

Understand your customers experience.

CONCEPT MAP

A Concept Map is a tool for visualising the relationship between elements of a service (people, systems, objects etc.). Concept maps are graphical tools for organizing and representing knowledge. They include concepts, usually enclosed in circles or boxes of some type, and relationships between concepts indicated by a connecting line linking two concepts. The label in boxes for most concepts is a word, although sometimes these become symbols. Words placed on the line, referred to as linking words or linking phrases, specify the relationship between the concepts.

The Benefits of Concept Mapping are

- They are relatively simple to use;
- They help staff, customers and stakeholders to brainstorm and generate new ideas;
- They encourage the participants to discover new concepts and the propositions that connect them;
- They allow participants to clearly communicate ideas, thoughts and information;
- They can help participants develop new concepts and contextualise these with older concepts;
- They enable participants to gain enhanced knowledge of any topic and evaluate the information

Concept maps are typically hierarchical, with the subordinate concepts stemming from the main concept or idea. This type of graphic organizer however, always allows change and new concepts to be added.

Start with a main idea, topic, or issue to focus on.

A helpful way to determine the context of your concept map is to choose a focus question—something that needs to be solved or a conclusion that needs to be reached. Once a topic or question is decided on, that will help with the hierarchical structure of the concept map. Determine the key concepts and hypothesis. Find the key concepts that connect and relate to your main idea and rank them; most general, inclusive concepts come first, then link to smaller, more specific concepts. Finish by connecting concepts--creating linking phrases and words. Once the basic links between the concepts are created, add cross-links, which connect concepts in different areas of the map, to further illustrate the relationships and strengthen the participant's understanding and knowledge on the topic.

CONCEPT MAP TEMPLATE

