



## Annual Mind Map Report 2014 #BPAR14

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## Welcome to the Biggerplate Annual Report 2014



It gives me great pleasure to welcome you to the Biggerplate Annual Mind Map Report 2014, which shares perspectives gathered from the mind mapping community in our end of year survey; completed by more than 700 mind mappers from around the world!

The survey, and this report, provide a fascinating snapshot of the mind mapping arena at the start of 2014, and gives us a series of extremely useful benchmarks upon which to measure future trends and innovation over the coming years.

I hope you will find the content of this report as interesting as I do, and please join the online conversation by using the **#BPAR14** tag on Twitter!



**Liam Hughes**  
Founder: Biggerplate

[Biggerplate.com/LiamHughes](http://Biggerplate.com/LiamHughes)

[Twitter.com/BiggerplateLiam](https://Twitter.com/BiggerplateLiam)

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### Expert comments kindly provided by:

Andrew Wilcox	<a href="#">Cabre</a>
Chance Brown	<a href="#">MindMapBlog.com</a>
Chuck Frey	<a href="#">MindMappingSoftwareBlog.com</a>
Faizel Mohidin	<a href="#">"Using Mind Maps" Magazine</a>
Franco Masucci	<a href="#">Signos</a>
Jamie Nast	<a href="#">IdeaMappingSuccess.com</a>
Marco Bertolini	<a href="#">Formation 3.0</a>
Roy Grubb	<a href="#">Mind-Mapping.org</a>
Sharon Curry	<a href="#">American Leadership Strategies</a>
Toni Krasnic	<a href="#">Concise Learning</a>

## Biggerplate in 2013

### Overview

2013 was a very busy year at Biggerplate, with a number of exciting new developments in both the online and offline worlds!

The Biggerplate online community grew steadily over the course of the year, and we welcomed over **18,000 new members** to our mind mapping tribe. This continued growth is extremely encouraging, and the outlook for 2014 is very positive!

In the online world, there were several key developments on the website like our [trainer directory](#), and the new [tutorials area](#). We also acquired [Mappio.com](#), which will soon be re-launched as a dedicated gallery for hand-drawn mind maps!

In the offline world, we successfully launched [Biggerplate Unplugged](#); a unique conference series dedicated to mind mapping, which visited London, Paris, and Utrecht in 2013!

Overall, our aim for 2013 was to lead the way in bringing momentum and innovation to the mind mapping world, and on this front, we feel a lot was achieved. Perhaps most importantly, we have initiated a number of key projects both publicly and behind the scenes that will ensure 2014 is packed with further innovation and growth!



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## 2013 Community Growth

Not only did the mind mapper community at Biggerplate continue to grow over the course of 2013, but the rate of increase was also up on the previous year, which is extremely encouraging.

	2012	2013	%
<b>Total new members</b>	16,615	18,089	+8.8
<b>Average new members/week</b>	314	348	+10.8

At the end of 2013, our total membership reached **59,899** which represents a massive **43.3%** increase on the previous year!

While we fell just short of our 60,000 target total membership for 2013, we are delighted with the continued growth of the community, and have set some ambitious goals for 2014 based on our planned development work, and key projects that we hope will bring an even greater number of mind mappers to Biggerplate!

### *Expert Insights: Chance Brown*

“The steady growth of Biggerplate illustrates that mind mapping software is gaining momentum. As more people realise what you can do with mind mapping software, I believe it will dramatically impact the way people manage information and get work done”

### *Expert Insights: Franco Masucci*

“It’s great to see this community grow, and comforts us in our efforts to continue to disseminate mind mapping and make it accessible to everyone”

## Biggerplate in 2013

### Biggerplate Unplugged in Pictures! #BPUN

Biggerplate Unplugged launched with a bang in January 2013, answering the long-standing need for a dedicated mind mapping conference. The three events in 2013 were absolutely fantastic, and we have been extremely fortunate to welcome phenomenal speakers, and an attendee list packed with highly knowledgeable, enthusiastic, and engaged attendees! #BPUN is truly up and running! [>View photos and video from 2013 events](#)



Thanks to everyone who joined us for #BPUN in London, Paris, and Utrecht!

The next Biggerplate Unplugged conference will take place in San Francisco, on 20 March 2014

[>View Event Details](#)

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## Biggerplate in 2013

### Web Traffic & Demographics

In 2013, visitors came to Biggerplate.com from **225 different countries**, once again highlighting the truly global nature of the wider mind mapping community! The following table shows the top ten traffic sources to our website over the course of 2013...

<b>Biggerplate.com: Top 10 Traffic Sources 2013</b> Showing (rank) and % of site traffic			
	United States (1) 21.67%		Netherlands (6) 3.72%
	United Kingdom (2) 13.11%		Canada (7) 3.58%
	France (3) 6.66%		India (8) 3.35%
	Australia (4) 3.94%		Belgium (9) 2.12%
	Germany (5) 3.92%		Malaysia (10) 1.89%

As in all previous years, the USA emerged as the top source of visitors to Biggerplate.com, followed by the United Kingdom.

The site continued to perform strongly in key European countries such as France, Germany, the Netherlands, and Belgium, and we expect further growth in these regions as we work to translate the entire Biggerplate website over the course of 2014; a process that is already visibly in progress on the site.

#### *Expert Insights: Liam Hughes*

“The community at Biggerplate is truly global, and we need to do more to cater for the international audience that the site attracts. Key to this is the translation of the site into multiple languages, and we have already begun this process, with help from some wonderful members of our community who are keen to see a fully localised site experience. French, Spanish, German, Dutch, and Italian translation is already well underway, and we hope this localisation will help to attract more visitors from these key regions to the site over the course of 2014”

## Sponsored Content: MindGenius

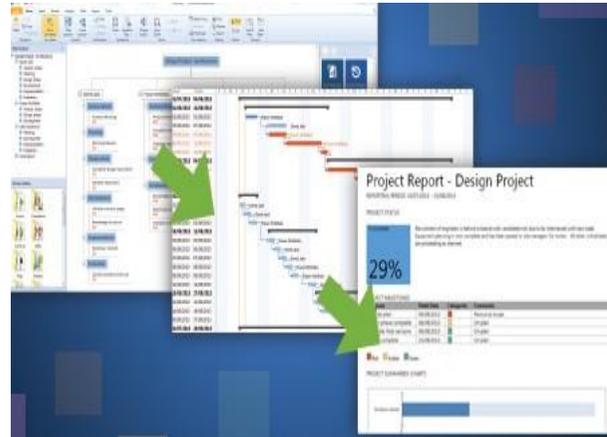


### Mind Mapping for Business

MindGenius is business mind mapping software that helps you capture, visualise and use knowledge, ideas and information within your business.

MindGenius was designed specifically to meet business needs and this understanding comes across in every single piece of functionality – all added to assist with the common business activities that you face every day, from gathering ideas, to managing projects and tasks, brainstorming, or presenting to colleagues or clients.

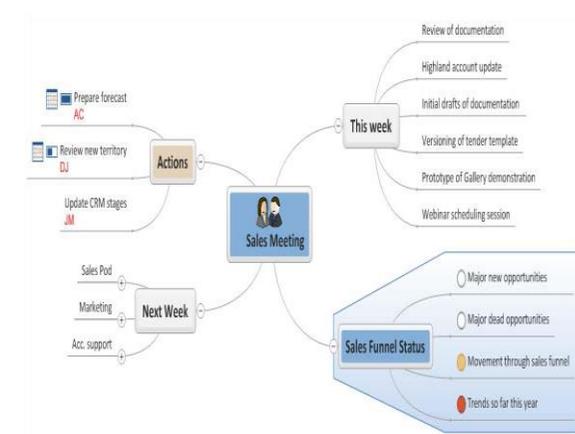
MindGenius provides clarity and focus in all aspects of business activities.



### Projects - Plan, Schedule, Manage

MindGenius is being used by tens of thousands of users worldwide to plan and manage their projects, providing an engaging and productive methodology to:

- Effectively gather requirements
- Create visual maps of the project scope (WBS)
- Automatically create Gantt chart plans
- Visualise and provide clarity on all aspects of the project
- Apply to project risks and problem solving activities
- Provide extensive filtering and reporting



### The Leading Choice

#### Steve Cotterell, Project Manager Today

"A software application specifically developed to overcome business issues using mind mapping principles."

#### Henry Miller, ERP Project Manager, Life Technologies

"MindGenius is a very powerful tool, allowing me to do everything from scoping out a project to organizing a timeline and then tracking the work to completion."

#### Ian Day, Owner, St Omer Residential Home

"MindGenius enables you to capture what might start off to be a somewhat nebulous concept of an end point and gradually peel away the layers without the tool getting in the way of the process, yet maintaining a structure and communication vehicle at the same time."

Download free 30 day trial!

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## Global Mind Map Survey 2013

The first ever Global Mind Map Survey was completed by **715 people** from **68 different countries** around the world, giving a great sense of how worldwide the mind mapping community really is!

Participating nations (how many can you identify...!)

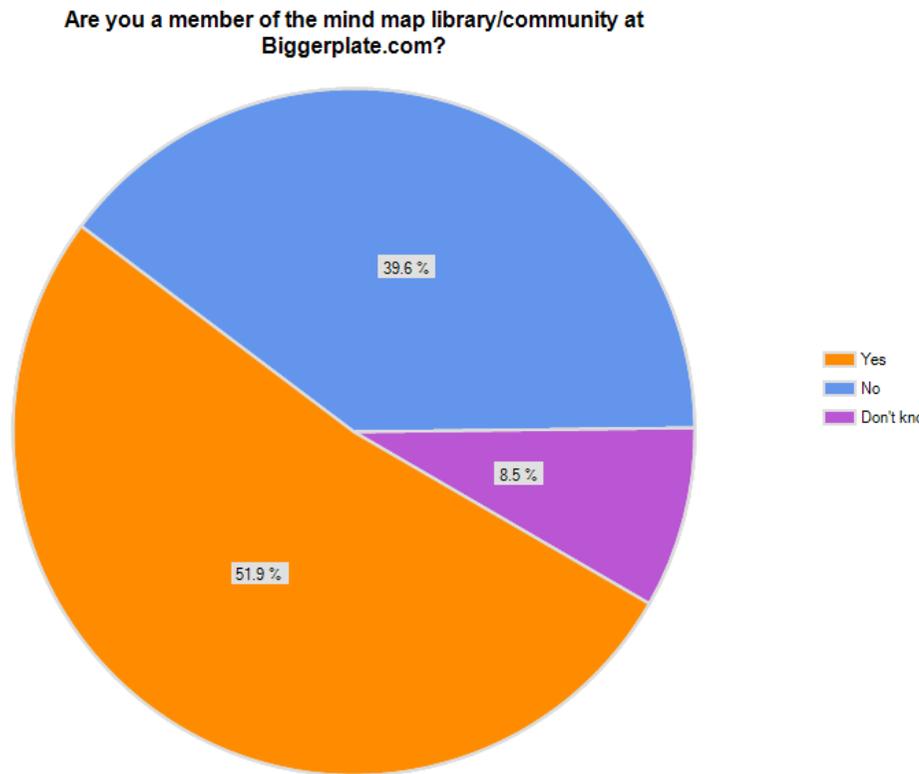


## Global Mind Map Survey 2013

### Participant Profile

As a starting point for our survey, we wanted to try and understand the basic profile of a typical participant, which may help us better understand the overall composition of the mind mapping community.

