Concept Mapping

Jon Kolko
Professor, Austin Center for Design

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Concept Map

A representation of a system that sacrifices accuracy for comprehensibility; a tool for sensemaking.

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A CONCEPT MAP/

1. Visualizes both the forest and the trees
2. Rarely has a “beginning” and “end”
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4. Provides direction and instruction
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Concept Map

We'll use a concept map to understand the organization and boundaries of a complex system.

Think of it as a translation between words and visuals – a way of jumping from a set of written requirements to an initial design schema.

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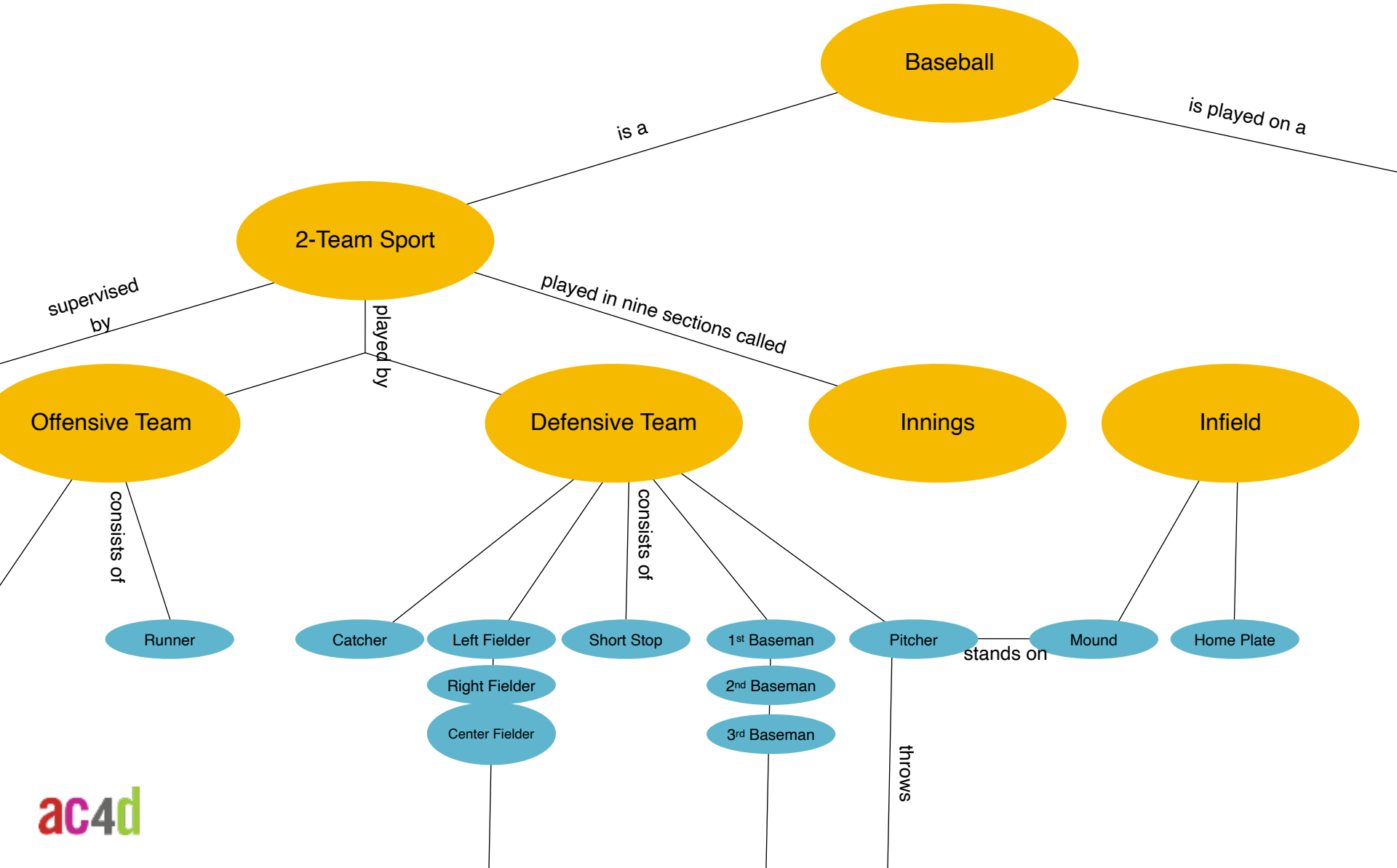
For Example…



