

Concept Map

What it is

The **Concept map** is a concrete description of the selected idea. Here you describe how it works, which are their compenent elements. You could even say that it is the idea’s ID. A document that will grow and transform along the course of the project, in function of the progress made during prototyping and testing.

Keep in mind that it is a design tool, and not a marketing tool. The descriptive part is objective, not a sales pitch. What we are after here is for any person working on the project to be able to consult the concept map and know what the project consists of.

Why use it







It allows us to describe and explain the concept of the solution, visually and with text, from a user’s perspective. It effectively explains the “what” and “how” of the new concept we are creating.







It is the first step to give body to your idea and prototype it.

How to use it

Although it is a very flexible tool, there are certain guidelines that help us get the most out of it.

We propose a canvas, an example of which is found at the right side of this text, where you can fill in the following sections:

1. Concept name: Write the name of your idea 
- You don’t have to start with this step, but it does help to think of a name for the solution.
2. Description: Remember that it must be objective and self-explanatory. It should helps us understand what our ideation consists of. 
3. Target public: As specifically as possible, define who your solution is directed toward. 
4. Benefits and attributes: Ask yourself what benefits you are offering the client, what value is being provided. 
5. Actors involved: Decide what people ought to be involved in this solution for it to work and make sense, as well as what the relationships between them are. 
6. Sketch: Draw a visual description of the solution. 

Concept name: 		Sketch 
Description 	Target Public 	
Benefits and attributes 	Actors involved in the solution 	

Tips & Tricks

TEAM

1-5 people

TIME

Between 20 and 40 minutes. If there is enough time to do more than one, spending 15 to 20 minutes on each concept should be enough.

MATERIALS

Large paper, sticky notes, markers.

FOR BEST RESULTS

Remember that this is not a tool for selling your idea, but rather to ground it and design it, to give it substance. Avoid descriptions you could find in the Marketing area. The aim is to objectively set out what our idea consists of.

WHAT IT HELPS YOU ACHIEVE

- Getting the team aligned in their comprehension of the idea and the project.
- Going deeper into ideation, thinking of details that begin to give shape to our idea.

FOR AGILE

It helps us think of user stories and functionalities.

TOOLS AND ACTIVITIES BEFORE YOU START

- Ideation: Brainstorming, crazy eights...

TOOLS AND ACTIVITIES FOR AFTERWARDS

- Journey
- Business Model Canvas
- Prototyping

Concept Map

Concept name: BBVA Buddy: your voice activated personal assistant

Description

Objective and self-explanatory description of the concept of the solution, to understand what it consists of.

Your BBVA Buddy is a personal assistant with voice interaction that works on any mobile operating system. Whenever you have a problem or a query to make, you can ask your buddy directly.

Your buddy has access to your bank account and a database of information regarding doubts and frequently asked questions to be able to provide you with an answer.

Target Public

To whom is it directed?

Clients of the bank with a medium or medium-low digital level, they are not computer experts nor Internet experts, but they use their mobile's apps.

Benefits and attributes

What benefits do we offer the client?
What value are we contributing?

iAutonomy and ease agility

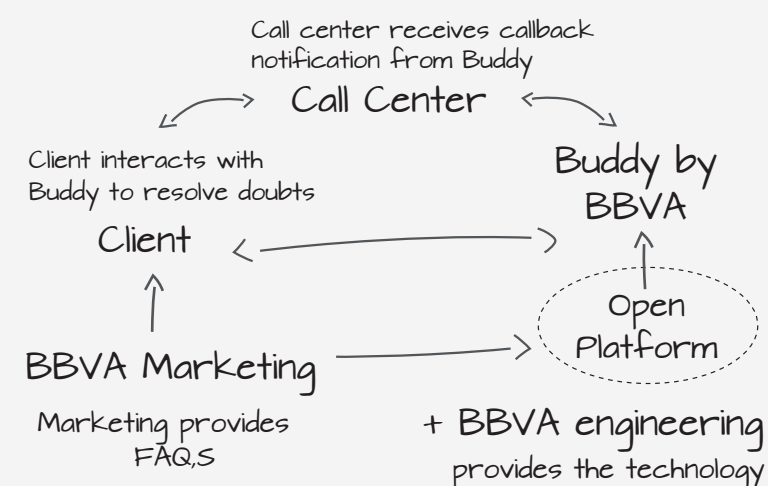
Ease, comfort and time-saving. With a specific app for solving problems, you no longer have to access the bank's main app, web page or Call Center.