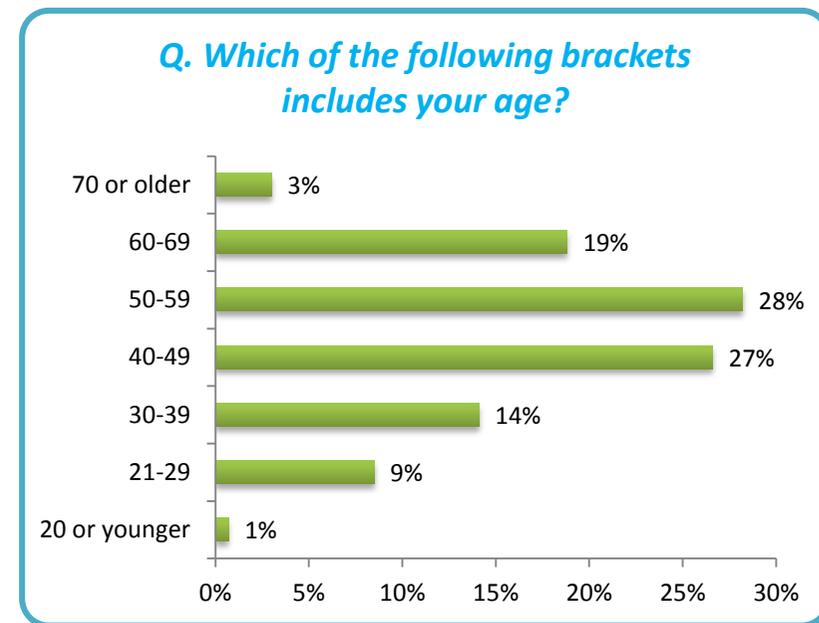
First of all, we wanted to know how many survey participants were members of Biggerplate, as this may have influenced the overall balance of answers based on the natural interests of most Biggerplate members. We were very pleasantly surprised by the following results:



This chart shows two important things: Firstly, that the survey participation was not limited to Biggerplate members, and in fact, seems to have reached a far broader group of mind mappers, which hopefully makes for a more balanced set of results. Secondly, it illustrates that Biggerplate itself has much more work to do in order to become the go-to hub for mind mappers, and that there are many more mappers out there who are yet to engage fully with the library and community.

### Age profile

Next, we looked at the average age of the survey participants, as an indication perhaps of the typical mind mapper age group:



## Global Mind Map Survey 2013

### Participant Profile

#### Age profile

The suggestion that a 'typical' mind mapper might be somewhere between 40 and 60 may not be particularly surprising, but it is still an interesting result, and worth looking at further. While it is important to recognise that the survey was unlikely to reach many mappers under 20, the low number in the 20-29 range suggests that mind mapping may not be reaching the next generation of business men and women as effectively as we might like. We asked our experts for their views...

#### *Expert Insights: Andrew Wilcox*

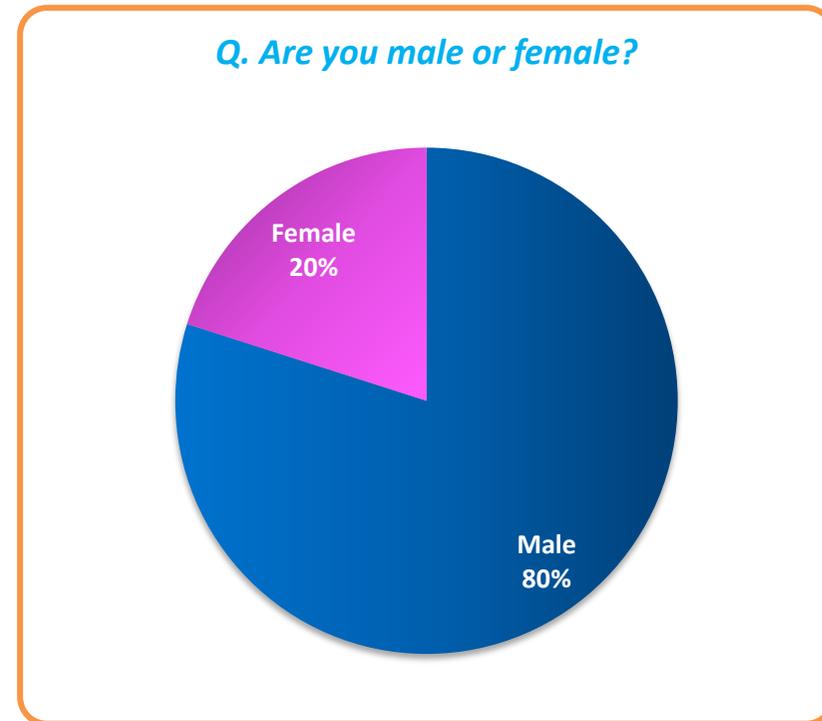
"Why are 50-60 year olds 55% of the participants? Complexity. This group manage projects, not just tasks within a project. They look after teams, and are not just members of a team."

#### *Expert Insights: Faizel Mohidin*

"The small number of mappers below 30 shows that people are not learning mind mapping in our education systems. They normally discover it much later, when they realise the ineffectiveness of traditional methods. It shows that we, as a community, still have a lot of work to do to get mind mapping into mainstream systems"

#### Male vs Female

The ratio of males to female participants was much more pronounced than expected. We don't have an explanation for this, but were certainly not expecting the numbers to be quite so different, and this raises some interesting questions...



The issue of women in the mind mapping arena was raised at our London mind map conference, and indeed has been raised in several contexts, as we have at times looked to understand why males seem to out-number females within the mind mapping world.

## Global Mind Map Survey 2013

### Participant Profile

#### Male vs Female

We asked our experts for their views regarding the male to female ratio revealed in our study, and received some very interesting ideas. Here are a few to consider...

#### *Expert Insights: Sharon Curry*

“There are differences by sector which may have an effect; more women mind map in education than in business, where focus is perhaps inwards towards smaller constituencies, rather than outwards towards building networks, platforms and processes. Ultimately, regardless of sector there are still a disproportionate number of women to men in leadership positions, which affects their ability to use and promote mind mapping as a tool in their organisation.

Finally, as a woman in the business world, I find that many of my colleagues remain reticent about highlighting their differences, especially in predominantly male work environments. It is difficult for anyone to adopt a non-mainstream practice in business, but more so for women.”

#### *Expert Insights: Chuck Frey*

“The high percentage of men to women is quite surprising. One possible explanation might be that women may not see the need for mind mapping as much, because they tend to be more naturally intuitive and whole-brained than men”

#### *Expert Insights: Jamie Nast*

“Some real surprises came out of this for me. One was the male/female ratio. I would never have guessed based on the ratios I get in my corporate and public workshops”

#### *Expert Insights: Marco Bertolini*

“In my mind mapping workshops I get the exact opposite ratio, more than 80% of women as participants. But, I work a lot with non-profit and education organisations, two sectors where women are over-represented. Maybe the mapping community gathered around Biggerplate belongs to financial, industrial, and corporate sectors where men are over-represented.”

Why do you think the ratio of mind mapping men to women is so one-sided? Let us know, by tweeting to **@Biggerplate** and using the tag **#BPAR14**

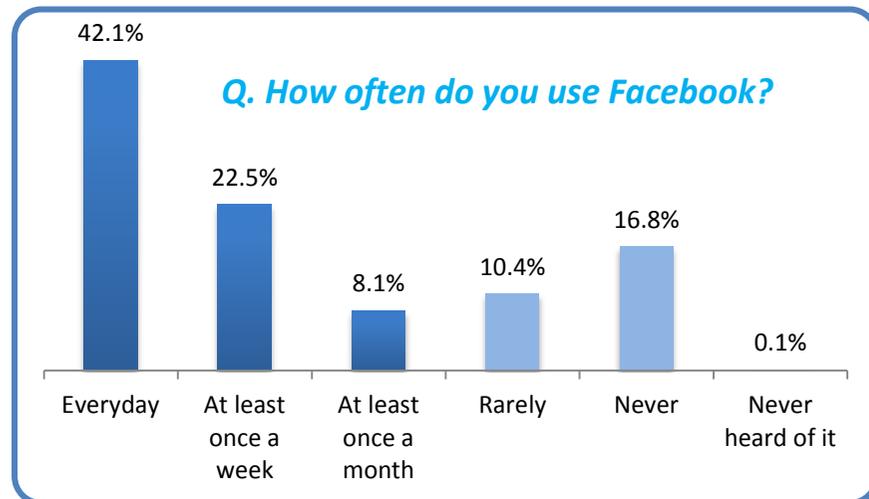
## Global Mind Map Survey 2013

### Your Online World

This section of the survey aimed to find out if/how often people are using different social media websites, and where they are/are not engaging with mind mapping brands and communities online.



The survey shows that a huge majority of mind mappers are using social media sites to some degree, and it therefore seems reasonable to suggest that the brands, products, and communities that will thrive are those who actively engage with mind mappers in their preferred online locations.



### Key findings:

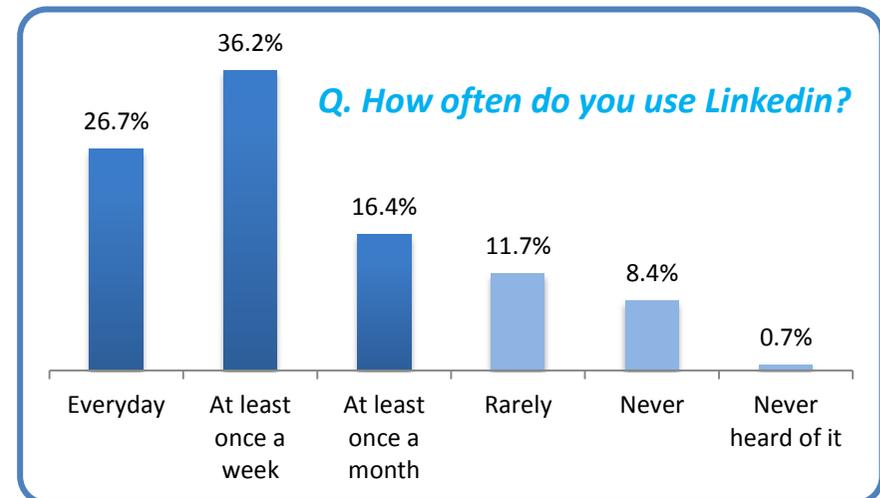
#### 42% of mind mappers use Facebook EVERY DAY

The apparent dominance of Facebook is highlighted in our survey results, showing that 42% of participants use the site every day, while an additional 22% said they used it at least once a week!

#### HOWEVER, more people use LinkedIn on a monthly basis

While a massive 42% may use Facebook everyday, the survey suggests that **LinkedIn** may actually be used by more people on a monthly basis... If we tally up the dark blue bars showing site use of at least once a month or more, then LinkedIn actually emerges with a combined total of 79% compared to Facebook with 72%.

