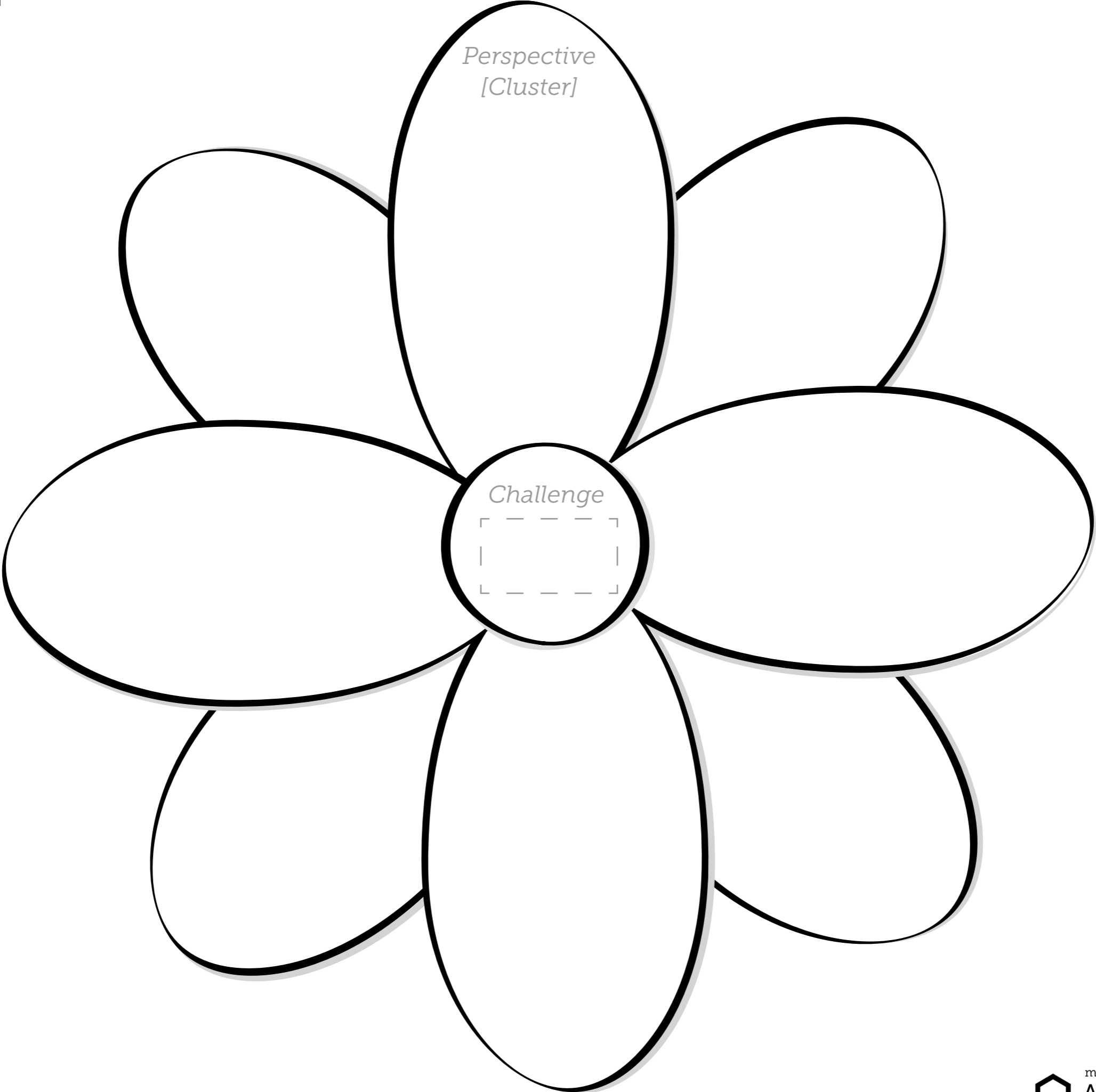
Petal clusters can and should be rearranged if an aspect doesn't fit, and no petal should remain free.

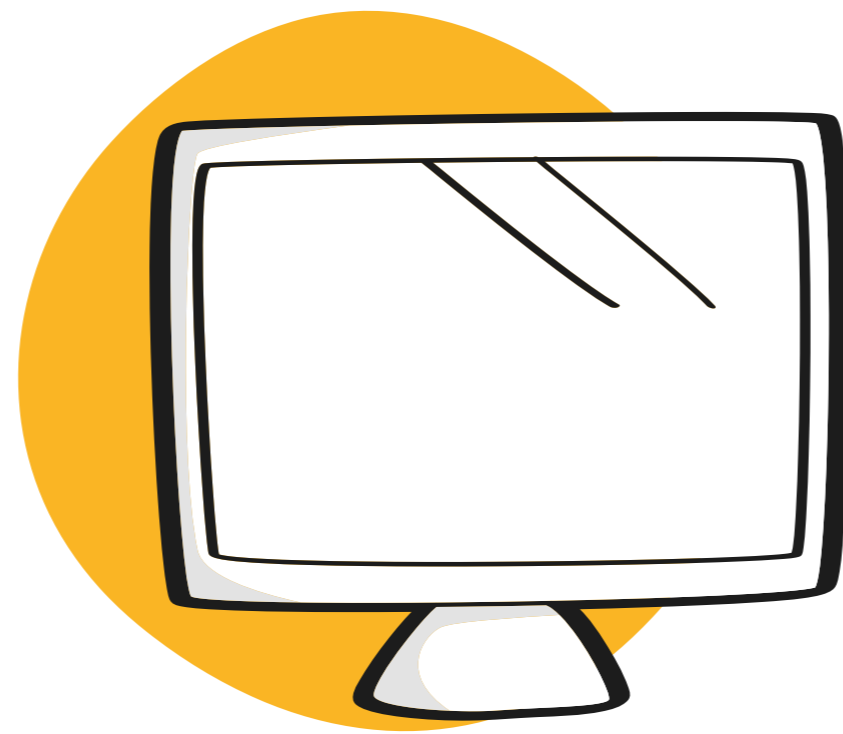
It's okay if not all perspectives are placed in the petals as long as everybody agrees to leave this perspective out.



