

Rich Pictures Steps & Tips

Steps:

1. Using a large sheet of paper and symbols, pictures, and words, draw a picture (or mind map) of the situation, program, etc. that you wish to evaluate.
2. Start by asking people to note all the physical entities involved, for example, the critical people, organizations, or aspects of the landscape.
3. Consider including:
 - a. **Stakeholders** who are involved in, or may be affected by the system, including their interests, interactions, and connections
 - b. **Structure** (includes anything that is slow to change, such as geographical situation or hierarchical structure of an association)
 - c. **Processes** (transformations that occur within the system, e.g. goods exchange or information transfer)
 - d. **Concerns** (stakeholder motivations that influence their perspective)
4. This is best done with about four to eight people and takes a half to two hours.
5. If there is more than one group, compare their pictures and cluster the ideas that are similar and those that diverge. In this way you can identify the most important issues to discuss, such as critical topics to focus on in an evaluation, possible indicators or key stakeholders to include in M&E.

Tips:

- Include only enough Structure to allow you to record the Process and Concerns.
- Don't worry about recording all the intricacies of the system; a broad-brush approach is usually all that is needed.
- Consider highlighting Concerns in a thought bubble. You can attach a more detailed explanation in a supplementary document.
- Use the language of the people depicted in it to make sure your rich picture is comprehensible to all involved.
- There is no correct way of drawing a rich picture, it's up to the participants and the particular context.
- If necessary, add a Key or Legend to explain any symbols you've used.

Adapted from:

Guijt, I. & Woodhill, J. (2002). Managing for impact in rural development: A guide for project M & E. Rome, Italy: International Fund for Agricultural. Retrieved from: <http://www.ifad.org/evaluation/guide/index.htm>.

Monk, A., & Howard, S. (1998). The rich picture. A tool for reasoning about work context. Interactions, 5, 12-30. Retrieved from: http://www.academia.edu/364777/Methods_and_Tools_the_Rich_Picture_a_Tool_for_Reasoning_About_Work_Context

Pain, A. (n.d.). Rich pictures. Sustainable sanitation and water management. Retrieved from: <http://www.sswm.info/content/rich-pictures>.

Horan, P. (2000). Using rich pictures in information systems teaching. Proceedings of the first International Conference on Systems Thinking in Management, 257-262. Geelong, Australia.

To help develop the map, have the group consider the following CATWOE questions:

Client:

- Who is on the receiving end?
- What problem(s) do they have now?
- How do they react to the situation?
- Who are the 'winners' and 'losers'?

Actors:

- Who are the actors who are doing the 'doing'?
- What is the impact on them?
- How might they react?

Transformation:

- What is the process for transforming inputs into outputs?
- What are the inputs? Where do they come from?
- What are the outputs? Where do they go to?
- What are all the steps in between?

World View

- What is the bigger picture or systems into which the situation fits?
- What is the real problem you are working on?
- What is the wider impact of any solution?

Owner

- Who is the real owner(s) of the process or situation you are changing?
- Can they help you or block you?
- What would cause them to get in your way?
- What would lead them to help you?

Environment

- What are the broader constraints that act on the situation and your ideas?
- What are the ethical limits, laws, financial constraints, limited resources, or regulations?

Source: elabor8. (n.d.). Rich pictures and CATWOE: Simple yet powerful scope-modelling techniques. Retrieved from <http://elabor8.com.au/blog/rich-pictures-and-catwoe-simple-yet-powerful-...>
<https://elabor8.com.au/rich-pictures-and-catwoe-simple-yet-powerful-scope-modelling-techniques/>.