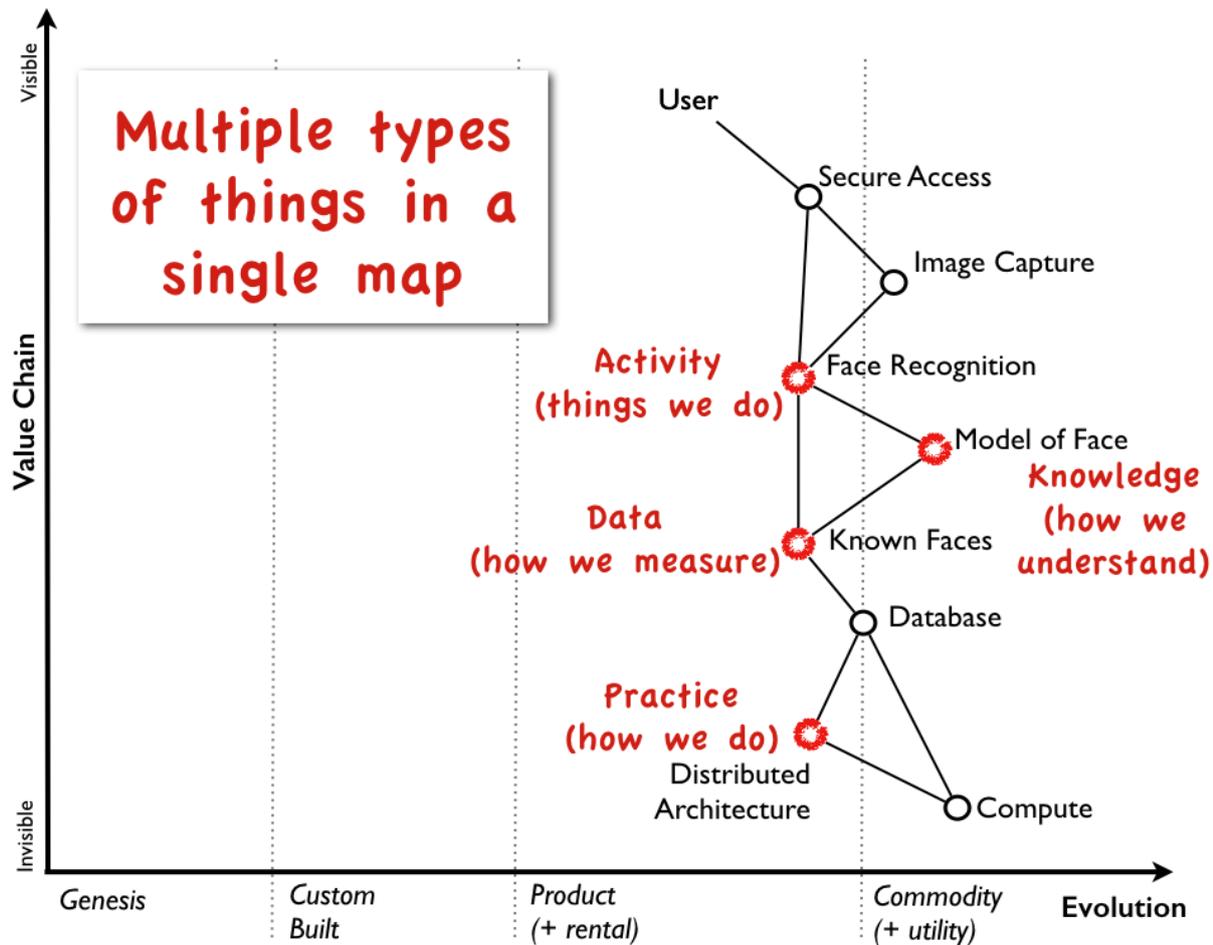# Where should a component go?

A cheat sheet for evolution

One of the trickiest things about mapping is knowing where on the evolution axis a component ought to be. This table below outlines the four main types of components you might put on a map: *Activities*, *Data*, *Practices*, or *Knowledge*.

These all go through different stages of evolution, from left to right.

	Uncharted	Transition		Industrialised
	I	II	III	IV
Activities	Genesis	Custom	Product and Rental Services	Commodity & Utility Services
Data	Novel	Emerging	Good	Best
Practices	Unmodelled	Divergent	Convergent	Modelled
Knowledge	Concept	Hypothesis	Theory	Accepted

Working out where to put a component

If you're not sure where to put a component, try looking at different characteristics or properties of the component, and for each one, see which of the statements below most apply.

Characteristics				
Ubiquity	Rare	Slowly increasing consumption	Rapidly increasing consumption	Widespread and stabilising
Certainty	Poorly understood	Rapid increases in learning	Rapid increases in use / fit for purpose	Commonly understood (in terms of use)
Publication Types	Wonder	Focus is on how to build it, awareness or learning	Focus is on maintenance, operations or new features	Focus is on use
General properties				
Market	Undefined market	Forming market	Growing Market	Mature Market
Knowledge Management	Uncertain	Learning on use	Learning on operation	Known / accepted
Market Perception	Chaotic (non linear)	Domain of experts	Increasing expectation of use	Order (appearance of being linear) / trivial
User Perception	Different / confusing / exciting / surprising	Leading edge / emerging	Increasingly common / disappointed if not used	Standard / expected
Perception in industry	Competitive advantage / unpredictable / unknown	Competitive advantage / ROI/ case examples	Advantage through implementation / features	Cost of doing business
Focus of value	High future worth	Seeking profit / ROI	High profitability	High volume / reducing margin
Understanding	Poorly understood / unpredictable	Increasing understanding / development of measures	Increasing education / constant refinement of needs / measures	Believed to be well defined / stable / measurable
Comparison	Constantly changing / a differential / unstable	Learning from others / testing the waters / some evidential support	Feature difference	Essential / operational advantage
Failure	High / tolerated / assumed	Moderate / unsurprising but disappointed	Not tolerated, focus on constant improvement	Operational efficiency and surprised by failure
Market Action	Gambling / driven by gut	Exploring a 'found' value	Market analysis / listening to customers	Metric driven / build what is needed
Efficiency	Reducing the cost of change (experimentation)	Reducing the cost of waste (Learning)	Reducing the cost of waste (learning)	Reducing the cost per unit
Decision drivers	Heritage / culture	Analyses & synthesis	Analyses and synthesis	Previous experience