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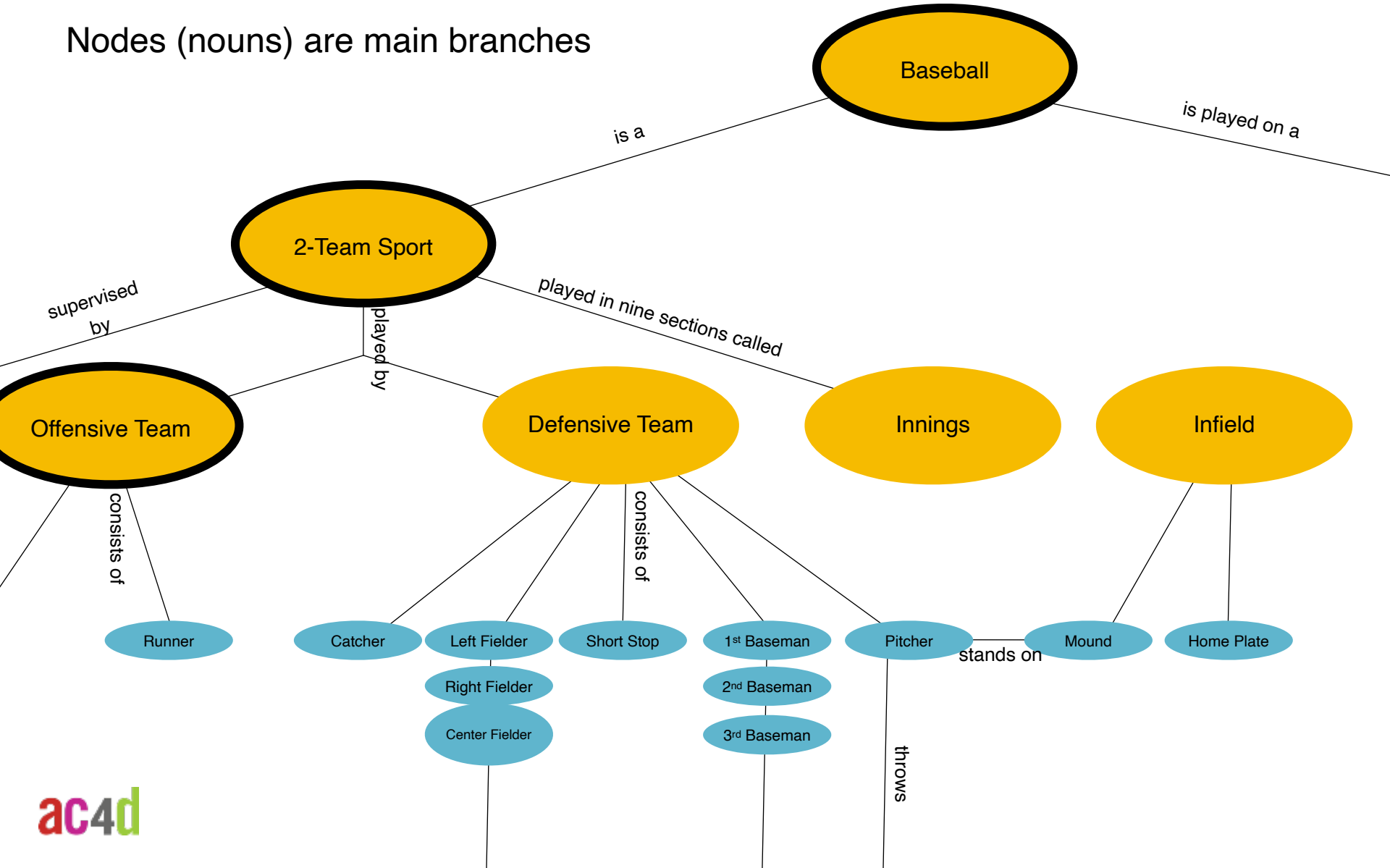
For Example…

Nodes (nouns) are main branches



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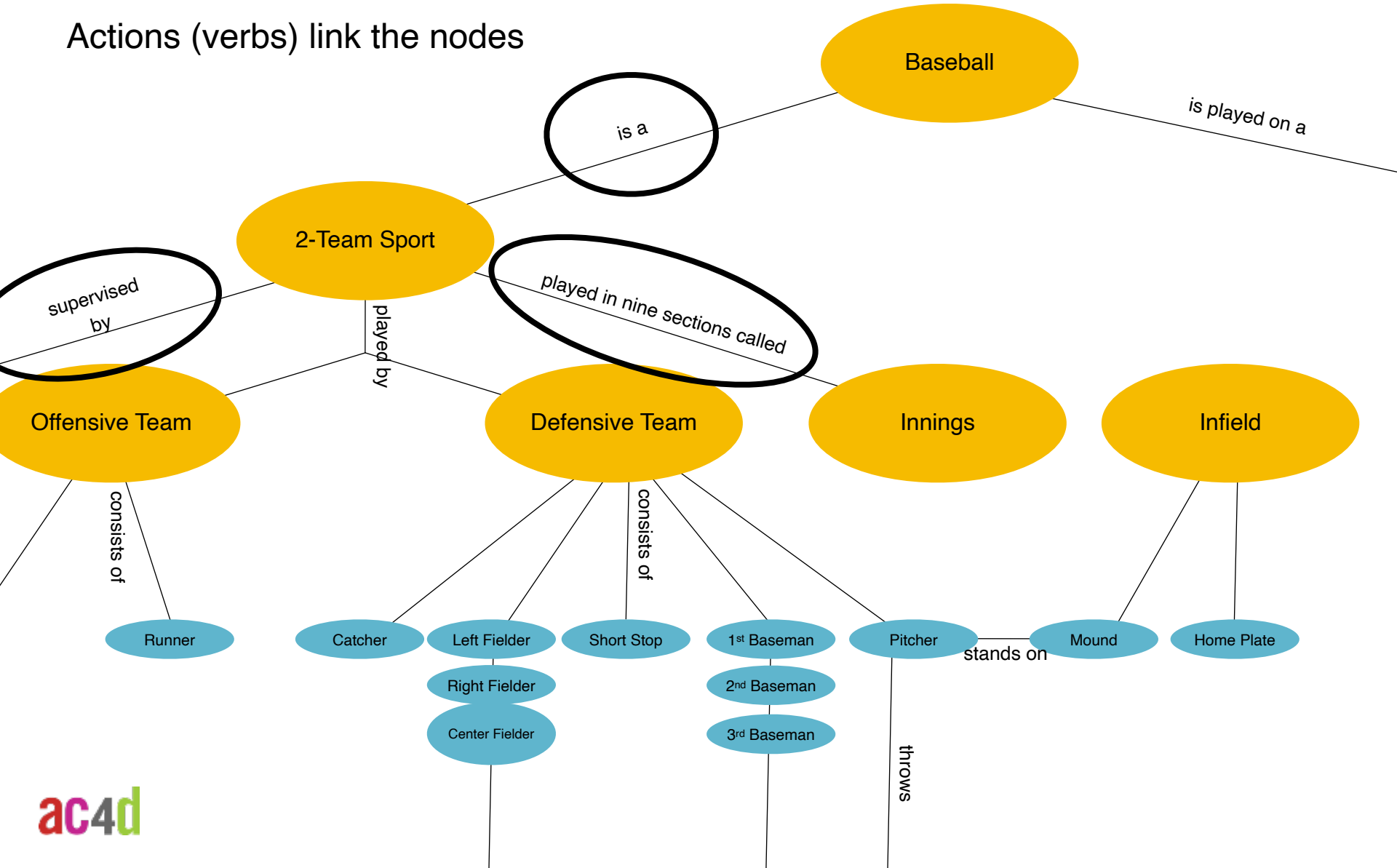
For Example…