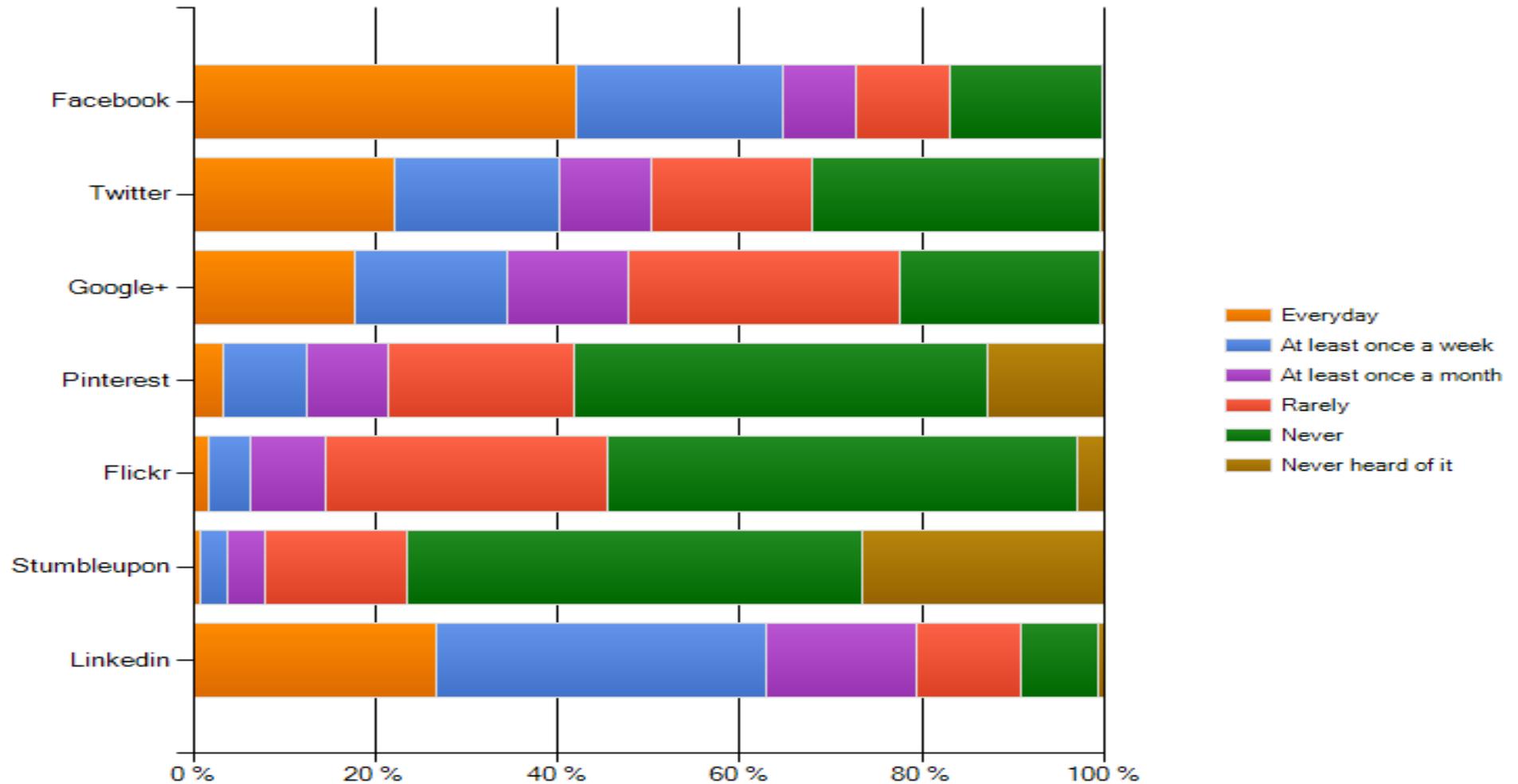
It may be close, but it suggests that people/brands wanting to engage with the mind map community online may want to give LinkedIn at least the same attention as their Facebook accounts/pages.



## Global Mind Map Survey 2013

### Your Online World

Here's the overview showing how people are using popular social sites.



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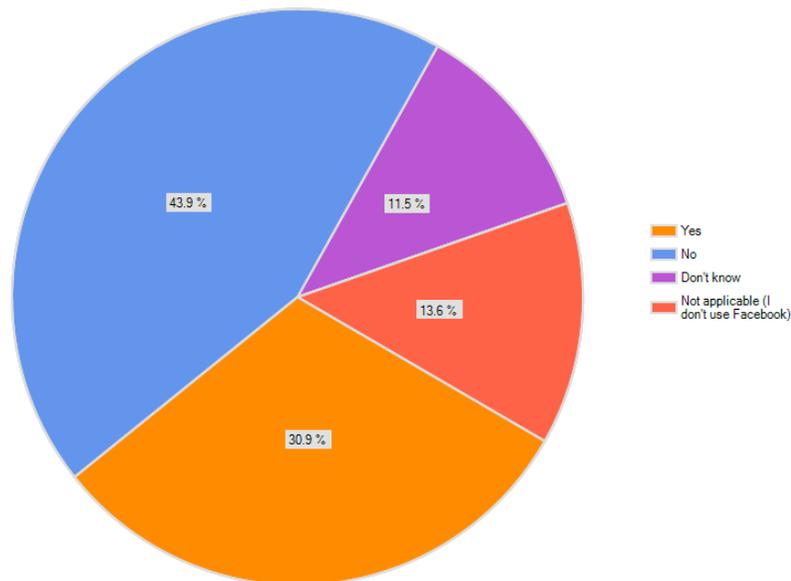
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## Global Mind Map Survey 2013

### Your Online World

Finally, we wanted to know where people are choosing to engage with mind mapping brands, such as software developers. Once again, LinkedIn and Facebook prove to be key platforms for engagement, but are mind map brands giving them enough attention?

Have you 'liked' any mind map focused pages on Facebook?

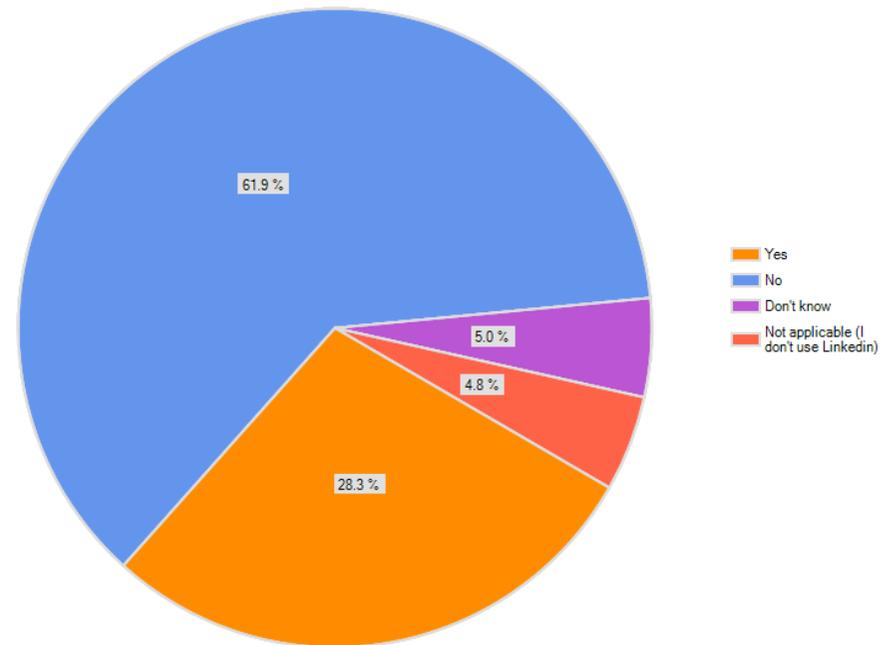


Clearly the mind mapping community is active online, but they are certainly spread across a number of platforms, including several that were not covered in the survey. If you are a mind mapper looking to engage with others, then where is the best place for you to find people who share your interest, and are people looking for software-specific or context-specific communities?

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Are you a member of any mind map focused groups on LinkedIn?



#### Expert Insights: Chuck Frey

"Most executives are extremely busy. They have little time to visit multiple social channels to learn what's new and to network with software developers. One channel needs to emerge as the "go-to" place to ask questions, get answers, and share knowledge."

## Our 2013 Review

In the past year, DropMind has established a large user base consisted of professional, business, governmental, non-governmental, academic and individual users.

We are delighted to announce that over **300.000 active users** have included DropMind mind maps in their everyday activities and business challenges.

The hard work over the years, driven from the users' necessities and market trends, has paid up.

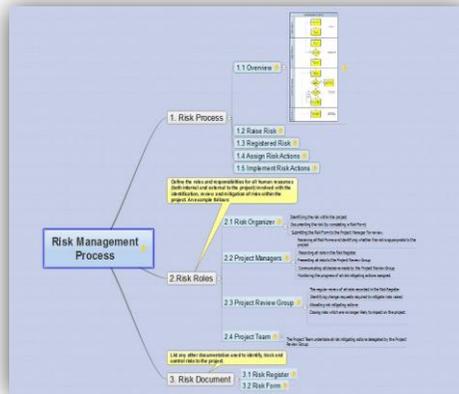
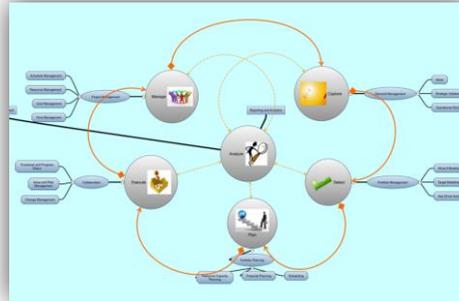
DropMind has covered different platforms (Windows, Mac, iOS) and positioned itself as a top quality mind mapping solution and product of choice for growing number of companies.

## Success Story

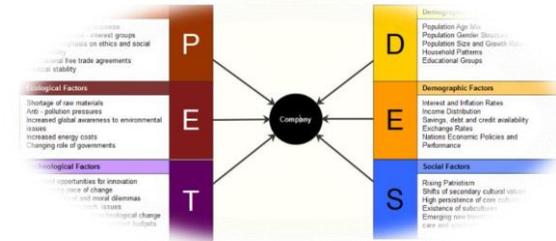
DropMind has greatly contributed to the innovative visual illustration of Mark's presentations, containing rather complex information crucial to his line of work. He simplifies the complexity by attaching links, images and notes to topics that require additional explanation. He actively uses DropMind for mind maps that present sequential flow, like risk assessments etc.

***"People are now focused on the flow, rather than getting lost in the probability and statistics"***

*Mark Hogsett, Consulting engineer manager,  
Simco-Ion Technology Group.*



## Coming in 2014...



**We have a challenge...**Our aim is to transform our mind mapping solution into a more productive tool that will cover variety of business processes – creating a more innovative, productive and effective business environment.

**We accept this challenge...**Our vision is to provide a premier mind mapping tool that inspires creativity, stimulates thinking and brainstorming, provokes innovation, enables visualization of ideas, and initiates project planning, conceptualization and modeling of processes.