# Template for Print

# 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]  


[Name Participant 02]  


[Name Participant 03]  


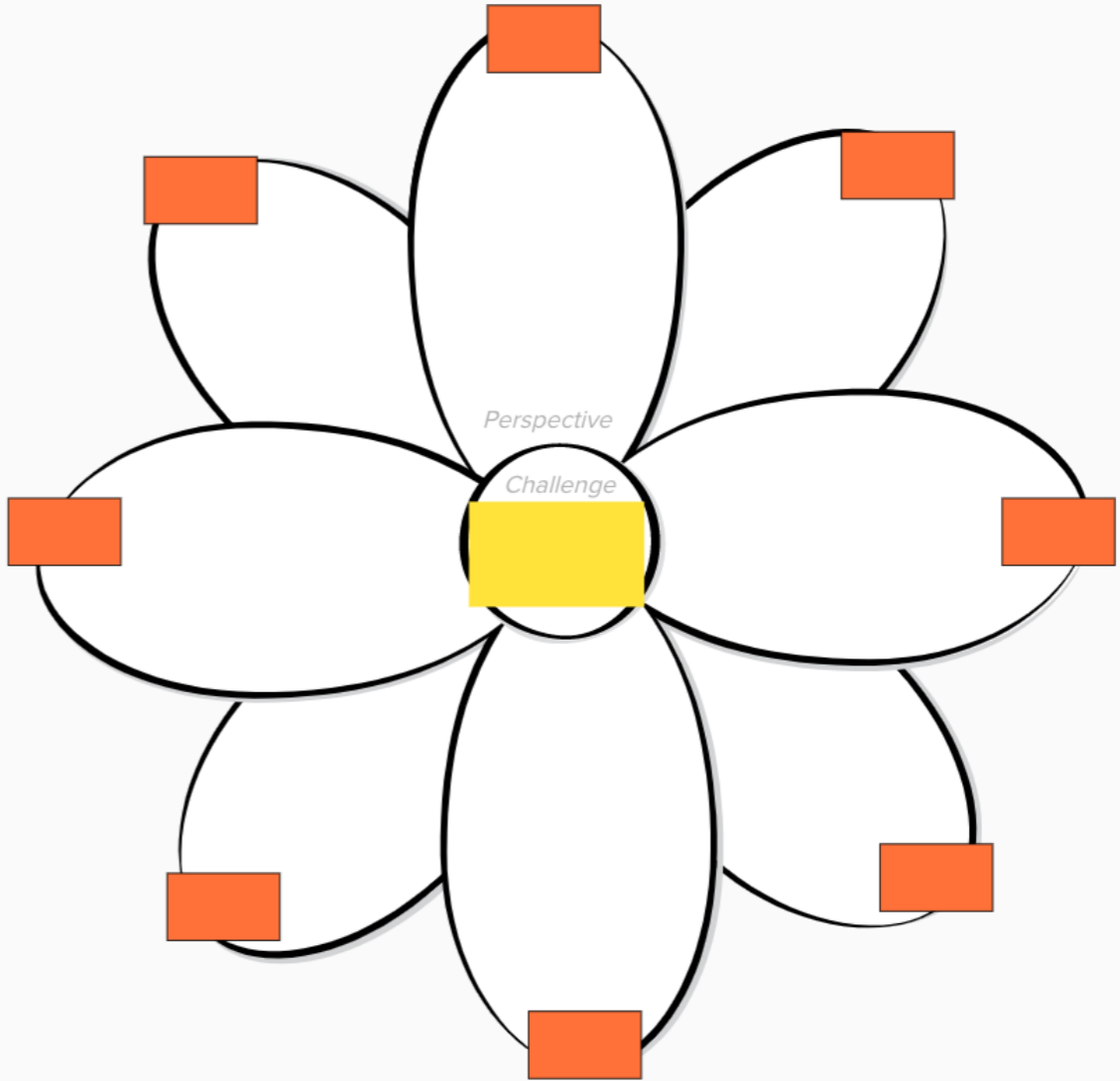
[Name Participant 04]  


[Name Participant 05]  


[Name Participant 06]  


### 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/597044f6-4e70-4f66-b2de-d825d25941e8/926638cf-8f8f-45af-994c-b2216316aff1>