Actions (verbs) link the nodes



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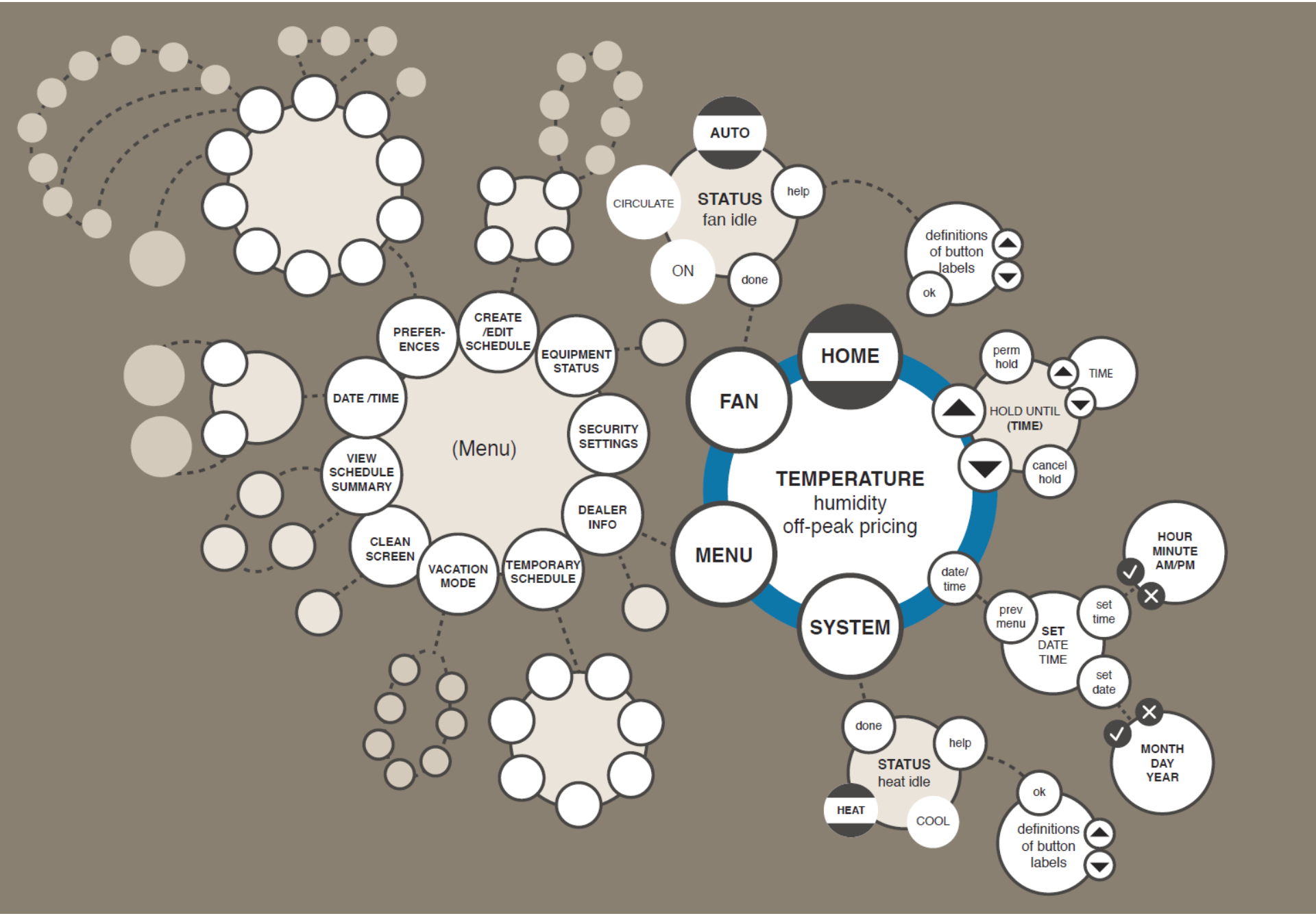
AUTO
CIRCULATE
STATUS
fan idle
help
ON
done
definitions
of button
labels
ok
PREFER-
ENCES
CREATE
/EDIT
SCHEDULE
EQUIPMENT
STATUS
DATE /TIME
SECURITY
SETTINGS
VIEW
SCHEDULE
SUMMARY
(Menu)
DEALER
INFO
CLEAN
SCREEN
VACATION
MODE
TEMPORARY
SCHEDULE
HOME
FAN
perm
hold
TIME
HOLD UNTIL
(TIME)
cancel
hold
TEMPERATURE
humidity
off-peak pricing
MENU
date/
time
SYSTEM
HOUR
MINUTE
AM/PM
prev
menu
SET
DATE
TIME
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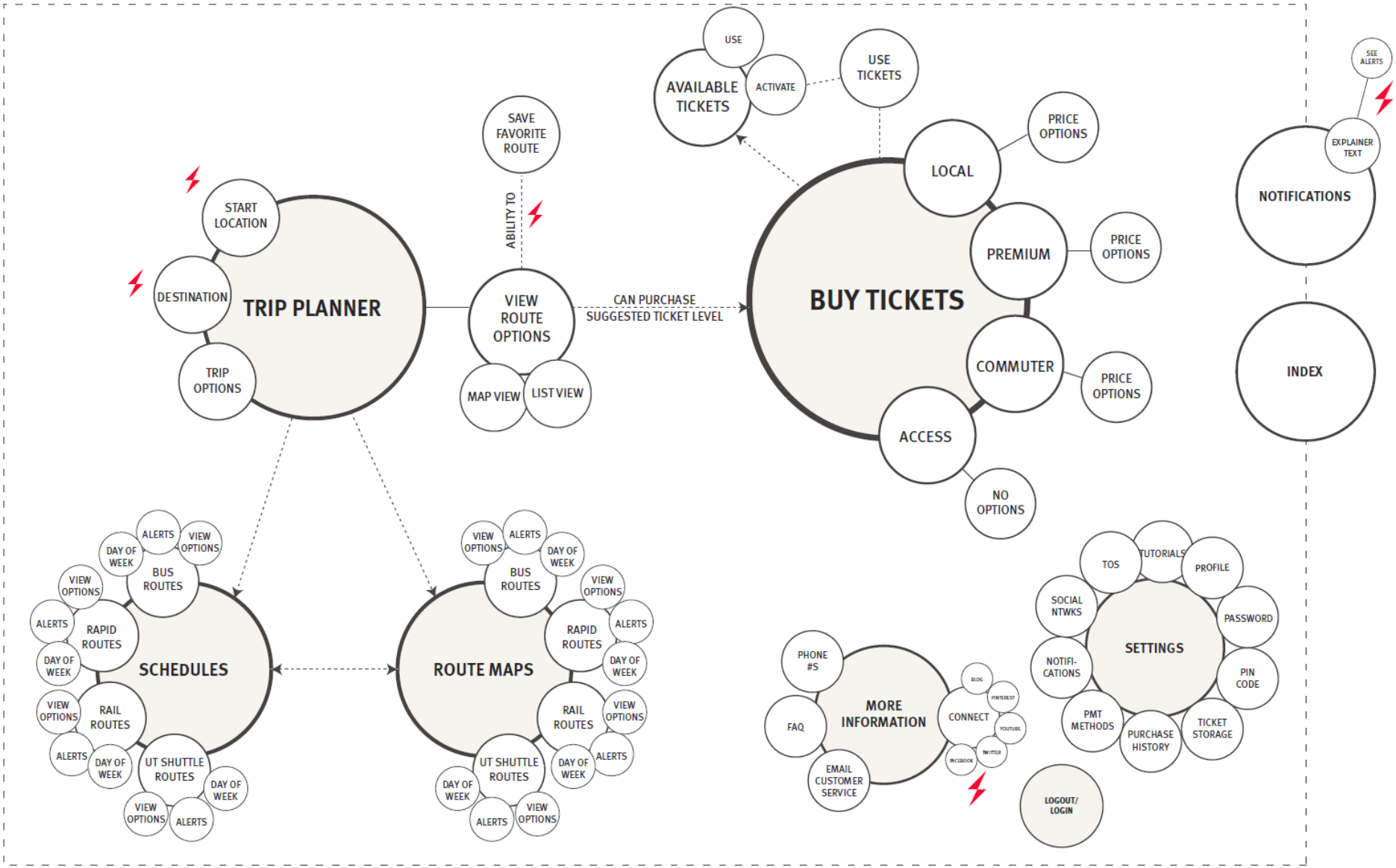
TRIP PLANNER
START LOCATION
DESTINATION
TRIP OPTIONS
SAVE FAVORITE ROUTE
ABILITY TO
VIEW ROUTE OPTIONS
MAP VIEW
LIST VIEW
CAN PURCHASE SUGGESTED TICKET LEVEL
BUY TICKETS
AVAILABLE TICKETS
USE
ACTIVATE
USE TICKETS
LOCAL
PRICE OPTIONS
PREMIUM
PRICE OPTIONS
COMMUTER
PRICE OPTIONS
ACCESS
NO OPTIONS
NOTIFICATIONS
SEE ALERTS
EXPLAINER TEXT
INDEX
SCHEDULES
BUS ROUTES
RAPID ROUTES
RAIL ROUTES
UT SHUTTLE ROUTES
ALERTS
VIEW OPTIONS
DAY OF WEEK
ROUTE MAPS
BUS ROUTES
RAPID ROUTES
RAIL ROUTES
UT SHUTTLE ROUTES
ALERTS
VIEW OPTIONS
DAY OF WEEK
MORE INFORMATION
PHONE #S
FAQ
EMAIL CUSTOMER SERVICE
CONNECT
BLOG
PINTEREST
YOUTUBE
TWITTER
FACEBOOK
SETTINGS
TOS
TUTORIALS
PROFILE
SOCIAL NTWKS
PASSWORD
NOTIFI-CATIONS
PIN CODE
PMT METHODS
PURCHASE HISTORY
TICKET STORAGE
LOGOUT/ LOGIN