**We are rebranding...**DropMind will turn into iMindQ coming very soon...

**New Revolutionized Mind Mapping Experience**



Manage Your Information and Ideas with DropMind

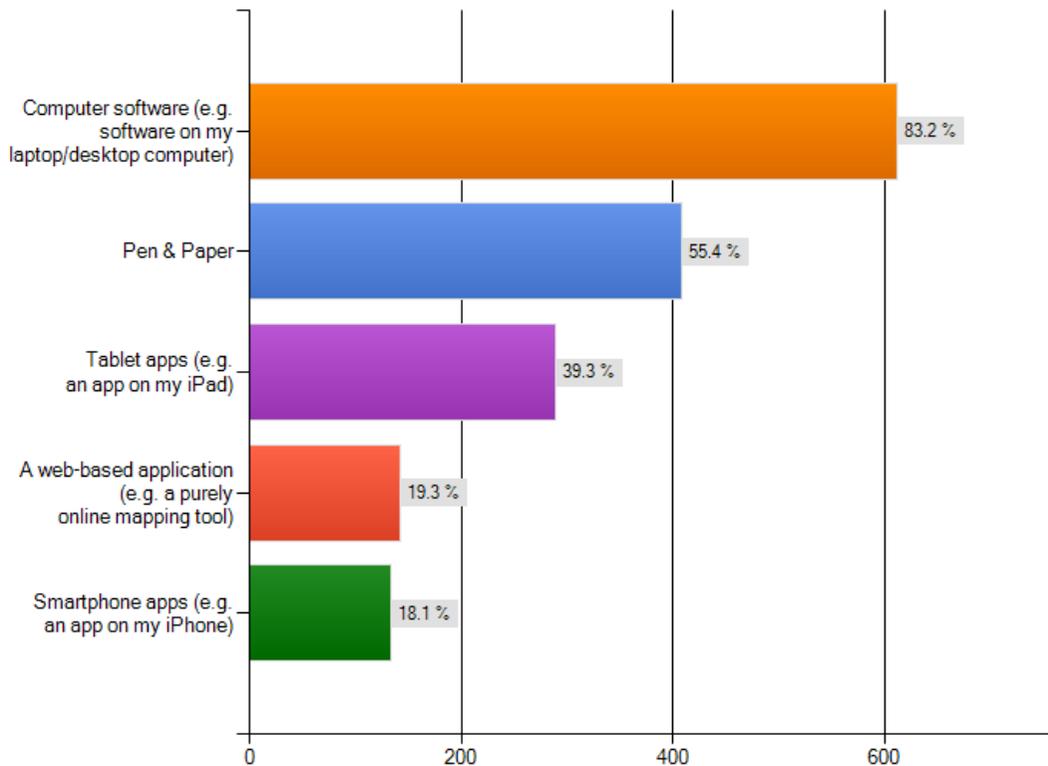
GET IT NOW FOR FREE!

## Global Mind Map Survey 2013

### Mind Mapping and You

The core focus of our survey was trying to learn more about how people around the world are using mind maps in their everyday lives. Our starting point was a simple question that tells us a lot...

**Within the last two weeks, have you used any of the following tools for mind mapping?  
(Please select as many as apply)**



#### Software Prominence

Clearly computer software emerges as the most used tool for mind mapping, which is perhaps to be expected given the nature of Biggerplate, and the community of mappers we were most likely to reach

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with this survey. This table, and set of results is perhaps most important in providing a set of benchmark figures for comparison in future years. For example, will we see a decline in 'computer software' answers, and an increase in 'tablet app' answers, as more people switch from desktop computers to mobile/tablet devices?

#### Hand-Drawn Mapping

Hand-drawn mind mapping is still playing a massive role within the mind map community, with more than 50% of participants saying they had been mapping by hand within the last two weeks. This statistic certainly reflects much of the anecdotal evidence we had from our community, suggesting that many people are regularly using a combination of technology and hand-drawn mapping, depending on the context.

#### Expert Insights: Chance Brown

“Like many people, I started off with hand-drawn maps, and then I found out about software. In many ways this speaks to the power of mind mapping – there are applications and contexts for hand-drawn maps, and others for software”

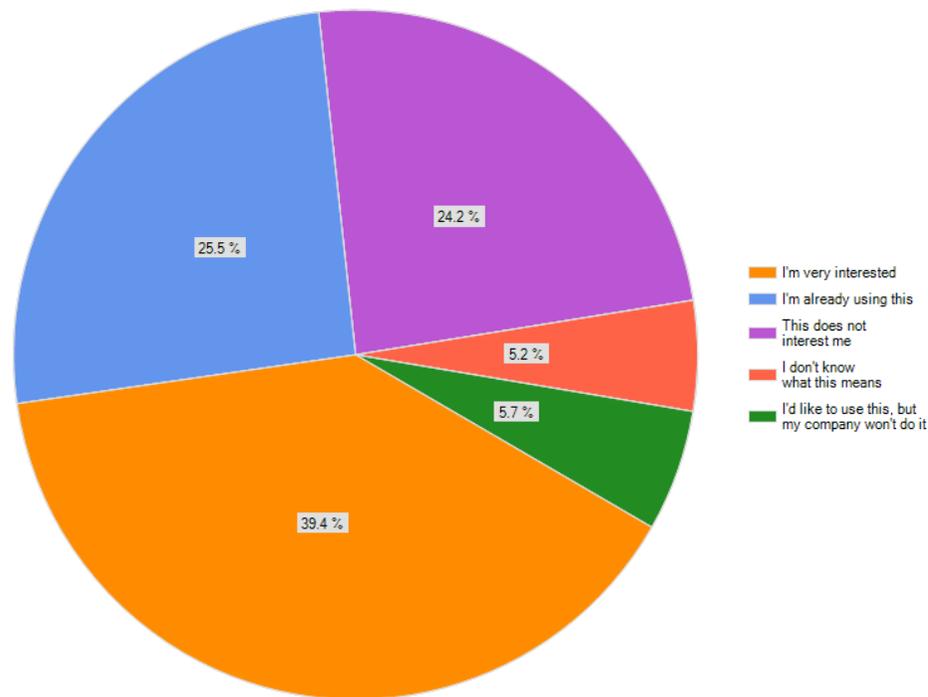
#### Expert Insights: Jamie Nast

“Hand-drawn maps can be more memorable because of the kinesthetic aspect involved, can be a welcomed change from working on a computer, might release the artist within, and really convenient if all you have is pen and paper! It’s nice to have the option to work in both realms”

## Cloud Mapping

The emergence of “the cloud” as a more widely used and understood term certainly continued in 2013, and has inevitably continued to impact upon the world of mind mapping. However, the same issues that challenge cloud adoption in the wider sphere (privacy concerns, misunderstanding, and data/software ownership) also emerge in the context of cloud mind mapping.

We asked participants the following question:  
**How interested are you in the use of cloud-based mind mapping applications?**



The results suggest that providers of cloud-based solutions still face some challenges around consumer education (5% said “I don’t know what this means”) and organisational barriers (5% said “my company won’t do this”). However, a massive 39% said they are interested in cloud-based mapping, and 25% said they are already using it; a big boost for the cloud applications and advocates, and perhaps a future trend indicator.

### Expert Insights: Toni Krasnic

“The personal cloud trend has come to mind mapping. In this new era, mappers use a variety of devices and expect mind maps to work smoothly across all of them. Expect to see additional developments within mind maps in cloud/mobile computing in 2014 and beyond.”

## The rise of mobile mapping

Important numbers to pay attention to over the next few years will be those related to tablet and smartphone mapping. While we have reservations about the practicality of mapping on a smartphone (in terms of physical space to work with), there’s no doubt that mapping on tablet devices provides a highly intuitive and easy-to-use solution, already used by a large number (39% of survey participants).

With wider trends continuously pointing towards the increasing adoption of mobile devices for all manner of tasks, it stands to reason that we can expect to see an increase in the number of people mind mapping on tablet devices and/or smartphones over the coming years, and the 2013 survey provides a great benchmark for us to measure against going forward.

## Global Mind Map Survey 2013

### Mind Mapping and You

#### Mobile & Cloud Mapping

Clearly these are two large trends that are likely to have a continuing and significant impact on the mind mapping world. There is a growing expectation that applications should work across all platforms, and be seamlessly integrated, presenting a real challenge to developers who are therefore tasked with keeping pace with development across numerous platforms at any one time.

Here's what our experts had to say...

#### *Expert Insights: Franco Massucci*

"The use of mind mapping on the smartphone is low and will remain low for one simple reason: the visual interface of a smartphone is too small to be visually comfortable. However, the use of tablets is rising sharply, and we noticed in our training that 60% of professionals possess tablets, and many children are now given tablets instead of computers"

#### *Expert Insights: Marco Bertolini*

"It is very important for someone like me to have access to my mind maps everywhere. Therefore, using the cloud and several devices is crucial."

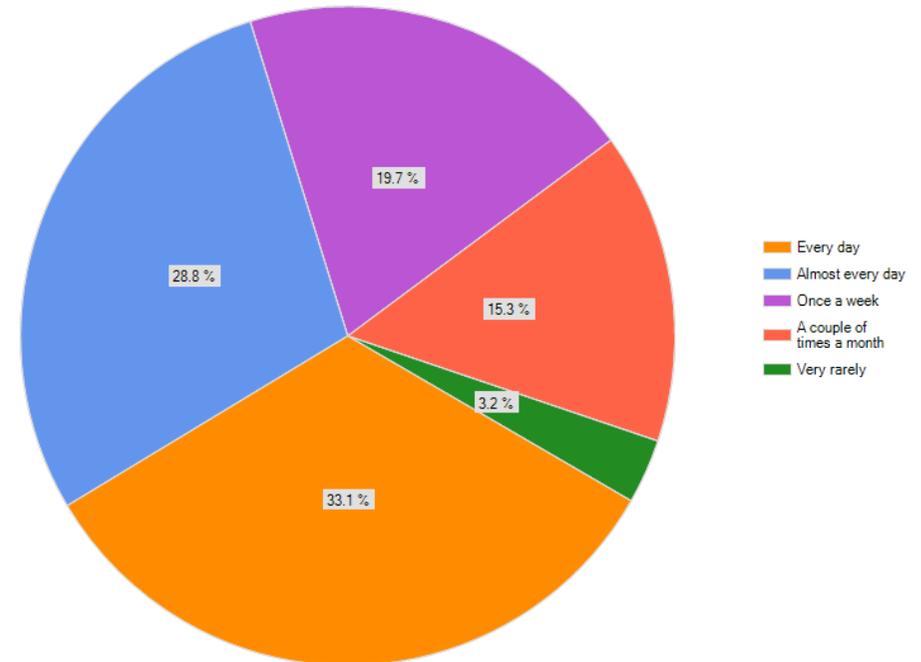
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### Mind mapping frequency

We wanted to confirm something we were pretty sure about: once a person understands and uses mind mapping, it becomes a completely integrated part of their working world. The following results illustrate this beautifully, with over **81%** of people using mind mapping once a week or more, and a massive **33%** saying they use it every single day!

