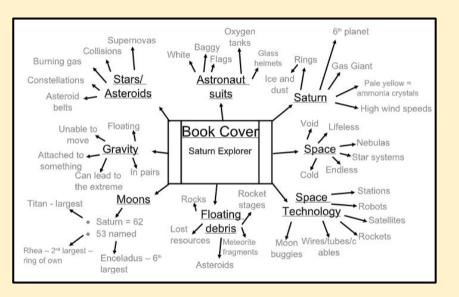# Mind maps

A mind map is a **pre-production document**.

They are made during the **planning stage** of a product's development, often right at the beginning.
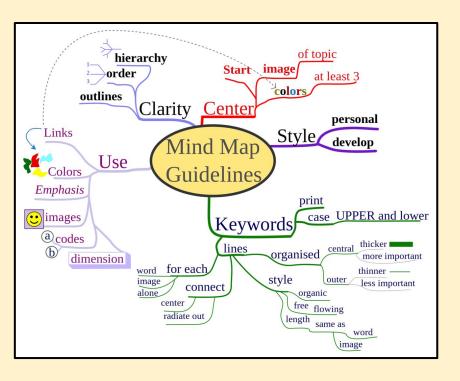
They are a way of coming up with **ideas** for a project.
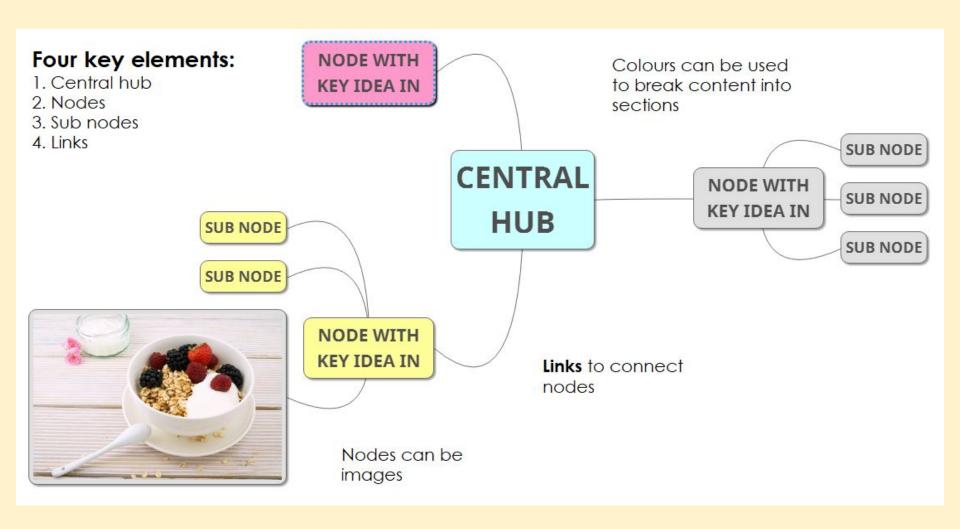
Mind maps

Purposes:

- brainstorm ideas for a project
- to quickly gather ideas from people involved in the project
- let **designers** share ideas about a project
- gather ideas for content
- show links between different parts of a project
- to help the **project manager** get ideas about what a project involves
- to check the **design team**'s ideas with the **client**

Possible **audiences** for mind maps are shown **in bold** on the right
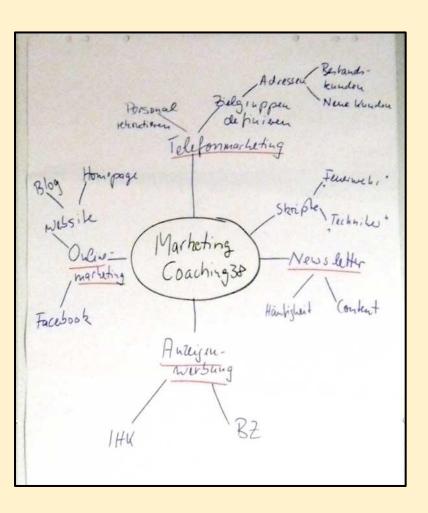
2

Mind maps

There are four key elements of mind maps:

- **central hub** - the bit in the middle

- **nodes** - the first set of ideas coming off the centre

- **sub-nodes** - the sets of ideas coming off of each node

- **links** - the lines between the nodes

Learn these four things. They are the key parts of mind maps

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Four key elements:
1. Central hub
2. Nodes
3. Sub nodes
4. Links

NODE WITH KEY IDEA IN

Colours can be used to break content into sections

CENTRAL HUB

SUB NODE

NODE WITH KEY IDEA IN

SUB NODE

SUB NODE

SUB NODE

SUB NODE

NODE WITH KEY IDEA IN

Links to connect nodes

Nodes can be images

Mind maps

Mind maps are about ideas. They don't include sentences or annotations

Mind maps might also include:

- **keywords**

- **images** to represent ideas

- **logos**

- **sounds or video** - on a digital mind map

- a **title**

- **colours** to help organise points into sections

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Mind maps

Mind maps can be produced as:

- physical products

- digital products

A physical product is something you create on paper or that you can touch.

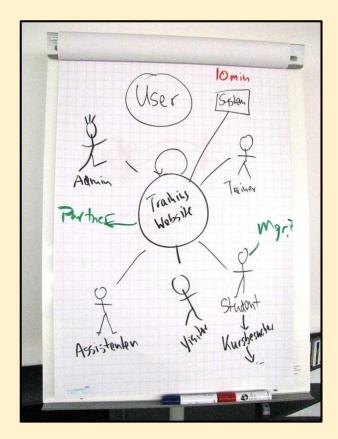A digital product is something produced directly on a computer.

Mind maps

Image by peterstev on Flickr

Physical diagrams:

The easiest way to produce a mind map is on paper, a flip chart or a whiteboard.

To get this on to a computer (and convert it into a **digital document**) you can:

- **scan** it using a scanner
- take a photograph of it using a **digital camera** (e.g. on your phone)

Many printers include scanners.

Mind maps

Hardware that could be used includes:

- mouse
- keyboard
- monitor (screen)
- touch screen (e.g. phone or tablet)
- **graphics tablet** (photo above)
- digital camera

Digital diagrams:

These can be made using:

- **Office software** such as Word or PowerPoint
- A **graphics package** (e.g. Paint or Photoshop)
- An **online tool** (e.g. Mind Mup). These have the advantage that people can work together to produce diagrams and they can easily be shared

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Mind maps

Summary:

- diagrams produced early in the design stage
- allow ideas to be brainstormed and shared quickly
- include basic ideas (sometimes including images)
- help to decide what the project might include and to make decisions about content

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