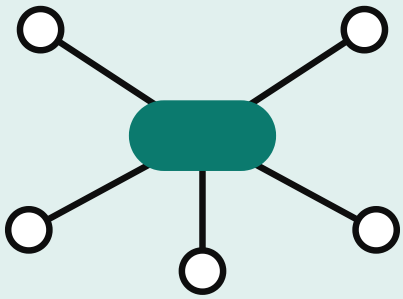
Method

Mind map

A diagram that starts from a central topic and opens it up into branches of related ideas, from the general to the specific.



In Spanish
Mapa mental

Origin
Buzan popularized it in the seventies (Use Your Head, 1974)

Output
A diagram of ideas branching out from a central topic

What it's for

Helps explore a topic and see its parts at a glance, without writing a list.

Key elements

One center
The topic, in the middle.

Branches
Each idea grows from another.

Keywords
One short idea per branch.

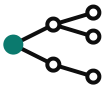
How it's done

1 

Write the topic in the center.

2 

Open branches with the main ideas.

3 

Keep opening ideas from each branch.

Applications in design

When to use it
At the start of a project, to see everything the topic covers.

Avoid
Confusing it with an affinity diagram: here the branches grow from a topic, not from the data.

Don't fall for it
If a branch grows a lot, give it its own map.

Connections

Used by

- Graphic design
- Illustration

Related to

- Affinity diagram
- Brainstorming
- Futures wheel

Authors and works

1974	**Tony Buzan**	Popularized it with his book and television series Use Your Head.

Sources

Original sources

- Buzan, T. (1974). Use your head. BBC Books.

Last reviewed: October 25, 2026

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