

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

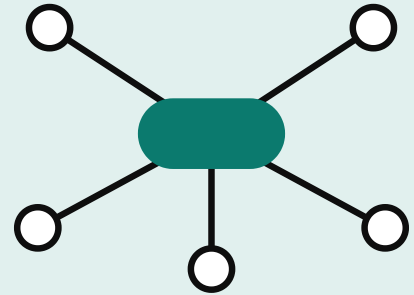
Mapa mental

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

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.

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