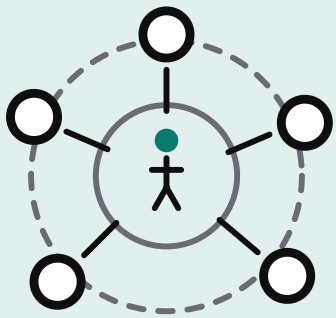
Method

Ecosystem map

A map of all the people, organizations and systems involved in a service and what they exchange: information, money, products or trust.



In Spanish

Mapa de ecosistema

Origin

The idea of the service ecosystem (Vargo and Lusch, 2016); the map as a tool (Stickdorn et al., 2018)

Output

A map of the actors in the service and what they exchange

What it's for

It helps you see the whole system, since hardly any service depends on a single organization: it shows who each moment depends on and where it can fail.

Key elements

The person at the center

Everything is arranged around whoever uses the service.

All the actors

Including suppliers, regulators, family members and other platforms.

What flows

Each relationship has an arrow showing what is exchanged.

How it's done

1 

List the actors: people, organizations and systems.

2 

Place them closer to the center the more direct the relationship.

3 

Draw with arrows what goes from one to another.

Applications in design

When to use it

At the start of a service project, to decide who needs to be involved.

Avoid

Drawing only your organization: the service also depends on others.

Don't fall for it

Review it with the people who work in the service: actors nobody had included always turn up.

Connections

Builds on

- Frontstage and backstage
- Service-dominant logic
- Touchpoint
- Leverage points

Used by

- Service design
- Systemic design

Related to

- Causal loop diagram
- Stakeholder map
- Service blueprint

Authors and works

2016	**Stephen L. Vargo and Robert F. Lusch**	Defined the service ecosystem as a system of actors who integrate resources and create value together.
2018	**Marc Stickdorn et al.**	Included ecosystem maps among the tools of service design.

Sources

Original sources

- Stickdorn, M., Hormess, M. E., Lawrence, A., & Schneider, J. (2018). This is service design doing: Applying service design thinking in the real world. O'Reilly Media.

Academic reviews

- Vargo, S. L., & Lusch, R. F. (2016). Institutions and axioms: An extension and update of service-dominant logic. Journal of the Academy of Marketing Science, 44, 5–23. View source (https://doi.org/10.1007/s11747-015-0456-3)

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