

AS THE DATA IS MAPPED OUT, DESIGNERS CAN SEE THE HOLISTIC VIEWPOINT CONCISELY, WHERE TRICKY DATA IS SIMPLIFIED AND EASIER TO DIGEST.

IT ENHANCES SERVICE DESIGN AS IT ALLOWS FOR COLLABORATION, AND ENCOURAGES CREATIVITY AND BRAINSTORMING, WHICH CAN PROVIDE INSIGHT INTO NEW PERSPECTIVES.



MIND MAPPING HELPS TO PRIORITISE AND ORGANISE DATA AND GENERATE IDEAS FOR MORE EFFECTIVE PROBLEM-SOLVING AND DESIGN.

BY MAPPING OUT THE PROJECT THIS WAY, DESIGNERS CAN IDENTIFY PATTERNS, RELATIONSHIPS AND ANY MISSING LINKS THAT MAY NOT HAVE BEEN REALISED.

ALTHOUGH MIND MAPPING IS A BROAD TERM, IT IS A VISUAL REPRESENTATION OF INFORMATION, BE THAT A SEQUENCE OF THOUGHTS, A CONCEPT, A SYSTEM, OR A PROCESS.

Mind Mapping