Stemic

Concept map creation tool

by intactile

Contact us

Site web
https://stemic.app

Linkedin | @Stemic
https://www.linkedin.com/company/stemicapp

Twitter | @stemicapp
https://twitter.com/stemicapp

Marwan Lahoud

AIRBUS GROUP
37.8 Billion €
5%

client >

Qatar Airways

< inherits

LAGARDÈRE
1.071 Billion €
10.7%

Arnaud Lagardère

Palais de la
Méditérranée

owner >

shareholder >

shareholder >

Hôtel Le Martinez

Constellation Hotels
Holding

Le concorde Lafayette

Is this loop of investment
structures with
shareholding and
clientelism links a
dangerous situation?

LVMH
0.654 Billion €
1.03%

shareholder >

Stemic is a symbolic mapping web application, designed and developed by a team of 4 people within the company **intactile DESIGN**.

Qatar

< lead

Qatar Holding — shareholder > TOTAL
2.691 Billion €
4.8%

The tool allows to map – in the form of a graph – situations, issues or problems, in order to understand their complexity, among other things Stemic is a visual intelligence tool that helps at understanding and therefore at decision making.

< subsidiary

VINCI
0.284 Billion €

Qatar Diar

Result of several years of research, Stemic is available for free to the general public since January 2020. The pro offer, featuring many additional features, is online since the beginning of November 2020 for €9/mont*.

Tamin bin Hamad al-Thani

owner >

subsidiary >

VEOLIA
0.347 Billion €
5%

preside >

Qatar Investment
Authority

Paris Handball

Bein Sports

*Indicative price may vary depending on the country

owner >

Qatar Sports
Investments

owner >

< preside

PSG

Stemic project actors

The company intactile DESIGN

Founded in 2000, the company intactile DESIGN is one of the first French digital design agencies. The agency is particularly recognized for the quality of its working method called "user-centered". The observations of usage in situ as well as the participatory design sessions led by designers of intactile provide a response that is both innovative and relevant for the projects entrusted by the company.

Whatever the field of application of the tools to be designed (medical, aeronautics, security, connected objects, etc.), intactile DESIGN attaches the greatest importance to understanding the user needs as well as to dialogue with the experts of a domain in order to design robust and intuitive interfaces. End user buy-in is only better.

With 20 years of experience in UX-UI design and interface development, the company has won 3 "design stars", awarded by the APCI: in 2006, for the Mæstro D-MAN interface, decision support for air trafic management software; in 2009 for the Fibroscan 502 Touch HMI, a liver health measuring device for the Echosens company, and in 2018 for the B612 typeface designed for Airbus cockpits and of course optimized for screen reading.

Project history

Numerous research projects around the notion of symbolic cartography or concept maps have been carried out within the company intactile DESIGN, giving rise to various prototypes of applications such as Vesta-Cosy, strategic decision support, Socumod, modeling of socio-cultural behaviors or ACKSIS, military maneuver planning.

These projects have validated the value of a graphic representation in the analysis, understanding and sharing of a complex situation, whatever the field of application.

The desire to go beyond the prototype by concretizing this research work in a product easily usable by all, gave birthto Stemic in January 2020.

The goals of the Stemic team are to:

• complete a project as a whole (from design to development) and guarantee the quality of this product,

• create a multi-disciplinary team specialized in knowledge mapping,

• design a high quality software in which developments are not constrained by time but guided by the quality of interactions offered to the users.

The Stemic Team

THOMAS PAILLOT Product manager

CHRISTOPHE FAGOT R&D manager

**PERRINE POTHIER** Design & Communication manager

**OLIVIER TORRES** Technical manager

The Stemic team is made up of:

• Thomas Paillot, product manager. Successively UX designer then Stemic's graphical interfaces developer with the keyword "attention to detail for a quality user experience", he is now in charge of the commercial development of the tool.

• Christophe Fagot has a PhD in computer science, specialized in semantic AI. After 15 years of working on issues related to knowledge management, he is in charge of the R&D of the Stemic product.

• Perrine Pothier is a graduate of Parisian design schools and has 10 years of experience in UX-UI design. Expert in usage observation and participatory design, she designs interfaces for Stemic. Responsible for communication, she runs the social networks of Stemic and collects user feedbacks.

• Olivier Torres is a Full stack developer specialized in agile methods and the development of decision support tools. He garantees the quality, optimisation of Stemic, and watches over its performances.