How often do you use mind mapping in your normal daily life?



The results certainly support our hypothesis, and indicates very strongly that once a person becomes "a mapper", the approach becomes a consistent part of their normal lives, and one that is called upon frequently!

# The Most Popular Mind Mapping Tool

highlighted by [lifehacker.com](http://lifehacker.com)

XMind, as an open source project, is helping Millions of people to clarify thinking, manage complex information, run brainstorming, and get work organized.

As an industry leader in mind mapping and brainstorming software, XMind is still working hard to offer a better, more stable and powerful tool, and focuses solely on delivering the great user experiences.



More than Mind Mapping Learn more: <http://www.XMind.net>



## Global Mind Map Survey 2013

### Mind Mapping and You

When you see that the vast majority of survey participants are using mind maps every day or almost every day, the next natural question is what are they using them for?

To find out, we asked the following questions:

**In the last week, have you used mind mapping for any of the following tasks?**

The chart on the following page shows how people answered, and there are some fascinating results to explore.

**76% used mind mapping for  
“brainstorming by myself”**

Here’s the first interesting result: The task selected most was ‘brainstorming by myself’, with 76% saying they had used mind mapping to do this within the last week. This result is interesting for two reasons. Firstly, there is often an implicit suggestion when talking about ‘brainstorming’ that it is a group activity only. Clearly this is false, and many people are required to ‘brainstorm’ in isolation. When doing, so, the suggestion seems to be that mind mapping could be the best companion!

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**55% used mind mapping for  
“planning a project by myself”**

Much of the marketing language around mind map software points to project management, and how the software can be used to align teams, assign tasks, and generally involved multiple people in the process. However, 55% say they have used mind mapping for planning a project **by themselves**.

In fact, the first task that explicitly mentions ‘others’, was chosen by just 31% of participants.

Maybe mapping is less collaborative than we realise? Sure, it makes for a nice sounding marketing message (teams, collaboration, communication, alignment, etc), but is it *really* the primary use?

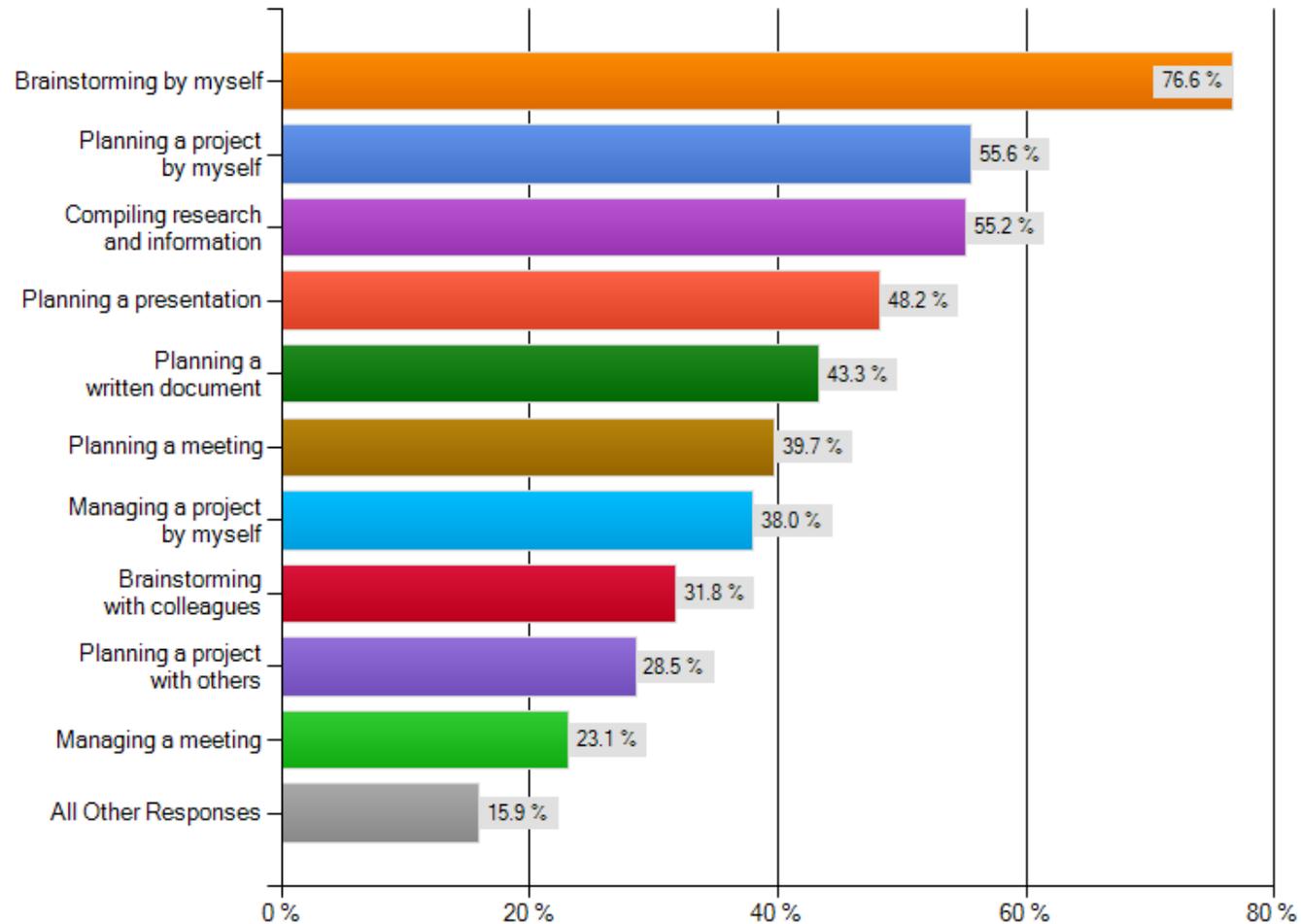
*Expert Insights: Franco Masucci*

“In our interventions, we often see individual use get settled quickly. People feel comfortable, because they apply their own construction criteria. On the contrary; collaborative use requires getting agreement from participants on a set of points and construction criteria”

## Global Mind Map Survey 2013

### Mind Mapping and You

In the last week, have you used mind mapping software for any of the following tasks?



## Global Mind Map Survey 2013

### Mind Mapping and You

#### A collaborative myth?

One of the most interesting aspects of the chart on the previous page is how the top tasks chosen imply (or explicitly indicate) solo working. Much of the marketing language around mind mapping points to collaboration, team and group alignment, achieving clarity with multiple parties, and generally involving others in the mapping in some form. Does this mean the message of collaboration is misinformed, or misdirected? Should mind mapping organisations be focusing more on personal thinking, planning and working?

#### *Expert Insights: Chance Brown*

“A lot of the reason for lack of collaboration via mind mapping software is due to how people are introduced to mind mapping. Many people are first introduced to hand-drawn mind mapping – which is largely a solo activity”

#### *Expert Insights: Sharon Curry*

“Irrespective of what our output needs are, mind mapping is a perfect individual process. It is however also the perfect collaborative tool as we learn and grow from others experience and perspective. With experienced mapping facilitators to keep things focused and smooth, collaborative mapping could become as common as video conferencing and group calls”

#### Maps in Action

Many of our favourite outputs from the survey came when we left space for participants to enter their own answers to our questions, as this really gave people the chance to tell us about their own experiences and views, rather than simply ticking an option that we gave them!

On the next page, you can see a word cloud showing the 40 most used words used by participants when we asked people the following question:

#### **What 3 tasks do you most use mind mapping software for at work?**

The resulting word cloud gives size and weight to the words used most, and is incredibly revealing. Very quickly you can see the words that are jumping out: Planning, Brainstorming, Research, Projects, Presentations, Information, Management, for example.

There are also some interesting smaller words, such as Compiling, Tracking, Gathering, Meeting(s), and Preparing.

It's important to remember that participants entered their own words, rather than selecting from a pre-determined list of options, and this instantly gives a composite picture of how people are *really* using mind maps!

#### *Expert Insights: Andrew Wilcox*

“Brainstorming is the acknowledged strength of mind mapping, but it's fairly clear that mind mapping should be part of any course teaching planning”

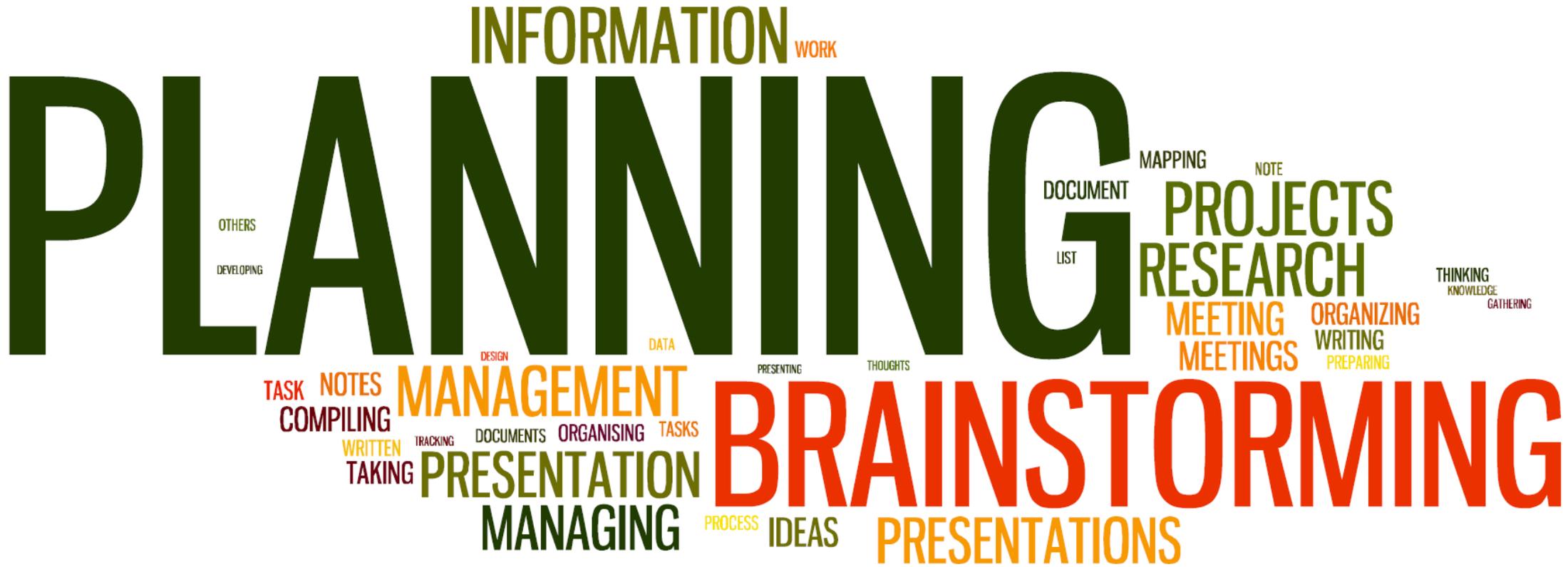
# Global Mind Map Survey 2013

## Mind Mapping and You

### Maps in Action

Which 3 tasks do you use mind mapping software for at work?