The ability to resolve a query/problem from anywhere, at any time.

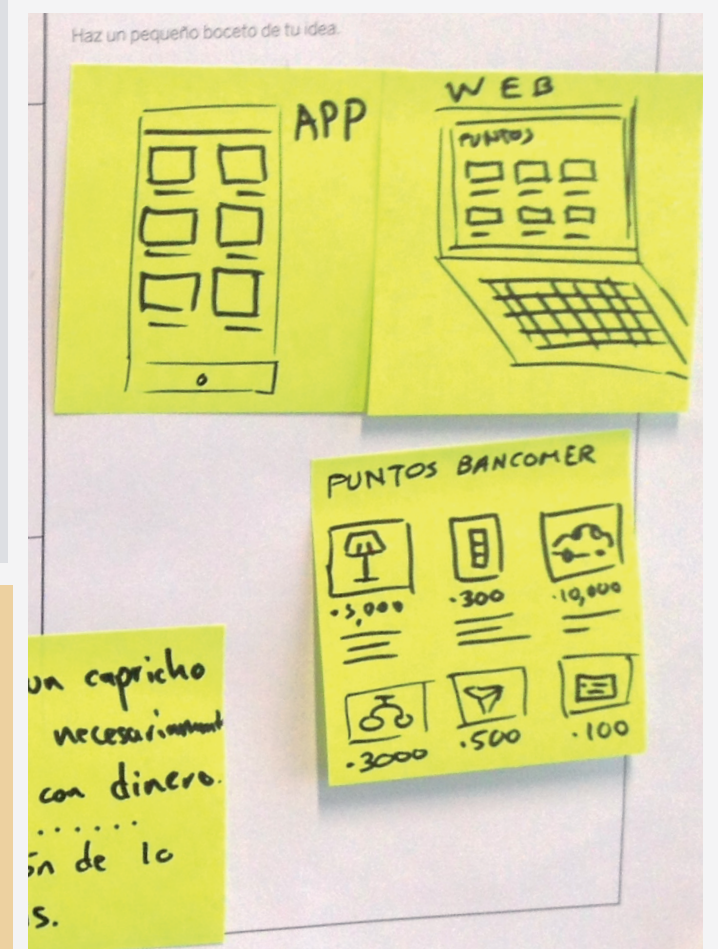
Personalised attention.

Actors involved in the solution

What people should take part in this solution to help make it possible?
What are the relationships among them?



Sketch



Thinking visually

Here are some suggestions and tips that might help you with the visual part of your concept map.

- Visual thinking consists of representing visually what one thinks or communicates.
- It is basically drawing, without any need for artistic quality, what you think or wish to share. Whether it be an idea, an occurrence, a story, a situation, an object, a movement, an interaction.
- Just get started drawing with lines, circles and rectangles. Everyone knows how to draw like this.
- When ideas are visualised as drawings, even the simplest of drawings, they transform and take on perspective and can be communicated and shared inside and outside your team.

Concept Map

Concept name:

Sketch
Visual description of the solution

Description
Objective and self-explanatory
description of the concept of the solution,
to understand what it consists of.

Target Public
To whom is it directed?

Benefits and attributes
What benefits do we offer the client?
What value are we contributing?

Actors involved in the solution
What people should take part in this solution to help make it possible?
What are the relationships among them?