Stemic, a concept maps creation tool
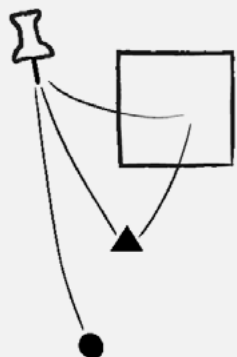
Map

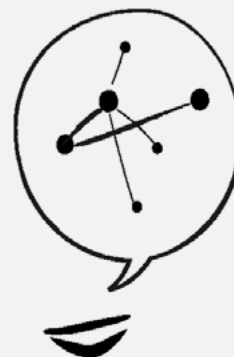Schematize situations or issues as a relational graph
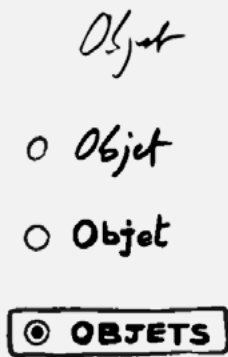
Formalize

Structure and organize yours ideas with categories. Enrich your data thanks to properties.

Visualize

The produced concept map is a systemic view of the represented situation.

Share

Send your maps. Work with others. Explain your point of view. Co-build your knowledge.

What is a concept map?

To understand a complex situation, it is often necessary to schematize it in the form of a concept map.

The concept map allows to represent and graphically organize ideas, concepts by linking them to each other via named relationships. It helps provide a more meaningful "picture" for the mind when the highly linear written and spoken languages reach their descriptive limits. In this, it facilitates the learning and appropriation of complex issues.

The Stemic tool is a concept maps creation tool in which the user can build and share his vision of a situation in an infinite and very easy to use digital space.
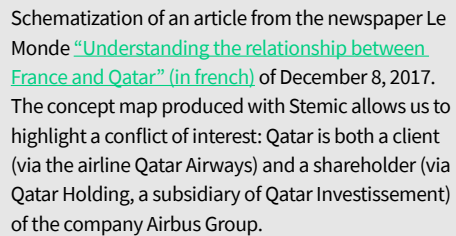
Beyond the desire to design and develop a concept map tool, the Stemic launched itself a new challenge: to surpass the uses and functionalities of existing mindmapping or concept map tools, considered to be too much restrictive for thought or too difficult to use.
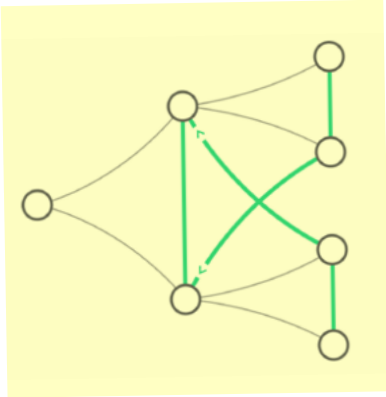
To learn more about the motivations that push them to create Stemic, read the interview of Christophe Fagot and Perrine Pothier by Chuck Frey, expert and trainer in mind maps at Biggerplate.

The Stemic team: "Bringing freedom of action, freedom of thought to the user, here the goal of our tool".

Qatar Investments 2015

=== SOURCES ===
- Le Monde - newspaper: "Understand the relationship between France and Qatar" 12-08-2017
- Wikipedia

Marwan Lahoud

AIRBUS GROUP
37.8 Billion €
5%

Qatar Airways

Arnaud Lagardère

< inherits

Palais de la Méditérranée

LAGARDÈRE
1.071 Billion €
10.7%

Hôtel Le Martinez

Is this loop of investment structures with shareholding and clientelism links a dangerous situation?

LVMH
0.654 Billion €
1.03%

Constellation Hotels Holding

Le concorde Lafayette

Qatar

Qatar Holding

TOTAL
2.691 Billion €
4.8%

VINCI
0.284 Billion €
7%

Qatar Diar

VÉOLIA
0.947 Billion €
5%

Tamin bin Hamad al-Thani

Qatar Investment Authority

Bein Sports

Paris Handball

Al Jazeera

Schematization of an article from the newspaper Le Monde "Understanding the relationship between France and Qatar" (in french) of December 8, 2017. The concept map produced with Stemic allows us to highlight a conflict of interest: Qatar is both a client (via the airline Qatar Airways) and a shareholder (via Qatar Holding, a subsidiary of Qatar Investissement) of the company Airbus Group.