(Open question where participants entered their own text)



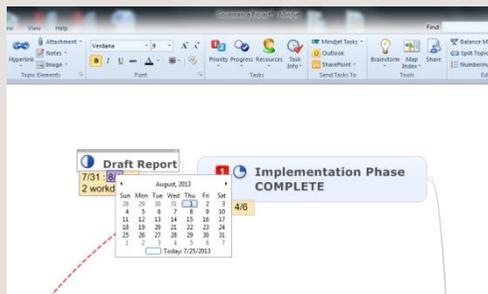
## Looking Ahead to a Productive 2014

2013 was another exciting year for Mindjet, with the launch of MindManager PLUS, as well as our merger with leaders in innovation management Spigit – and of course in September 2013 we launched the most powerful version of MindManager, MindManager 14 for Windows. This release sees new features, enhancements and improved usability that help you to further boost your productivity, whether you're creating a business plan, developing a new website or simply planning a holiday:

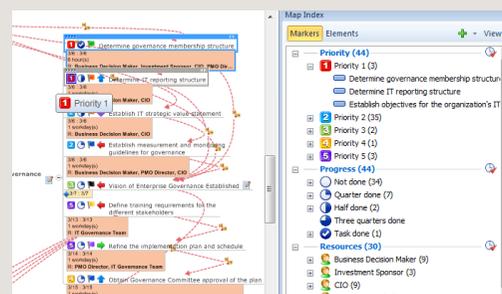
-  Smarter budgeting & forecasting capabilities
-  Expanded drag & drop
-  Simplified task creation
-  Enhanced map index

As 2014 gets well under-way we look forward to another exciting year and we thank all of our loyal users for your continued support and dedication. To say thank you we're offering all Biggerplate members an exclusive 25% off products in our web shop using the promo code: **BIGGERPLATE25**.

Stay tuned for more exciting news and updates throughout 2014!



Simplified task creation



Enhanced map index

**25% OFF: Exclusive Offer for Biggerplate Members**

Get 25% off all products in the Mindjet shop in February<sup>1</sup>:

- Upgrades & new licences of the latest version of MindManager
- MindManager PLUS
- MindManager PLUS bundle

Enter Promo code: **BIGGERPLATE25**

[www.mindjet.com/mindmanager/buy](http://www.mindjet.com/mindmanager/buy)

<sup>1</sup>Offer available until February 28th 2014 in the UK, Europe, Middle-East and Africa, APAC and the US via the online shop on Mindjet.com only. Subscriptions to MindManager PLUS will be renewed automatically at the regular price on an annual basis.

## MindManager PLUS

Get the most out of your MindManager investment with MindManager PLUS - the perfect partner for your MindManager desktop applications. This service allows you to access all MindManager features as soon as they are released at no extra cost, and is the only way to get “take-it-anywhere” web and mobile access for your files and maps.

Get it now at [www.mindjet.com/mindmanager/buy](http://www.mindjet.com/mindmanager/buy)

“ Mind mapping and Mindjet has genuinely revolutionised the way I work. In addition to Outlook, it's the first application I open in the morning. ”

## Global Mind Map Survey 2013

### Mind mapping and you

#### Mind map benefits

Having explored the situations in which people are using mind maps, we wanted to understand the benefits that they felt. Why do so many mappers use the approach every day or almost every day as shown in the earlier part of the report? What benefits do people actually feel when they are using mind maps? To find out, we asked participants the following open question:

**Can you describe how mind mapping helps you, in just three words?**

As you can see from the information shown on the following two pages, the answers were diverse, and yet several concepts certainly came to the surface, as shown by the selection of answers we've shown, and the word cloud that follows.

#### Key words/benefits:

**Thoughts and thinking:** While it is perhaps one of the hardest aspects of mind mapping to convincingly convey to another person, there is clearly a sense among participants that mind mapping is helping them to gather, organise, and make sense of their own thinking/thoughts. Difficult for our friends in the software world to articulate in a clear marketing message no doubt, but a very important indicator of the true value that people are *feeling* when they use mind maps.

**Clarity:** In our workshops, and other experiences with people and mind mapping, people often say that they can 'see' the issue, or that the total picture has been made clear. This sense of clarity that mind maps can bring comes out in many of the three word answers provided, and this

seemed to be applicable to both the macro, and micro viewpoints provided by mind maps.

**Focus:** One of the biggest words in the word cloud, representing one of the most used words in the answers. In many ways, this serves to completely silence the views of anyone who suggests mind maps are unstructured and/or un-focused. Clearly people creating maps feel a real sense of achieving increased focus, whether that is on key areas for attention/action, or in a more general sense of focusing in on the correct lines of thinking/exploration.

**Planning and organisation:** Not particularly glamorous, or exciting, but the overwhelming message is that mind maps are helping people to plan, and get organised. If we as a collective are looking for a compelling message to take into business, education, and government, perhaps this is one of the most significant? Who in the modern world is not confronted on a regular basis with planning challenges, or organisation issues?

#### Expert Insights: Chance Brown

"There is one theme that seems to run through all the uses and benefits highlighted in the results, and that is: Control over information. Mind mapping gives you creative control over your information, enabling you to do a broad range of things"

#### Expert Insights: Jamie Nast

"I loved the 3-word descriptions. Once I could see all the 3-word phrases I boiled it down into one: GESTALT"

## Global Mind Map Survey 2013

### Mind mapping and you

#### Mind map benefits in 3 words

The three word answers were our favourite part of the survey output, so we have shared a selection of the most interesting, unusual, and/or insightful three word answers given by the survey participants! Any of these answers ringing true for you?

50,000 foot view	Explain complex ideas	Helps me think	Organise / Priorities / Focus	Structuring diverse thoughts
Achieve Outcomes Faster	Explore Ideas Visually	Helps organise ideas	Organise my thoughts	Suits my brain
Be more creative	Faster project kickoffs	Higher level performance	Organise, explain, develop	The Only Way!
Bird's Eye View	Flexible efficient overview	I can survive	Organize complex topics	Think more clearly
Better critical thought	Focus, clarity, action	Ideas to action	Personal digital dashboard	Think, Plan, Do
Brainstorm organize clarify	Focus my thoughts	Improves my performance	Picture my thoughts	Thinking made easy
Breaks mental barriers	Focus on importance	Improves personal productivity	Plan prepare deliver	Time to focus
Can't work without	Focus, elaborate, deploy	Improves strategic thinking	Planning, structuring, assimilating	Unleash brain power
Capture, organize, prioritise	Focus, organize, analyze	Innovate, focus, quality	Planning, organisation, analysis	Visualise and organise
Clarify, plan, execute	Focused clear planning	International team collaboration	Powerful flexible creative	Visualise ideas easily
Clarity of thought	Free your mind	Intuitive, engaging, insightful	Present clear workflow	Visualise strategic options
Clarity, flexibility, creativity	Freedom from lists	Changed my life	Presents knowledge clearly	Visualize complex issues
Clear structured thinking	Freeing up time	Make me genius!	Prevents information overload	Visualize whole picture
Clearly visualises problems	Full brain thinking	It organizes everything	Productive, smart, easy	Visually sharing ideas
Clears my mind	Gather scattered thoughts	Keep things simple	Project Management Efficiency	Whole brain thinking
Complex things simple	Generate innovative ideas	Keeps me focused	Provides project clarity	Work more effectively
Comprehensive, Quick, Shareable	Generative, creative, intuitive	Keeps me sane!	Quick idea capture	
Creative inspiring easy	Get stuff done	Leaves others behind	Quick, comprehensive, visible	
Creative Visual Thinking	Gets ideas flowing	Macro, Micro, Clarity	Realise big ideas	
Cuts the crap	Gets me organised	Makes life easier	Saves Me Time	
Deductive visual planning	Gives bigger view	Makes things simple	See bigger picture	
Develops clear focus	Gives me structure	Managing, planning, recording	See ideas clearly	
Effective quick thinking	Harness group intelligence	Memory, Freedom, Control	Shape, transform, manage	
Efficient Time Organization	Help information retention	More effective leader	Simplicity, focus, inspiring	
Efficient, organized, collaborative	Helps counter chaos	Most important software	Simplifies complex projects	
Efficient; intuitive; planning	Helps identify relations	Multi-directional thinking	Single integrated view	
Enables clear thinking	Helps improve efficiency	Order Clarify activate	Smarter, Faster, Clearer	
Enables quality output	Helps me innovate	Organisation from chaos	Structure from chaos	

*Share your three word answer on Twitter with tag #BPAR14*



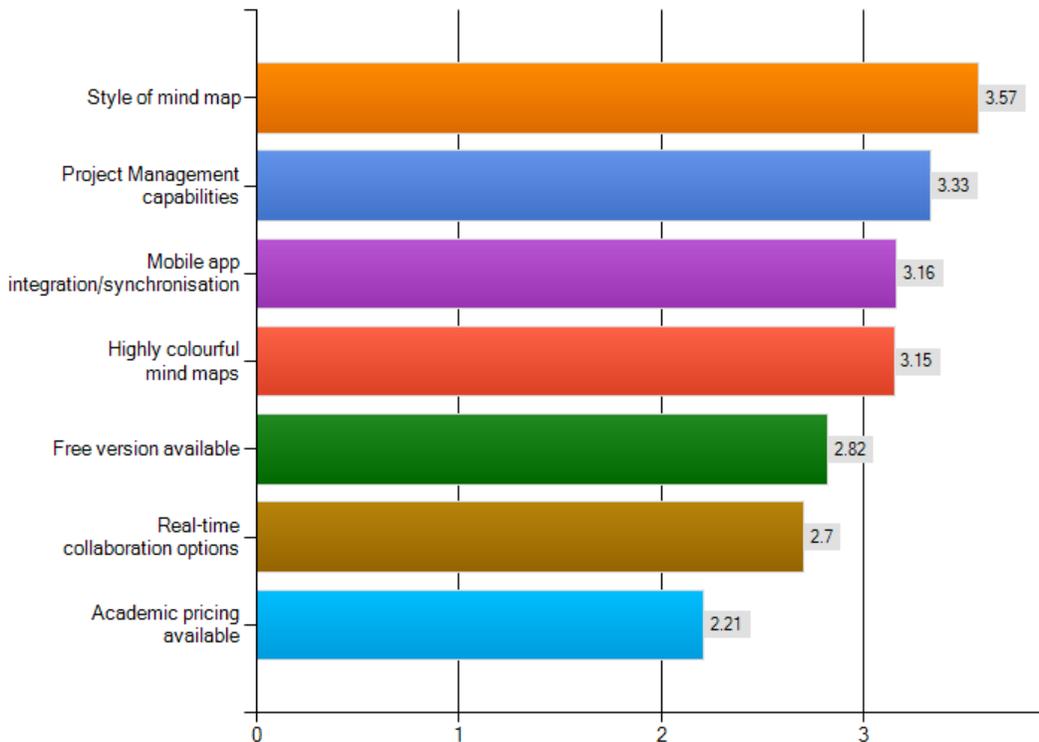
## Global Mind Map Survey 2013

### Mind map software & applications

#### Choosing mind map software

We asked participants to rank each of the following factors on a scale of 1-5 according to how important they were when choosing mind map software/applications. The following chart compiled the rankings into one overall score for each factor, revealing which were considered most important.

