

# GUIDE TO PHASE 4: Building community & your system map



## WHAT DO YOU NEED?

- Your REMODEL tools (pens + tape)
- The following printed canvases:
  - 4.1 Stakeholder Mapping (A1)+ pieces
  - 4.2 (Pieces for) System Map (A4)
  - 4.3 Open-o-meter (A4)
  - 4.4 Pitch (A4)
- 4 hours of designated time
- All of the work team attending for the full duration of the exercise.

## TIPS AND TRICKS

When you fill the templates, make sure to write clearly and in big letters, so it is easy to read for your colleagues.

## WHAT IS THE PURPOSE OF THIS EXERCISE?

In this phase you will start to lay the foundation for establishing a community around your product by mapping your existing stakeholders, and then dive into imagining the full scope of the system around your product that this community will be part of. We call this the system map.

## SETUP

1. Clear a large table.
2. Choose one person in your group to be the “time-boss”. This person makes sure to keep pace and the designed time frame.

## PREPARE

3. Take the materials from Phase 3 as well as earlier phases and keep them ready.
4. **[15 mins]** Watch the video: “REMODEL Toolkit Phase 4 Instructions”  
- <https://vimeo.com/283390029>

## START THE WORK

You are now ready to start the work of this phase.

5. **[60 mins]** Please take the 4.1 Stakeholder Mapping canvas and accompanying pieces, as well as the 3.1 Storyboard and 3.3 Key Elements canvases from Phase 3. Also keep your user stories from Phase 2 handy.
  - a. Exercise: You will now create an overview of all the stakeholders that surrounds your product: Your partners, your collaborators, your customers etc. For inspiration look at your storyboard and your user stories. Discuss them one by one and place them on the canvas as follows:
  - b. Take one of the stakeholder cards and fill it out with the name (and a short description) of one of your stakeholders.
  - c. Next, write on the card how this stakeholder benefits from engaging with your product. For instance, the customer benefits by having access to a product which fills their need, whereas a partner might instead benefit financially.
  - d. Place the card on the relevant stakeholder map (you can

read descriptions of each field on the map). A customer, for instance, would fit into one of the “peer” fields - either as a consumer or potential co-producer.

6. **[90 mins]** Now it is time to imagine the grander system which these stakeholders are parts in by making a System Map. Take your storyboard (again), your stakeholder map as well as the 4.2 System Map pieces:
  - a. Exercise: On a large open space on your table you must now build a visual representation of the system that surrounds your product and how its elements interact with each other: People (stakeholders), flow of value (money, data), flow of goods (including the product itself), spaces (shops), platforms for co-creation, etc. etc.
7. **[15 mins]** Take a break, get coffee!
8. **[15 mins]** Take the 4.3 Open-o-meter canvases and, based on your new system map overview, choose up to three elements in your system map that need to be open for the system to work and for the stakeholder community to co-create your open product. These elements could be either the ones you also rated in Phase 3, or new ones that you now realize are needed.
9. **[15 mins]** Following your new system map overview, maybe your elevator pitch needs an update: Take the old (3.4 Pitch) and the 4.4 Pitch canvas and re-write/update it accordingly.
10. Take a picture of your system map to use in phase 5.
11. Make sure to **keep all materials and tools** for the next phases.