Qatar Sports Investments

Nasser Al-Khelaïfi

PSG

Stemic assets

Go beyond the mind map

Classic mind maps are suitable for representing hierarchical data. The main subject, placed in the center of the map, is divided into sub-subjects in a tree form.

With Stemic, the team wants to go further. The tree gives way to the network, and this representation allowing a greater articulation of the different objects between them, favors the schematization of a complex problematic.

With Stemic, the user can obviously take notes, organize his ideas, connect them to each other like on a classical mind map but Stemic is not just a brainstorming tool ... Stemic goes further by also allowing users to categorize and describe the objects they manipulate (thanks to categories and properties), to express the nature and direction of the links, to create groups, etc.

A design to think

Stemic is a thinking support tool. For the graphic design, we therefore took the opposite view of the classical mind map tools, no flashy colors nor illustrative images… but different graphical forms for objects of different natures. The interface is minimal, the graphic design is sleek in order to highlight your data, your analyzes. So we choose to focus on the content not on the form.

Stemic is not a technical or techno-centered object, but a concept map designed to be easy to use. The fluid and intuitive interactions have been designed to facilitate data manipulation and support users' reflections. The user experience is rich and the handling is easy, even without explanation or demonstration.

Reactive and dynamic, Stemic supports the users whatever the issues they are tackling.

Stemic therefore helps the user to construct an analysis, to model his knowledge and to structure his thought.
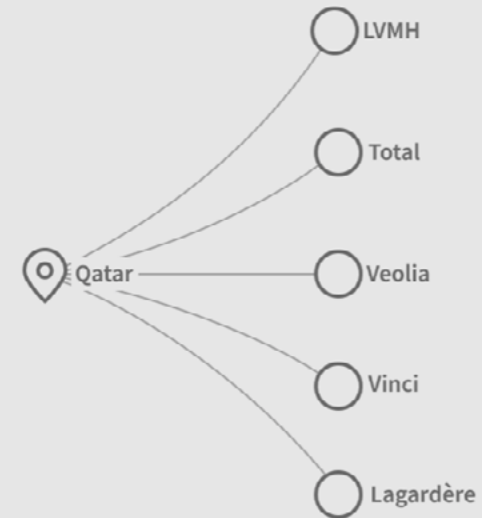
The tool
main features

A constantly evolving application

We are working daily on improving the Stemic application as well as introducing new features. Each users feedback allows us to improve the user experience, to offer new ways for interaction with it, to consider new uses and new features. Users receive a newsletter every one or two months. This one lists all the new features and corrections made to the application.
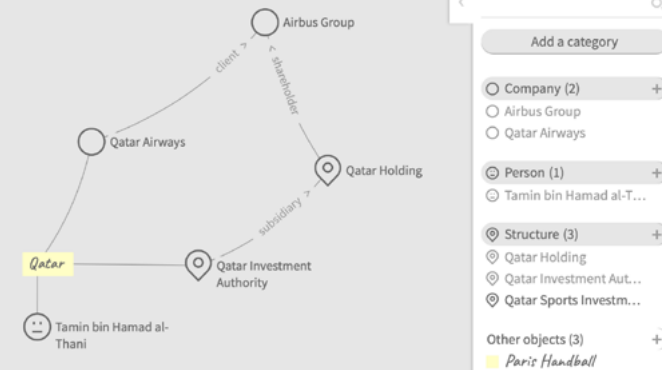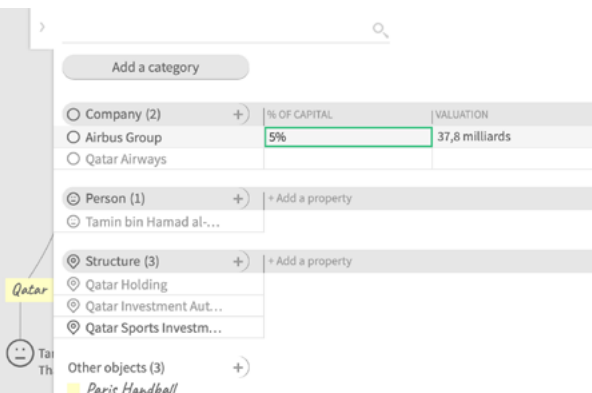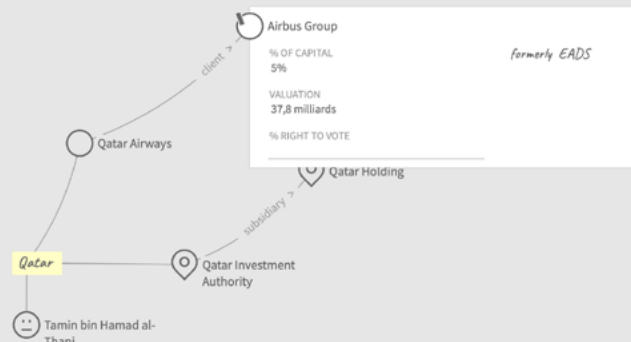
1. QUICKLY POSE IDEAS
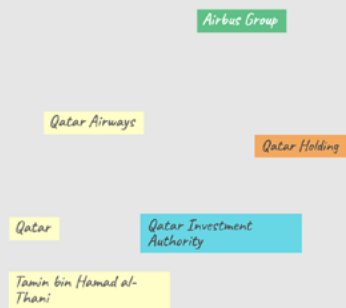
2. CREATE LINKS
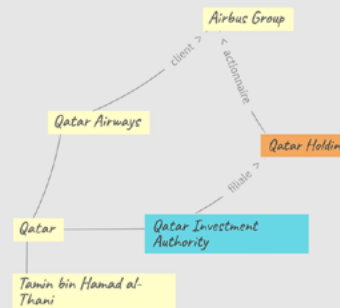
3. CREATE CATEGORIES