***How important are the following factors when choosing mind mapping software/applications?***



Obviously the true number of factors in play when someone chooses software are many more than represented here, and it is true that the participants were only given a small number of options to choose from. However, the options provided were chosen specifically to represent and reflect some of the core selling points promoted by different mind mapping software providers. While some vendors focus on the style of their maps, others focus on project management capabilities. Some promote the adoption of a 'free' version, and some focus on more recent technology-driven developments such as mobile integration, or real-time collaboration. The chart provides an interesting insight into which features (and marketing messages) may prove the most alluring to a mind mapper evaluating their software options.

When overlaid on the findings in the next few pages, an interesting picture starts to form around which factors people consider to be most important, and which software options are proving to be most popular.

Which factors matter most to you when choosing mind map software? Let us know, by tweeting to **@Biggerplate** and using the tag **#BPAR14**

# Global Mind Map Survey 2013

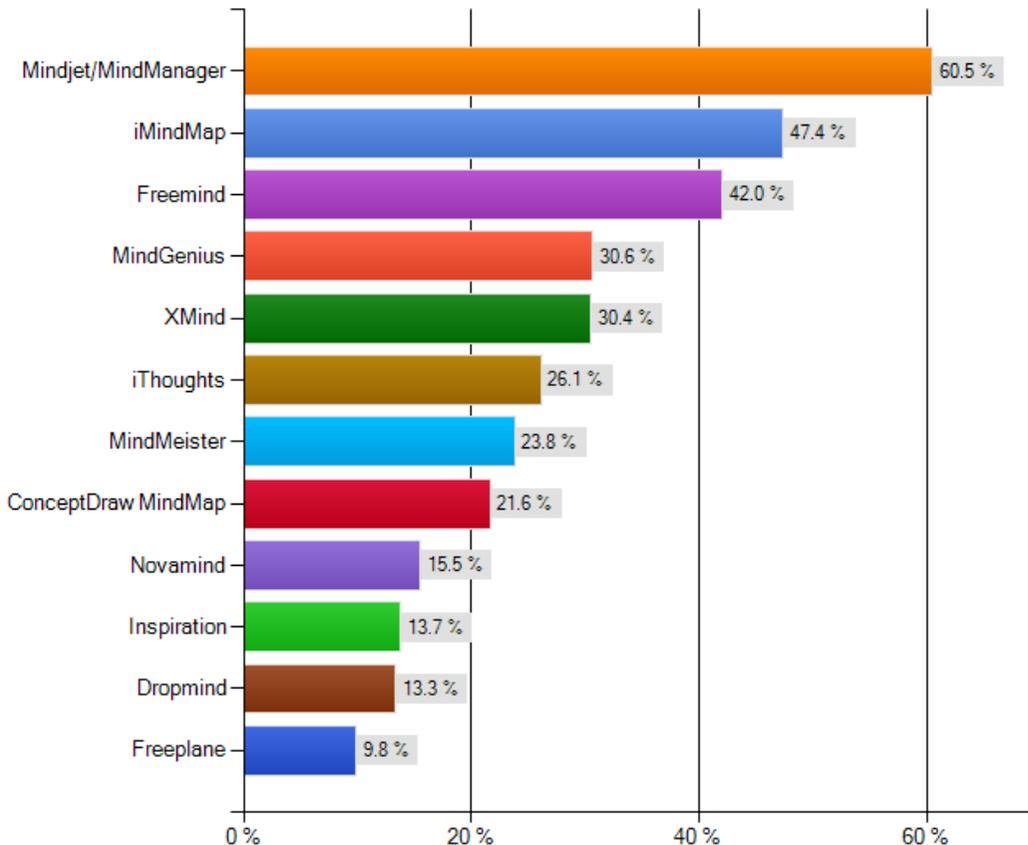
## Mind map software & applications

### Software Testing

In this part of the survey, we wanted to know which mind mapping brands were making the biggest impact, and which software and applications were proving to be most popular.

The following chart shows which applications had been tested by participants.

**Q. Which of the following mind map applications have you tested?**



MindManager emerges as the most tested software, with over 60% of participants saying they had at some stage tried out the Mindjet offer.

iMindMap from ThinkBuzan comes in as the second most tested applications, with 47% having given it a try.

Perhaps most interesting is the position of Freemind at number 3, with 42% having given it a try. While there is obviously a wide appeal in free software, it remains an impressive achievement given that there is no formal marketing activity around Freemind, and trials/usage seem to be largely driven by word of mouth and/or search queries.

Another interesting placement is iThoughts at number 6, despite the fact that it has (until recently) been purely an iPhone/iPad application. This clearly gives a strong indication of how widespread tablet devices have become, and how prominent iThoughts has become in this space.

### Expert Insights: Roy Grubb

“The dominance of MindManager in trials reflects its very early establishment in the marketing, and its continued development and power”

### Other tested software

Here are some of the other options selected by participants, which did not make it into the ‘most tested’ chart:

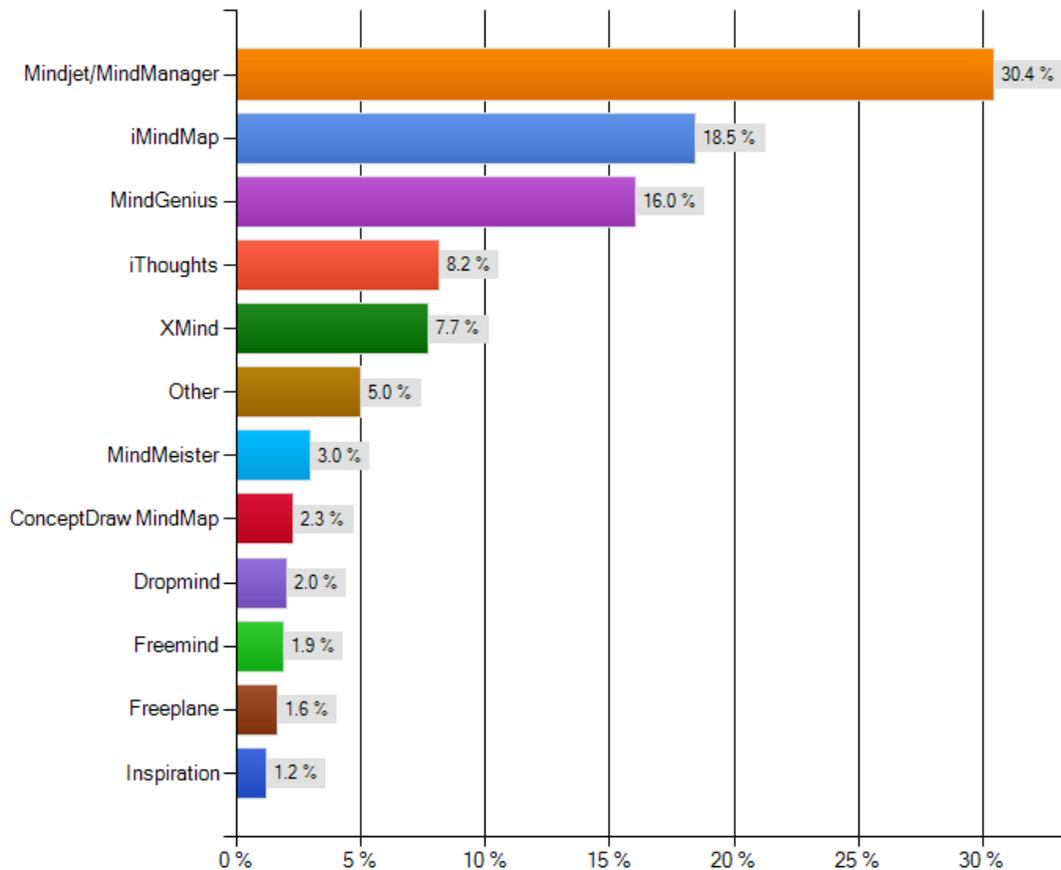
- |           |            |               |           |
|-----------|------------|---------------|-----------|
| Mindomo   | The Brain  | Mindnode      | Mind42    |
| MindMaple | Mindmup    | Simplemind    | Coggle    |
| MindView  | Mindmapper | PersonalBrain | Smartdraw |

## Global Mind Map Survey 2013

### Mind map software & applications

#### Most popular software

**Q. Which is your favourite mind mapping software/app?**



Mindjet and iMindMap once again emerge on top, replicating their positions on the 'most tested' chart, with MindGenius taking third place. Ithoughts once again keeps up with the lead pack, and XMind again takes the 5<sup>th</sup> spot.

Interesting to see Freemind slip down several places in this chart compared to the previous. This suggests that while many may try Freemind, (perhaps as a free first foray into the world of mind map software), it does not go on to hold the status of 'favourite' software very often, perhaps indicating that people move on to trying (and preferring), an alternative software offering.

#### *Expert Insights: Marco Bertolini*

"This shows that even though there are more than 200 mind mapping applications and softwares around, some famous names are still leading the market.

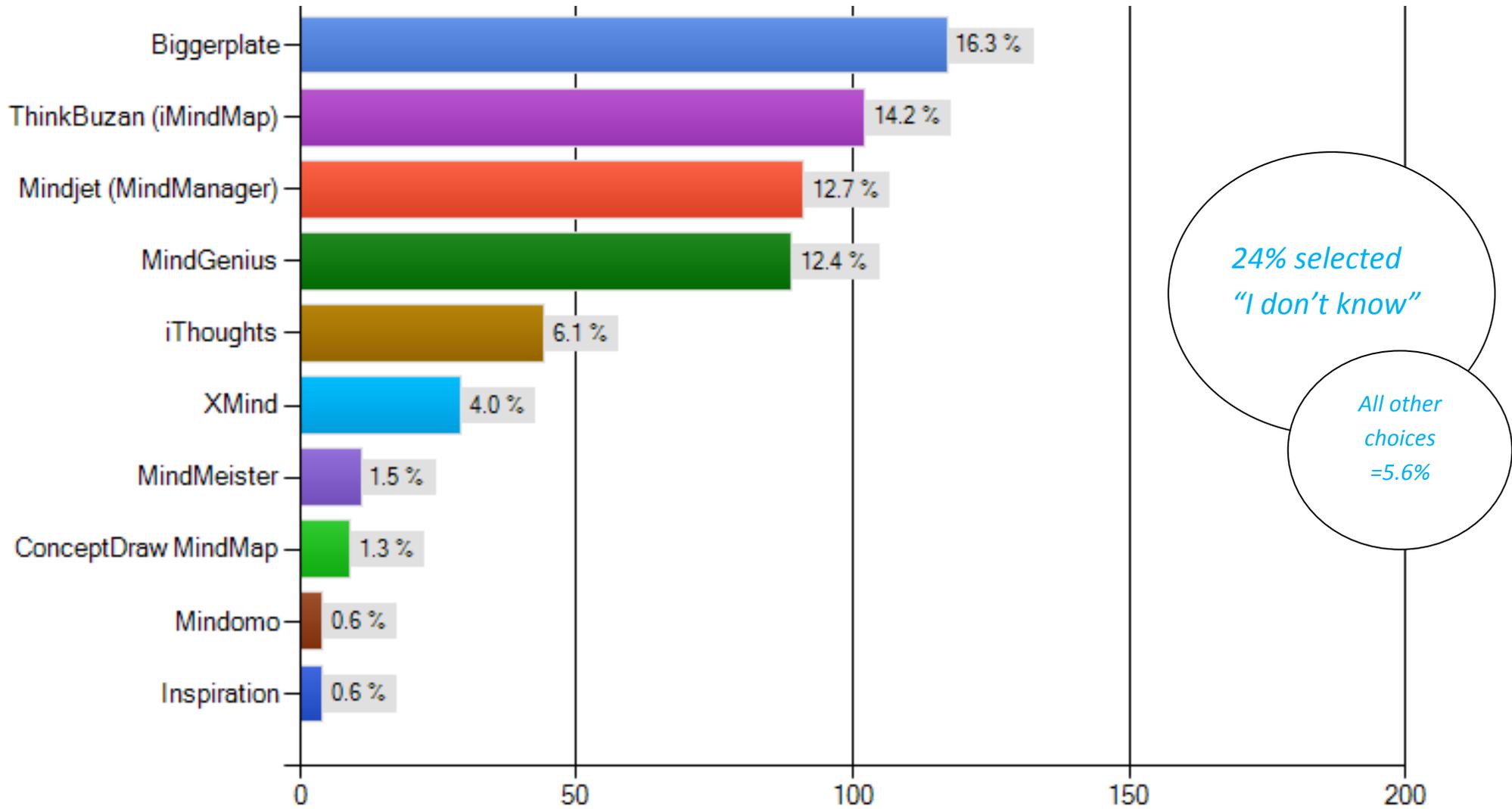
Also interesting that while 42% of users tested Freemind, a tiny 1.9% say it is their favourite software. It shows that in the end, the price has a very relative influence in the choice of software: the overall quality and presence of some important features probably plays a much more important part in the buying decision"