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Creating a Concept Map

1. **Create a matrix showing the relations of terms**

   List terms. Identify the main elements that make up the system; lean on your contextual research to understand the words that matter to the users the most.

   Create empty matrix, plotting the words against themselves.

   Identify relationships; these are qualitative and require interpretation.

Creating a Concept Map

2. **Identify the main branches of the map.**

   Use frequency of connections, as well as common sense. Create the backbone or structure of the map so that it makes a cohesive sentence.

Creating a Concept Map

3. **Fill in the rest of the structure**

   Be sure to represent all of the elements in the system.

Creating a Concept Map

4. **Enhance with visual design**

   Use visual design to clarify and make the content more accessible .

For example…
Making a concept map of AC4D.

Social Entrepreneurship	Autonomous	Confidence	Project Management
Sketching	Branding	Roadmaps	Strategist
Behavior	Impact	Sarcasm	Visual Design
Creativity	Theory of Change	Jon Kolko	Wicked Problems
Fun	Beer	Whiteboards	Mobile

	Soc. Ent	Autonomous	Confidence	Project Mgmt	Sketching	Branding	Roadmaps	Strategist	Behavior	Impact	Sarcasm	Visual Design	Creativity	Theory of Change	Jon Kolko	Wicked Problems	Fun	Beer	Whiteboards	Mobile