4. ADD PROPERTIES

5. DESCRIBE & ANNOTATE

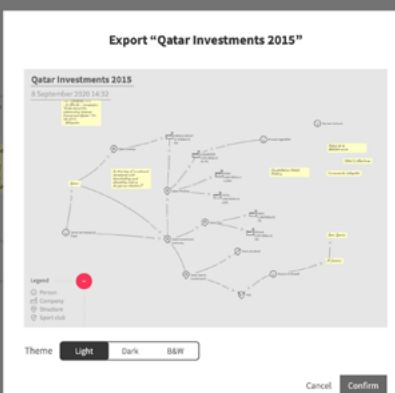### 6. USE HYPERLINKS

PRO

7. MOVE & ZOOM

8. SEARCH OBJECTS

9. MAKE GROUPS

10. SWITCH TO DARK MODE
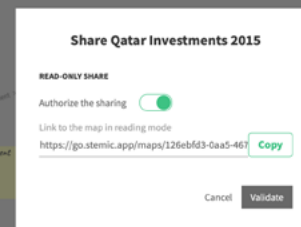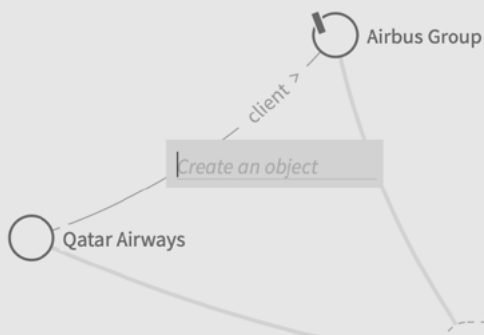

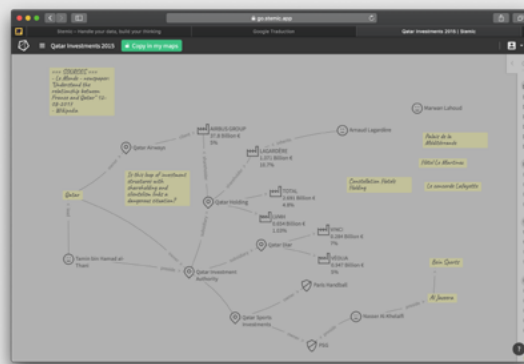## 11. EXPORT

PRO
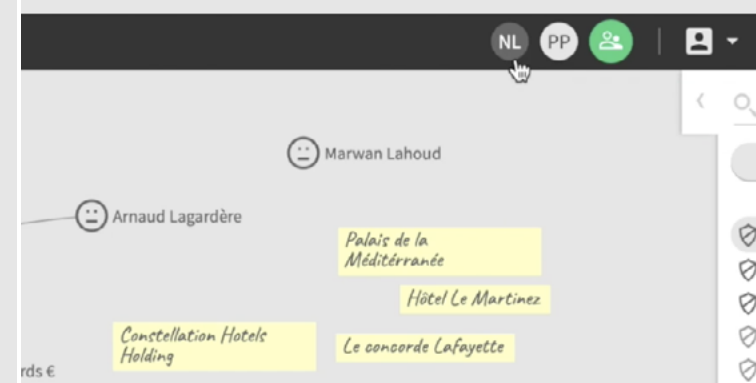

12. SHARE

13. CREATE AN INTERMEDIATE OBJECT

14. COPY A SHARED MAP

PRO

15. COLLABORATE

PRO

Domains of application

Investigations

Whether it's cyber investigation or investigative journalism, Stemic helps you turn your data into knowledge, to synthesize, represent and solve your most complex investigations.

