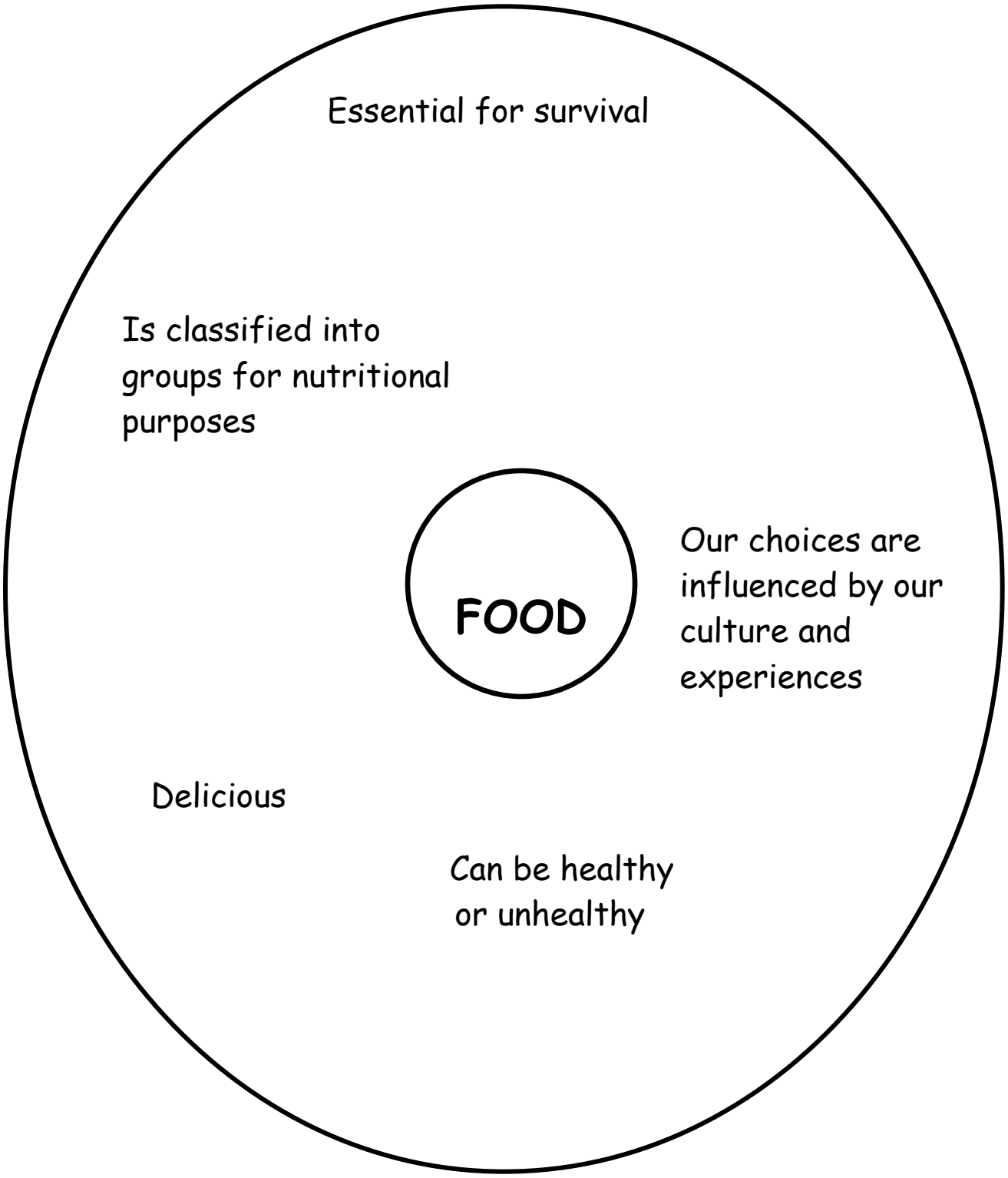The **Circle Map** is for **Brainstorming** or **Defining in Context**