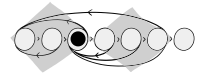


CONTEXT MAPPING



Lewrick / Link / Leifer
The Design Thinking Toolbox
978-1-119-62919-1

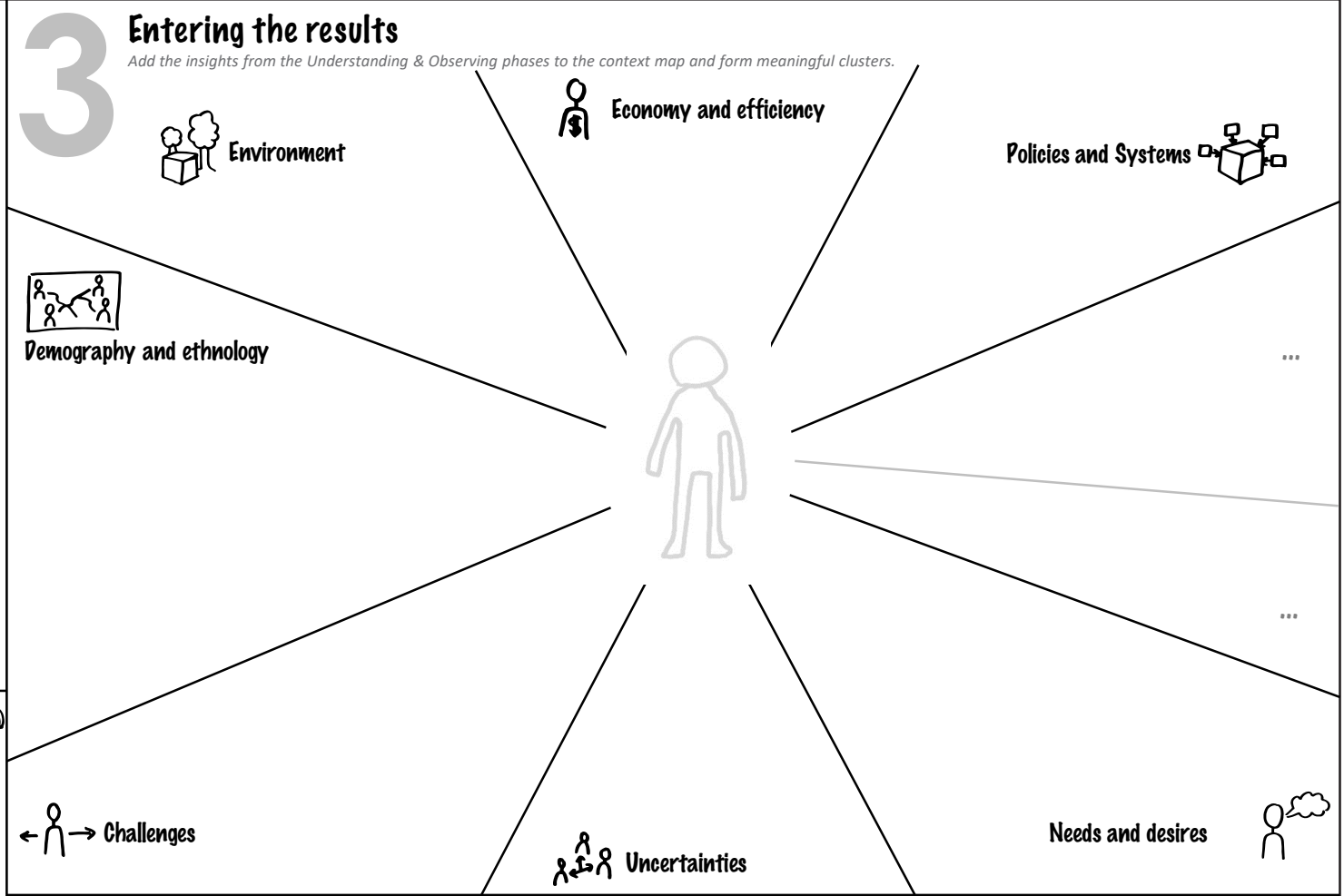


Short instructions: The knowledge gained from the creation of a Context Map comes from the phases of *understanding* and *observing*. For a deeper understanding and knowledge not only information is needed, but also additional context. Context mapping helps in this transfer by creating awareness e.g. for a bigger picture of a certain situation.

More tips & tricks for this template on book page: 133


1 Define Categories

Use existing criteria or define new ones.



2 Observation

Perform observations or revert to existing documentation.



4 Findings

Recognize the bigger picture and the connections.