Business intelligence

Stemic allows you to structure your knowledge, to map a network of actors to improve the control of your environment and make the right decisions.

Learning & education

Memorizing by doing, synthesizing the content of a lesson or training, building your own argument... these are the benefits of a Stemic concept map

Project management

Stemic maps allow you to manage projects at different levels: from global ecosystem to detail of the functional components of your project, passing by the milestones that punctuate it.

Legal

Stemic allows you to analyze in the form of concept maps, the relationships between the parties, objects, obligations, notes of a case or contract as well as the legal logic which underlies these relationships.

Corporate strategy

Stemic can be part of an innovative process within your company to describe concerns, facilitate the conducting meeting and produce communication mediums.

Example of public maps

PROJECT MANAGEMENT

Concept map representing the actions that can be performed by the user as well as the flow of requests necessary for the smooth running of the subscription process to the Stemic Pro offer.

https://go.stemic.app/maps/e483241e-3a77-4c3d-acd7-2d1b1a33bb4b

By Thomas Paillot,
Frontend developer of Stemic

BUSINESS INTELLIGENCE

Representation of information power in business intelligence.

https://go.stemic.app/maps/d086ad40-80f5-43ad-b4a2-6ca687d4b342

By Frédéric Lenfant, cyber threat and data protection analyst

BUSINESS INTELLIGENCE

Concept map to retrace the course and consequences of the stock market and oil crashes caused by Covid-19.

https://go.stemic.app/maps/40000348-811f-4f49-b78c-613439746821

By Amaury Bazalgette, PhD - CEA

LEARNING & EDUCATION

Representation and learning of the chess game using a concept map.

https://go.stemic.app/maps/df9c205b-3b58-47ee-b4e2-c2b288445a8e

By Didier Bazalgette, DGA/AID

LEARNING & EDUCATION

"I think, therefore I am",
review and assimilate a lesson in philosophy using a concept map.

https://go.stemic.app/maps/42723aa1-a05e-423c-8ac1-1c67661269ee

By Bastien,
dyslexic student in Scientific degree.

PROJECT MANAGEMENT

Analysis of the context and evolution of the object-oriented modeling language "Modelica"

https://go.stemic.app/maps/8a938b3b-ee58-43c7-bbb8-344fa389200c

By Éric Cabrol, referent for simulation of vehicle dynamics at Renault group

INTELLIGENCE ÉCONOMIQUE

"Football - Agents, the key elements of influence networks" maps the relationship between Jorge Mendes and Wolverhampton.

https://go.stemic.app/maps/99b8632f-a972-4321-91c2-37c8b98bbfe0

By Nathan Merlet,
CELL'IE association, IAE of Poitiers.

The Stemic offer

Free	Pro	Enterprise
€0 /month	**€9** /month Indicative price may vary depending on the country	**@**
Try for free	**without engagement**	**Contact us**
	All features of the Free offer	**All features of the Pro offer**
Unlimited number of maps	Collaborative edition	Private server
Unlimited number of objects	Copy a shared map	Integration
Describe objects	Image exports	Help to knowledge modeling
Make groups	Hyperlinks	Specific icons for your business
Share maps	Multiple links (coming soon)	Priority support
	Colorful Post-it (coming soon)	
	Highlighted objects (coming soon)	
	...	

STEMIC FREE OFFER

This offer allows you to create an unlimited number of maps, consisting of as many objects as you want. It is intended for all users wishing to pose their ideas and structure their thinking in the form of graphs thanks to properties (characteristics of objects), to named relations as well as to groups. The maps produced in this way can be shared in read-only mode via their own URLs.

STEMIC PRO OFFER

It allows collaborative use of the tool, dynamic and simplified map sharing via the copy function of a shared map. This offer also allows the use of hyperlinks, a configurable export of the maps produced (framing, color theme, title and legend). Other features are coming soon: multiple links, colored post-it notes, object alerts, etc.

