MAP Framework

Measure, analyse and plan digital improvement

MAP gives manufacturers a structure for exploring operational friction before selecting technology. Use it with the people doing the work. Record observations and uncertainty so proposed changes can be assessed in context.

01 / Measure: describe the current work

Start with a business priority and follow the actual process. Record the people, systems, inputs and handovers involved. Include the workarounds people rely on. A useful baseline describes what happens now and where the evidence came from.

- Choose a process and define its start and finish.
- Observe or discuss the process with the people who use it.
- Record repeated entry, waiting, rework and missing information.
- Note volumes, variation and measurement limits where known.

Notes and evidence

02 / Analyse: investigate the constraint

Separate symptoms from possible causes. A delay may arise from unclear decisions, missing data, capacity, system design or several factors together. Compare accounts and review selected evidence before treating an explanation as established.

- Record the observed problem separately from the proposed cause.
- Check handovers between production, sales, administration and finance.
- Identify access, data quality and adoption constraints.
- State what additional evidence would change the recommendation.

Notes and evidence

03 / Plan: compare proportionate responses

Consider process changes, configuration, integration and custom development where relevant. Compare options against the business need, practical constraints and implementation effort. Trial uncertain elements before expanding the work.

- Define the intended change and a way to observe it.
- Compare options, including a smaller change or further investigation.
- Identify people, access, training and dependencies required.
- Agree a review point and criteria for continuing, revising or stopping.

Notes and evidence

Your working notes

Record observations before deciding what to change. Keep sensitive information in your approved business systems.

Process and business priority

Current steps, systems and people

Observed friction and supporting evidence

Possible causes and unresolved questions

Options, constraints and trade-offs

First investigation or trial, responsible person and review point

Using your notes

A completed worksheet supports a discussion. It is not a technical specification, implementation commitment or independent diagnosis. Detailed scope and responsibilities belong in the relevant project agreement.

Discuss a specific issue

Tell Digimark what you are trying to change and what you have already tried. A conversation can begin with a service enquiry. Scope and commercial terms are discussed privately.

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