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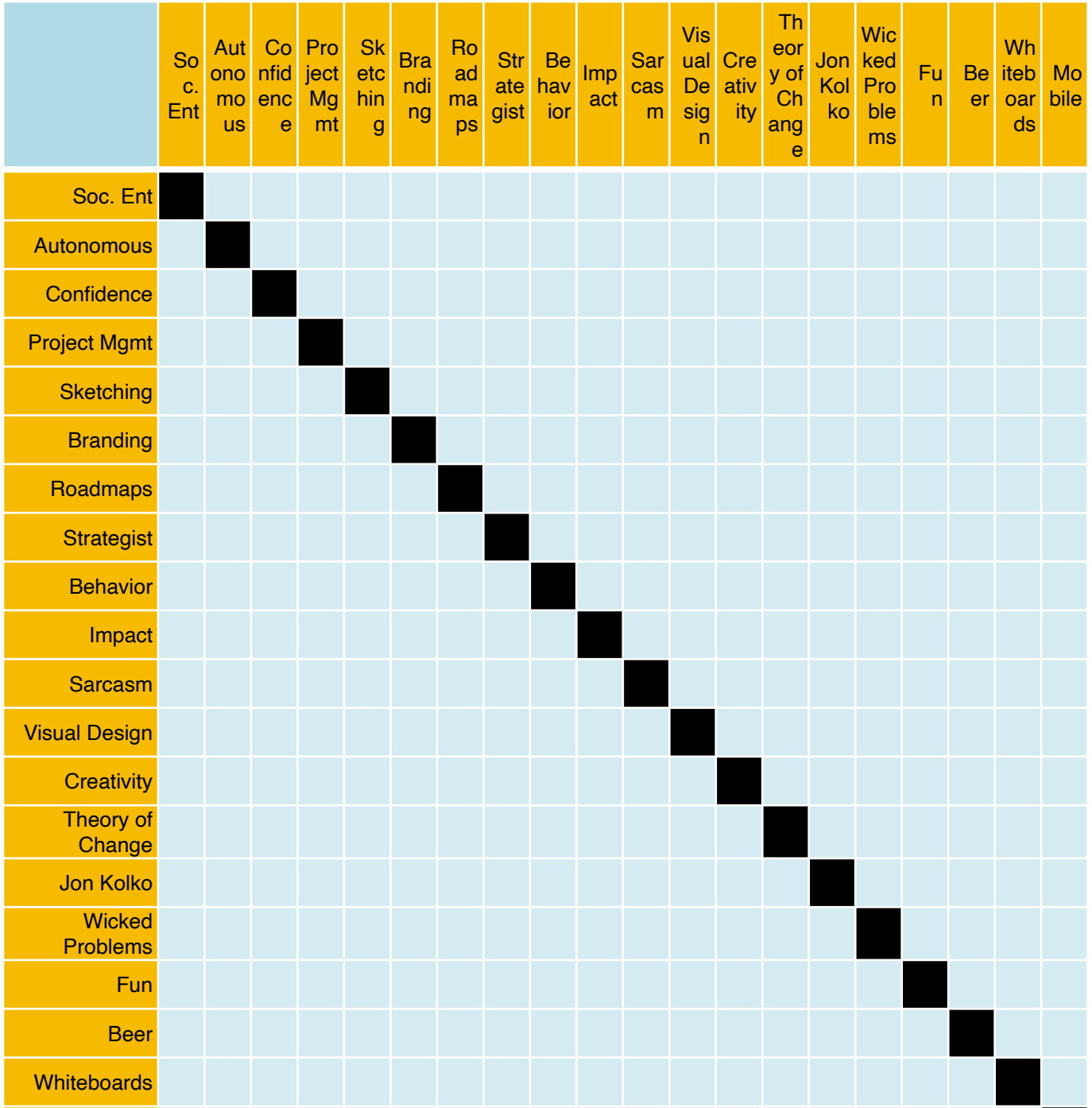
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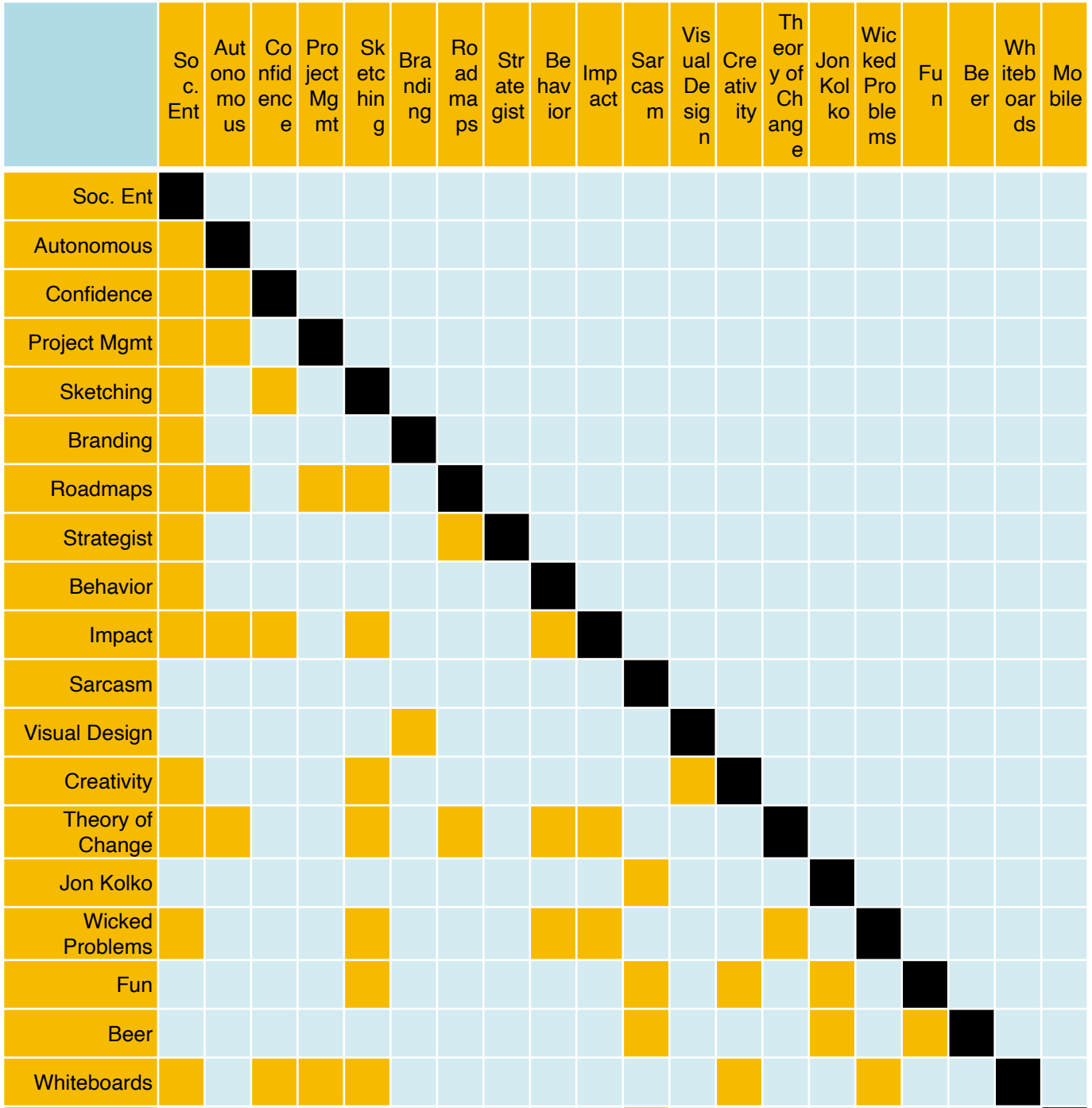
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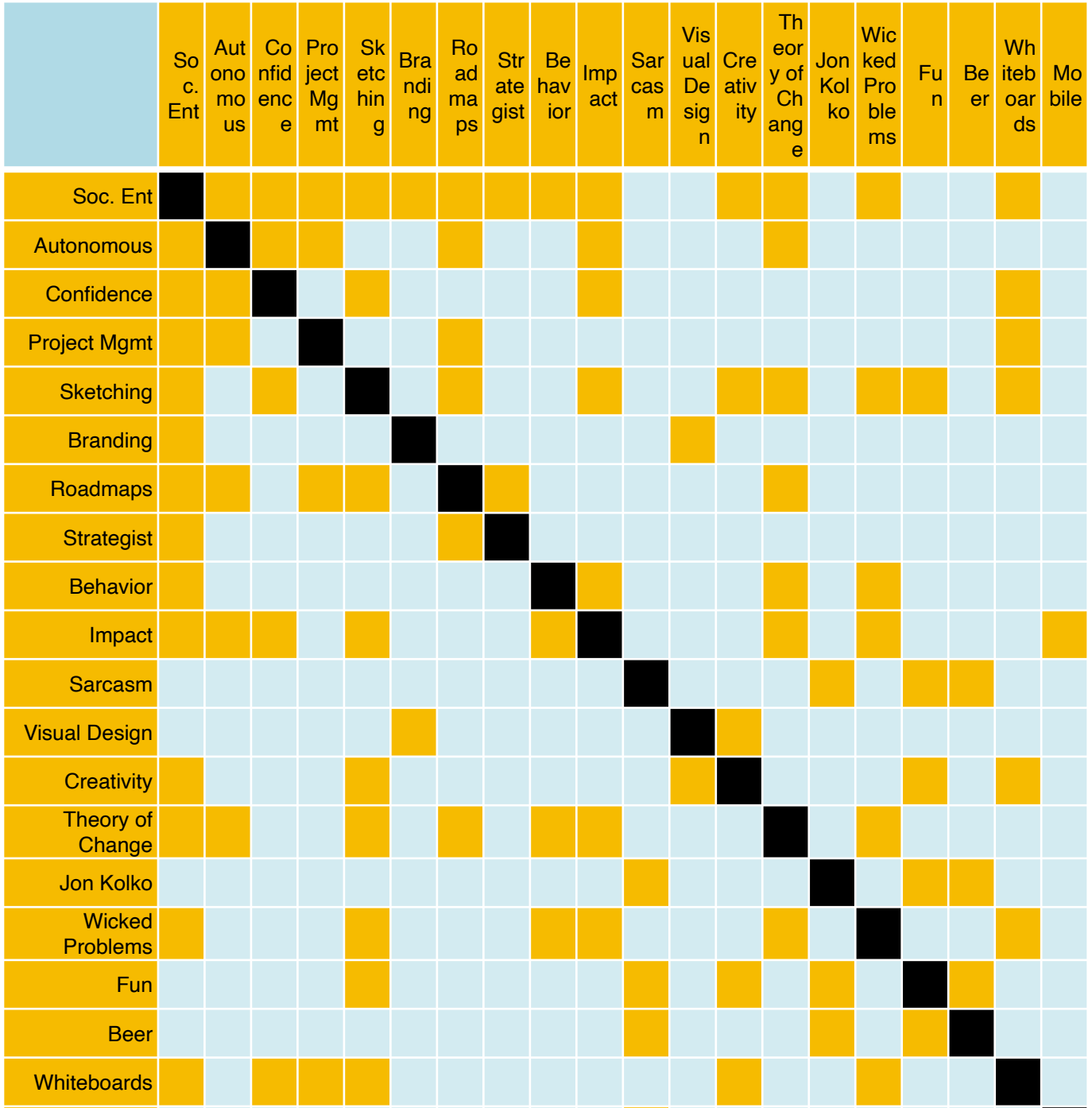
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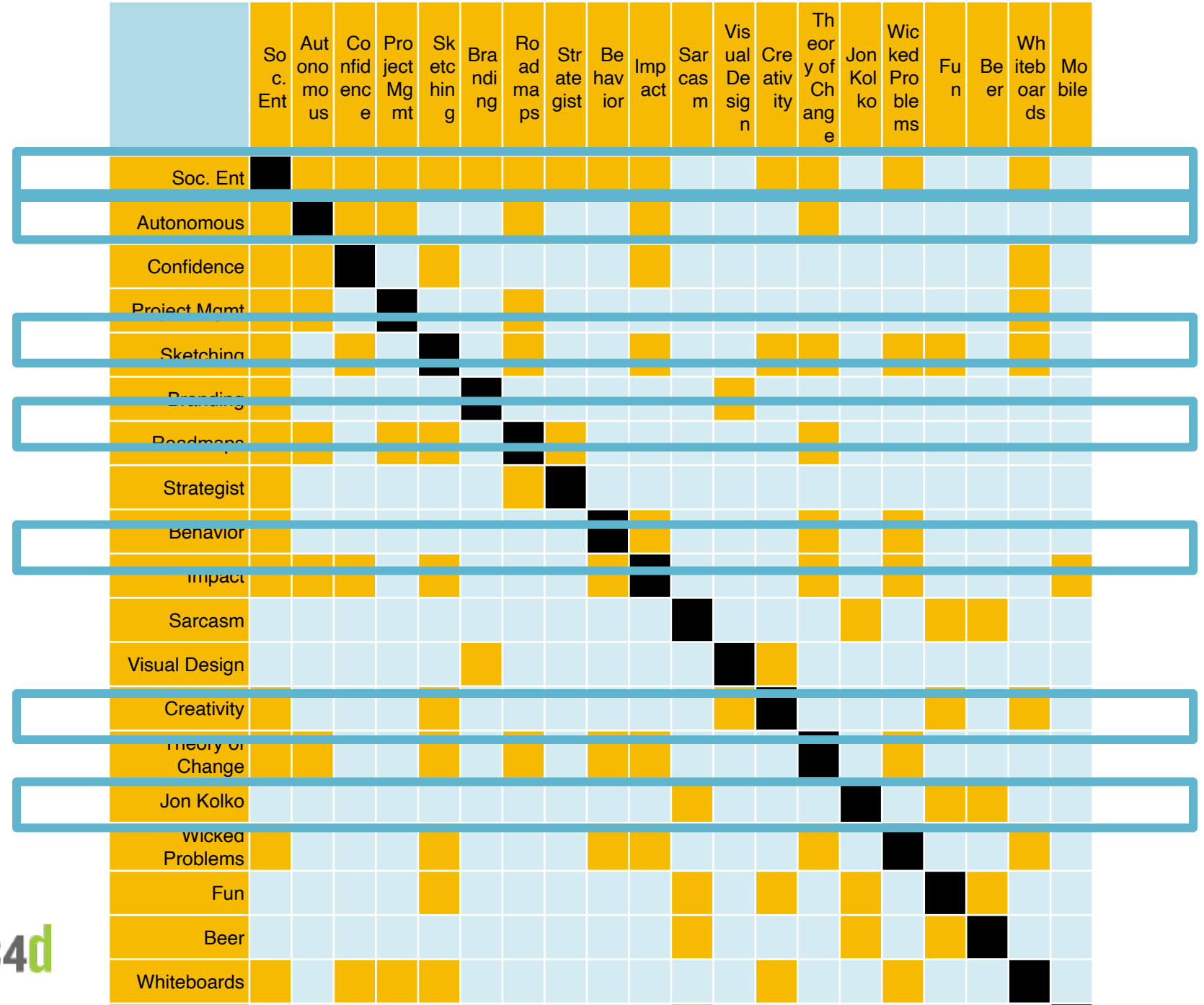
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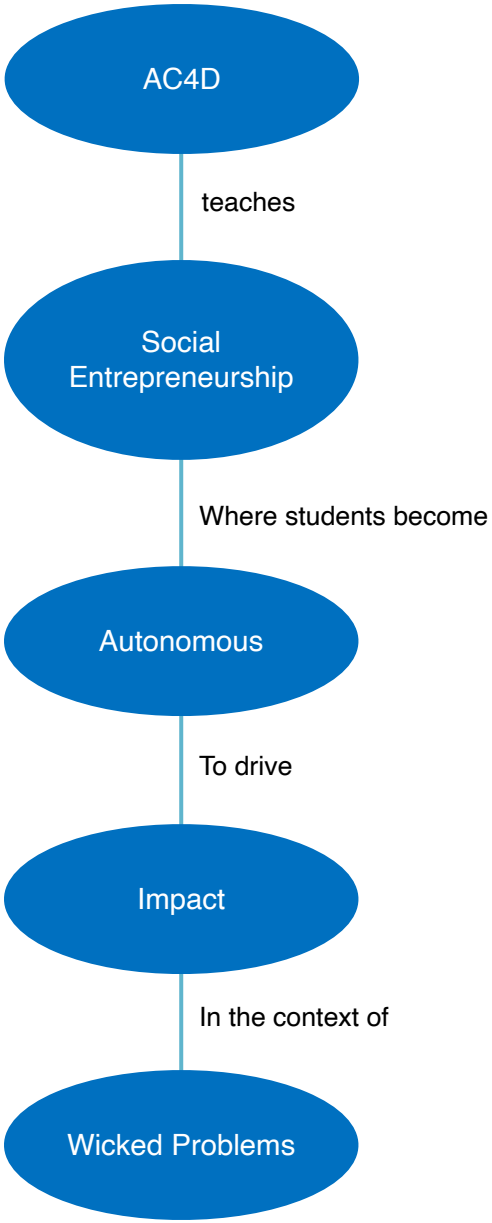
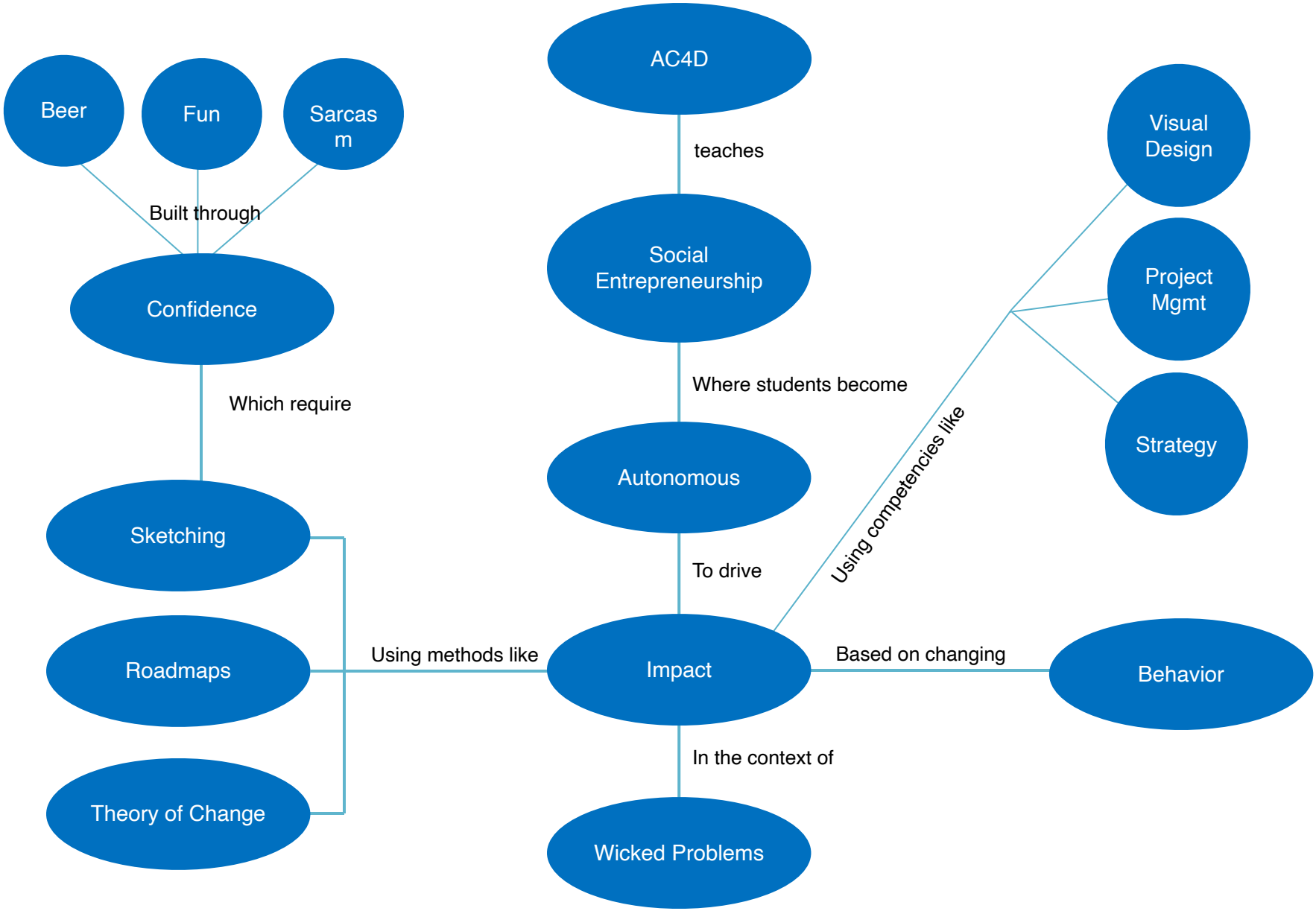