ENTERPRISE OFFER

This offer is intended for companies wishing to have Stemic on a private server and allows users to benefit from many personalized services such as integration with other applications, drawing of specific icons related to the business, as well as knowledge modeling help and priority support.

Security & data

We attach the greatest importance to ensure our users data confidentiality, security and availability. Your concept maps and of course your personal information (name, email address, password) are inaccessible to other users, in accordance with our privacy policy.

The transfer of your data over the Internet to our servers is encrypted. They are located in the European Union (EU) and benefit of a high level of certification guaranteeing a high level of protection.

We focus our efforts on ensuring the app is accessible to you all the time.

They already trust us …

"Making a map on Stemic allows me a better understanding of certain complex ecosystems on a daily basis"

Gérard Landrodie, Consultant FMES

Business intelligence   Strategic studies

"Stemic takes a fresh approach to concept mapping"

Chuck Frey, Visual thinking expert

Mindmap   Marketing

You want to know more on Stemic, read the interview we gave on mindmapping software blog.

"The fluidity of the app, to be compared with the use of pen and paper, allows ideas to emerge"

Florence Torcq, Coach

Brainstorming

MINISTÈRE DE L'ÉCONOMIE ET DES FINANCES
Liberté Égalité Fraternité

MINISTÈRE DES ARMÉES
Liberté Égalité Fraternité

cea

engie

suez

NATIXIS

UNIVERSITÉ MONTPELLIER

UNIVERSITÉ PARIS 1 PANTHÉON SORBONNE

université de BORDEAUX

The future prospects

Still improve the tool

The Stemic tool is constantly evolving. Since its first official release, many improvements resulting from users' feedbacks have been made. New features have also been developed: map sharing via a URL, the possibility of creating an intermediate object, the addition of new icons to identify the categories, the addition of keyboard shortcuts etc ... The first features of the Pro offer (collaboration, copies of shared maps, use of hyperlinks and image export) have just been released.

New features are already being designed and are even in development. They will allow the user to enrich his conceptual map thanks to:

• **The creation of several links of different nature between two same objects,**

• **The use of "post-it» notes having different colors,**

• **The possibility of highlighting objects via an alert system.**

We also want to quickly deliver **a touch version of Stemic** for users who are adept of tablets.

Other features are also being considered and will be unveiled in due course.

Stemic: 3 major challenges for the year 2021

1 | API

One of the goals for 2021 for Stemic is that the tool can become a real synthesis tool. It therefore seems interesting that the application can benefit from connectors to other tools such as those dealing with big data for example, or to different databases. The challenge is huge because concept maps and statistical tools, for example, are two very different paradigms, but for end users this could be of great added value.

2 | DATA VISUALIZATION

The second challenge will be to provide data visualization functionalities. The objects and links of the Stemic concept map could become the reflection of their intrinsic characteristics, that is to say of their properties: a company could be represented all the larger as its turnover is important, a link could be thicker as the communication between two people is dense. This potentially means that the links must also have properties and identity cards.

3 | THE TIME

The last challenge and not the least: tackling the notion of time. How can time be taken into account? How can the temporal vision of an issue coexist with a conceptual map and therefore a vision of the mind? What time does the user want or need to represent? Time relative to the objects he manipulates or the time of representation? All these questions will be answered thanks to the grant (RAPID) that the French Defense Innovation Agency granted to the team to work on features and needs related to the domain of investigation.

Press review

"Stemic, an efficient and promising concept map creation tool" article in French by Christophe Lebot, digital consultant at Clever Age on the use of Stemic
https://www.christophelebot.fr/2020/06/stemic-outil-creation-cartes-conceptuelles-mind-mapping/

"Stemic takes a fresh approach to concept mapping", interview of Christophe Fagot, R&D manager and Perrine Pothier, designer of Stemic by Chuck Frey, expert and trainer in mind maps at Biggerplate
https://mindmappingsoftwareblog.com/stemic-concept-mapping/

"Conceptual map on information with the Stemic tool", article in french on the use of Stemic by Frédéric Lenfant, former criminal analyst:
https://www.intelfe.com/carte-conceptuelle-sur-linformation-avec-loutil-stemic/

"First steps with Stemic, a new visual tool", article, in french, by Philippe Boukobza, through visual thinking, sketchnoting, mind map, design thinking and innovation:
https://www.heuristiquement.com/2020/04/premiers-pas-avec-stemic-un-nouvel.html