# Global Mind Map Survey 2013

## Mind mapping innovation

Innovation in 2013

**Q. In your opinion, which of the following mind map organisations was most innovative in 2013?**



## Global Mind Map Survey 2013

### Mind mapping innovation

#### Innovation in 2013

##### Most innovative mind mapping organisation 2013: **Biggerplate**

We're hugely proud to have been voted as the most innovative mind mapping organisation in 2013, particularly given the exceptional innovation steps that have been taken by others in the arena in 2013. It is also highly encouraging in light of the fact that only 51.9% of survey participants said they are members of Biggerplate. This not only suggests that the survey reached many mappers from outside the Biggerplate community, but also suggests our efforts to innovate and create momentum have been noted by a wider population!

Here are some of the participant comments for the top 5 ranked organisations, explaining why they were viewed as most innovative:

#### Voted for: **Biggerplate (1)**

*Biggerplate established a connection between all of mind mapping software available out there, helping users participate and aid their mind mapping creativity and activities.*

*Biggerplate has been in the forefront of the growing conversation about Mind Mapping. Pushing the community to talk and share. It is unique, visible, accessible and easy to use.*

*Encouraging awareness and discussion. Creating a mind mapping community. Facilitating not only online networking, but face to face too.*

*Constantly striving to grow and develop the mind mapping community as a whole, often putting personal interests aside for the "greater good".*

*Biggerplate bought Mappio & launched the Unplugged events & added a section for people to advertise workshops. From the perspective of engaging the mind mapping community I think Biggerplate has done that more than anyone.*

*By spreading the news, opening new opportunities with the Biggerplate Unplugged events, by buying Mappio. I wish most of the mind mapping software companies were half as dynamic.*

*Creation of a user community to share maps is truly innovative. I think Biggerplate has been effective in moving the use of mind maps to more user groups for a larger number of uses.*

*Working hardest to bring people together.*

*Conferences that brought together a very diverse group of users and suppliers - really thought provoking stuff.*

#### Voted for: **Thinkbuzan-iMindMap (2)**

*Latest version coupled with mobile and tablet integration makes it my tool of choice.*

*Version 7 is awesome, the integration with android (even though I'm an apple user) the sister app DropTask.*

*Incorporation of innovative bolt-ons to the original concept [software].*

*Version 7 is an amazing upgrade!*

*Enthusiasm and continually developing new ideas and ways forward.*

*The new iMindMap7 takes the art of Mind Mapping to a completely new level of performance for business.*

*Faster, cool branch designs, flow charting, can do lots more with just a mouse click without having to navigate between too many tabs.*

*Every release breaks new boundaries.*

*The new iMindMap7 is pretty brilliant. It was already the best looking of the programs as far as I could tell, and the new interface is great.*

### **Voted for: Mindjet-MindManager (3)**

*Mindjet is continuously improving mind mapping UX, while keeping it simple and practical. Also various training and webinars are really helpful and appreciated.*

*They managed it that creating a Mind Map is as easy as it could be with the advanced drag and drop Feature. And it's possible to integrate every meta info you need into your map. Now it's the most powerful daily Business tool ever. It's far beyond classic Mind Mapping.*

*I tried many of the other products and came to depend on MindManager. They are making progress to integrate their product with tools like SketchUp.*

*Very progressive in their office integration.*

*Software provides many input and export options along with increasing incrementally adding more tasks which can be utilised in the body of the map itself, such as costing in project planning.*

*Mindjet are constantly updating their solution and telling me about it, as*

*It's an enterprise tool that links tightly into other applications that I use such as Microsoft office suite.*

*Because of the power in cooperation with Microsoft office products and Microsoft Sharepoint.*

*Mindjet rolled out more mobile options with an emphasis on mobile efficiency.*

### **Voted for: MindGenius (4)**

*Everything I need is in MindGenius and the new release just improved everything.*

*Better thought out features. Top quality. Don't do things just for the sake of it.*

*MindGenius have always provided an excellent service and an open door policy to new ideas.*

*New version released, great template selections.*

*New releases at least once per year, works on iPad & very nice project management features.*

*They updated their product without throwing the usability- baby out with the Bathwater and repositioned the product as a collaborative tool that provides people with the invisible leadership of clarity of purpose.*

*MindGenius have released a number of excellent features to support my use of Q-Pulse such as automatic email integration and project management functionality.*

*The project management changes made are far superior to Microsoft Projects, has the same capability and more.*

*Addition of templates as prompts in new release.*

*I love the look and feel of the latest version.*

*Very impressed with the new release of MindGenius, and the functionality.*

*The release of mindgenius 5 gave me a number of features that have made it much more intuitive to use and the continued development of the iPad app makes it very easy for me to use and share maps with others in my organisations. Particularly those who are not so familiar with mindmaps until now.*

#### **Voted for: iThoughts (5)**

*Love being able to open and view Biggerplate maps of many types and style then output to Mindjet.*

*Portability, functionality wonderful export function*

*Really easy to use and keeps evolving.*

*Simple flexible, useable, stable, lot of new functionality fi doodle, integration with other apps.*

*I use the tool on iPad and now on MacBook. They have added Doodle, have URL linkage, have research cut & paste, and export to various formats. Increases the value of the tool to me and how I want to work.*

*I've used iThoughts since the first iPad version, and every release brings new features*

*iThoughts continues to expand functionality for by far the best cost, is nearly universal in import and export, and they released a mac version*

*iThoughts is very well designed and new features add value instead of creating confusion.*

*I use iThoughts in my ipad. It helps me to connect Biggerplate site and I*

*download templates from the app. It is very easy to use and has many options to create a mindmap.*

*A rapidly and continuously improving product.*

*Rate of development.*

*They are in my mind, the leading iPad app - nobody else is close.*

#### **Innovation Conclusions:**

Clearly innovation does not go un-noticed among members of the mind map community, and it is great to see the innovation efforts of different organisations being recognised and endorsed by real users. However, it is important to note that 24% of users said “I don’t know” when asked which organisation was most innovative – perhaps suggesting that we must go further to educate and inform people about the innovation steps that have been taken. Many participants mention the importance of blogs, newsletters, webinars etc as being key to remaining informed with regards to innovation, and it is important that these mechanisms continue to be used by organisations to inform the market.

With Biggerplate being voted top of the innovation chart in 2013, a further question is surely raised; do the software release cycles of major vendors serve to reduce the sense of continuous innovation? We believe a key reason that Biggerplate has been viewed as most innovative, is because we have introduced new projects throughout the year, unlike many software vendors who rely on one big release to showcase their software innovation. Should vendors look to more continuous update cycles to create a better awareness of innovation?

**What do you think about the top 5 innovators, or the rankings in general? Let us know with a tweet @Biggerplate and the tag #BPAR14**

Biggerplate Annual Report 2014

[www.Biggerplate.com](http://www.Biggerplate.com)

## Global Mind Map Survey 2013

### Conclusion

As a first ever attempt at a survey and report of this nature, we are extremely pleased with the quality of data we have been able to gather, and the number of people who engaged with the process. With 715 completed surveys (representing an 89.5% completion rate), we think the results of this survey can be considered as a useful representation of the mind mapping community, although obviously a small sample when considering the overall number of mind mappers worldwide.

### Future plans

Our intention is to replicate the survey process at the end of 2014, as the basis of a 2015 report. We hope and expect that the 2015 report will add an additional dimension to this entire process, as it will (for the first time) enable us to measure particular data against the benchmarks established in this current report. As mentioned within the report, there are several global trends that seem certain to continue impacting upon the mind map world, and it will be important to assess and analyse these impacts over the coming year. It is also important to evaluate and recognise the relative progress and position of the different organisations within the sector, including our own, as a measure of the overall health and innovation within the mind mapping arena.

We believe quality data and analysis of the mind mapping world is essential if we are to collectively work towards more mainstream acceptance of the approach in business and education. This report is the first step in a long process that we hope will enable better understanding of where mind mapping fits into the real working lives of people around the world, which will in turn help us to better focus our energy when introducing and promoting mapping to new audiences.

Biggerplate Annual Report 2014

[www.Biggerplate.com](http://www.Biggerplate.com)

## How to support this project

Community engagement is the key to this project, both before, during, and after the survey. We welcome any feedback you may have regarding the survey as a whole, any specific questions or lines of inquiry, or the findings reported here. In the interests of readability, we have tried to keep the contents of this report as concise as possible, and there is much more information that could be included, but if you feel there are key areas that should have been included, then please let us know. We want this document to be a catalyst for further research, investigation, and discussion, and we encourage you to share your feedback in the following ways:

- Tweet us [@Biggerplate](https://twitter.com/Biggerplate) using the tag [#BPAR14](https://twitter.com/hashtag/BPAR14)
- Join the discussions in our [Linkedin Group](#)
- Share your views on our [Facebook page](#)
- Follow and engage with us on [Google+](#)

**Please do not email Biggerplate regarding the survey or this report. It's not that we don't want to hear from you; it's just that we are a very small team and simply do not have the resources to read and reply to every message. We would also prefer all feedback (even negative) to be shared in public forums, in order to stimulate discussion between members of the community. Thank you for your understanding!**

