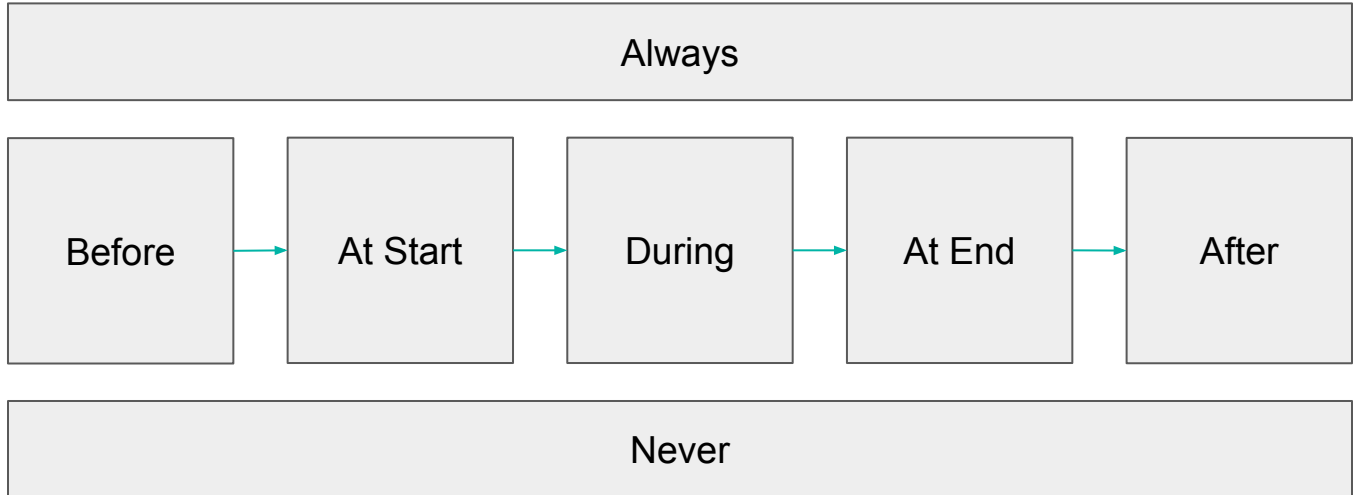




# Event Condition Timeline

A method from op1digital, turning strategic plans into real-world results since 2016.



The model can be extended with data overlays, chaining for longer flows, and conditional routing.

**Event Condition Timeline (ECT)** is a problem-solving method that provides a structured approach to time mapping, allowing consistency across analytic methods.

## Concretely Map Events

1. During: Identify the main focus.
2. Always: Identify omni-present conditions.
3. Never: Identify omni-absent conditions.
4. At Start: Identify trigger conditions.
5. At End: Identify concluding conditions.
6. Before: Detail activity that occurs before the start.
7. After: Detail activity that occurs after the end.

## Sample Problems

- Process mapping
- Customer journey mapping
- User experience mapping
- Event timelines

## Key Framing Questions

- What scope is relevant to the main focus?
- What time window and granularity is relevant?

## About the Technique

Analytic outputs may be time-agnostic or be temporally misaligned with each other. ECT provides strong alignment. Human training, LLM and implementation materials are available.