

Opportunity Mind Map:

Organizing aspects of the project and mapping areas of opportunities for innovation

BENEFITS

- Creates overview
- Identifies opportunities
- Reveals relationships
- Structures existing knowledge

INPUT

- Attributes for topic of interest

OUTPUT

- Collection of concepts/opportunities organized around a common attribute

WHAT IT DOES

This method is used at the beginning of concept exploration. Using frameworks from previous methods such as the Summary Framework or Design Principles Generation, teams start to create visual depictions of where innovation opportunities may reside. These visual depictions start with the core topic in the centre, and possible opportunities are explored from this centre, to the periphery. Opportunities are shown in relation to the various project aspects depicted on the map. The map, showing relationships and hierarchies, becomes a tool for teams to have early conversations about where it is more interesting for potential solutions to be developed. The method helps guide further exploration and concept development.

HOW IT WORKS

STEP 1:

Define the core topic and related aspects.

Looking at the insights and frameworks developed during the Frame Insights mode, define the core topic that's most interesting to explore opportunities. Identify from previous research the key aspects related to this topic. For example, for a core topic "healthy living," the related aspects might be "health products/services," "food choices," and "education."

STEP 2:

Map the core topic and related aspects.

Build the basic structure for the mind map: position the core topic as the centre, define a scale represented by concentric circles to determine the different levels of relationship to the core topic, and lastly, divide the area around the topic and show them as the key aspects you want to explore. If the project included robust research and analysis, use the categories from a framework to represent them around the core topic.

STEP 3:

Explore opportunities around the core topic and its aspects.

Based on the insights and principles developed in the Frame Insights mode, explore possible opportunities for each of the aspects mapped. Capture them in the map, positioning them according to the aspects they relate to and how they are related. Discuss ideas in teams and build on each other's ideas.

STEP 4:

Reline the map according to the attributes.

Discuss attributes that are important to track in the early stages of exploration. For example, a useful common attribute is the "relevance to the core topic." Represent the most relevant opportunities closer to the centre of the radial opportunity map, and place the least relevant ones toward the periphery.

STEP 5:

Analyse the map and recognize areas for further exploration.

Analyse and evaluate the potential of the mapped opportunities. Discuss and determine which areas on the map are most interesting for further development