AC4D
teaches
Social Entrepreneurship
Where students become
Autonomous
To drive
Impact
In the context of
Wicked Problems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In the context of
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Project Mgmt
Strategy
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Behavior
Using methods like
Roadmaps
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Which require
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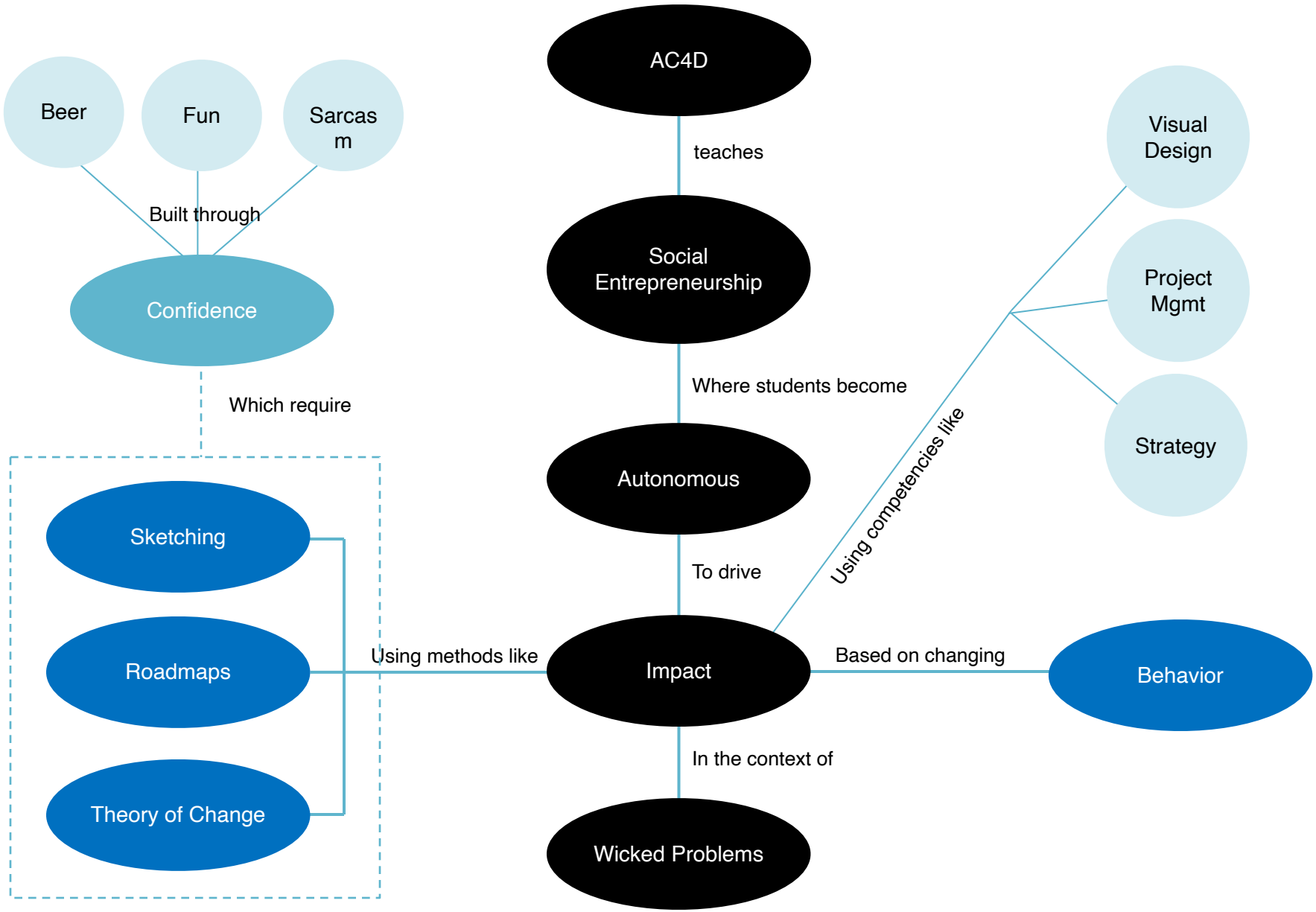
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Download our free book,
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