

# Offering-Activity-Culture Map

**Speculating on an opportunity space to move to in relation to the current position**

BENEFITS	INPUT	OUTPUT
<ul style="list-style-type: none"><li>• Broadens mindset</li><li>• Identifies opportunities</li><li>• Visualizes information</li></ul>	<ul style="list-style-type: none"><li>• Offerings to study and their attributes</li><li>• Understanding of cultural context around chosen offering</li></ul>	<ul style="list-style-type: none"><li>• A mapped set of activities and influencing cultural factors relevant to the product</li><li>• Speculations on innovation opportunities</li></ul>

## What it does

The Offering-Activity-Culture Map uses three ways to look at innovation opportunities: the "offerings" (products, services) with their functions and features, the "activities" people do with those offerings, and the 'cultural context' in which people use those offerings. In thinking about opportunities this way, the method provides a high-level view that broadens explorations. Moreover, this method helps us think about an innovation not just as an offering with improved functions and features but as something that connects with people, what they do, and how they live. By expanding thinking from offerings to activities to cultural context, it opens up the opportunity space at the onset of a project.

## How it Works

### STEP 1: Describe the offering and its attributes.

Make a diagram showing the offering in central circle. Describe its functions, features, and other attributes.

### STEP 2: Describe activities related to the offering.

In a circle surrounding the offering in the diagram, describe people's activities driven by individual and social norms. If the offering is a "book," an example of an activity driven by individual norms will be "writing notes while reading a book." An activity driven by social norms will be "discussing the book content as a group" or "giving the book as a gift."

### STEP 3: Describe the cultural context.

Describe the cultural factors that influence people's activities in the outer circle of the diagram. How do different groups use the offering differently? What are the shared beliefs about the offering? What are the accepted norms, customs, and practices? What are the prevailing cultural trends? What meanings and values are attached to the offering?

### STEP 4: Discuss and speculate on innovation opportunities.

Use this diagram to discuss your team's overall thoughts about offerings, activities, and cultural context. Speculate on opportunities for innovation that touch on many parts of the diagram. How can these be translated into the innovation intent for the project?

