# How to combine network and theme sorting

Qvest Project Map combines data from two of the feature cards from the analytics panel. The two datasets are: the quantitative data from the Qvest Network and the qualitative data from the Themes feature.

Project Map displays both WHO and WHAT is important to your project. This insight gives you a unique edge to secure project success.

Here's an example of the Project Map:
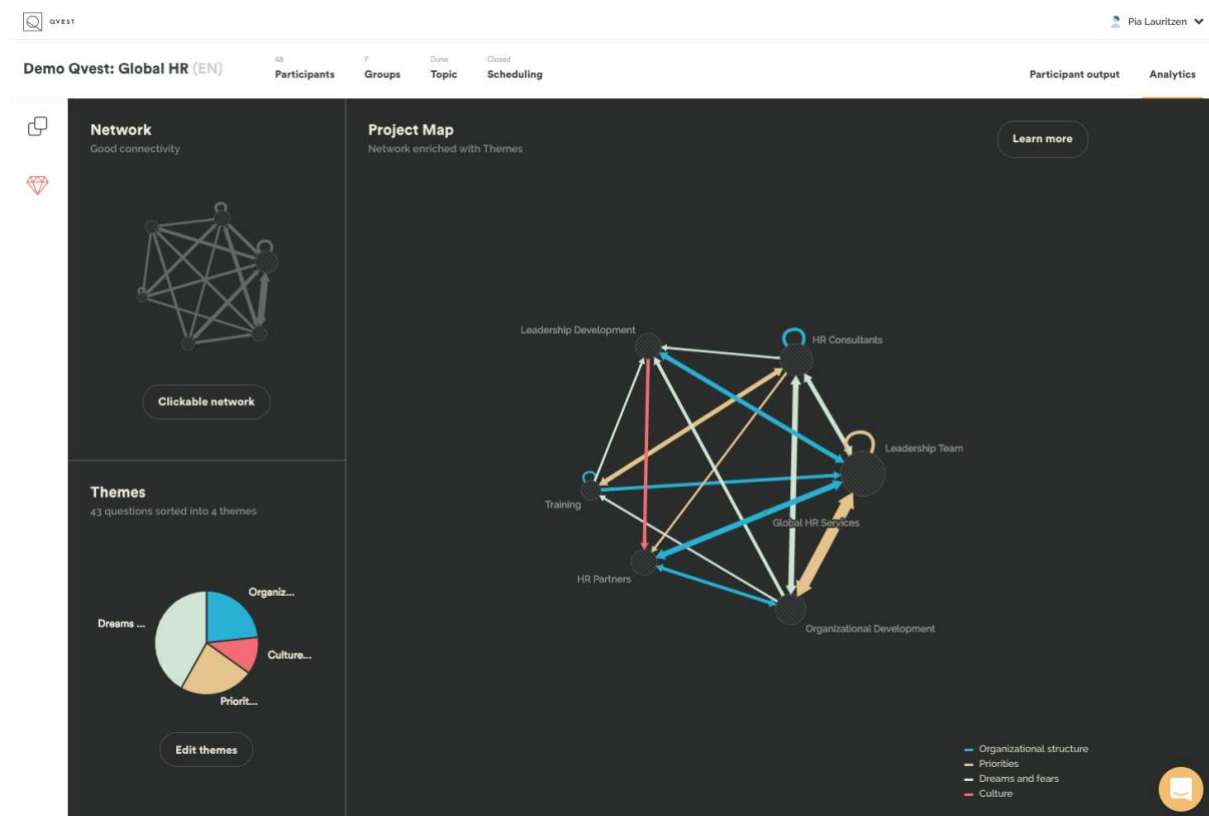
You can access your Project Map when you have sorted all the questions in your Qvest into a number of relevant themes (see help article about Qvest analytics).

This is how you read the Project Map

The color of the connections (strings) between your different stakeholder groups (nodes) match the color of the theme with the highest number of questions.

If there is the same amount of questions in two or more themes asked between two groups, the first-questions-first principle kicks in.

This means that the strings are colored to match the theme that contains the earliest asked questions.

You can see the thematic distribution of questions by hovering over any string.
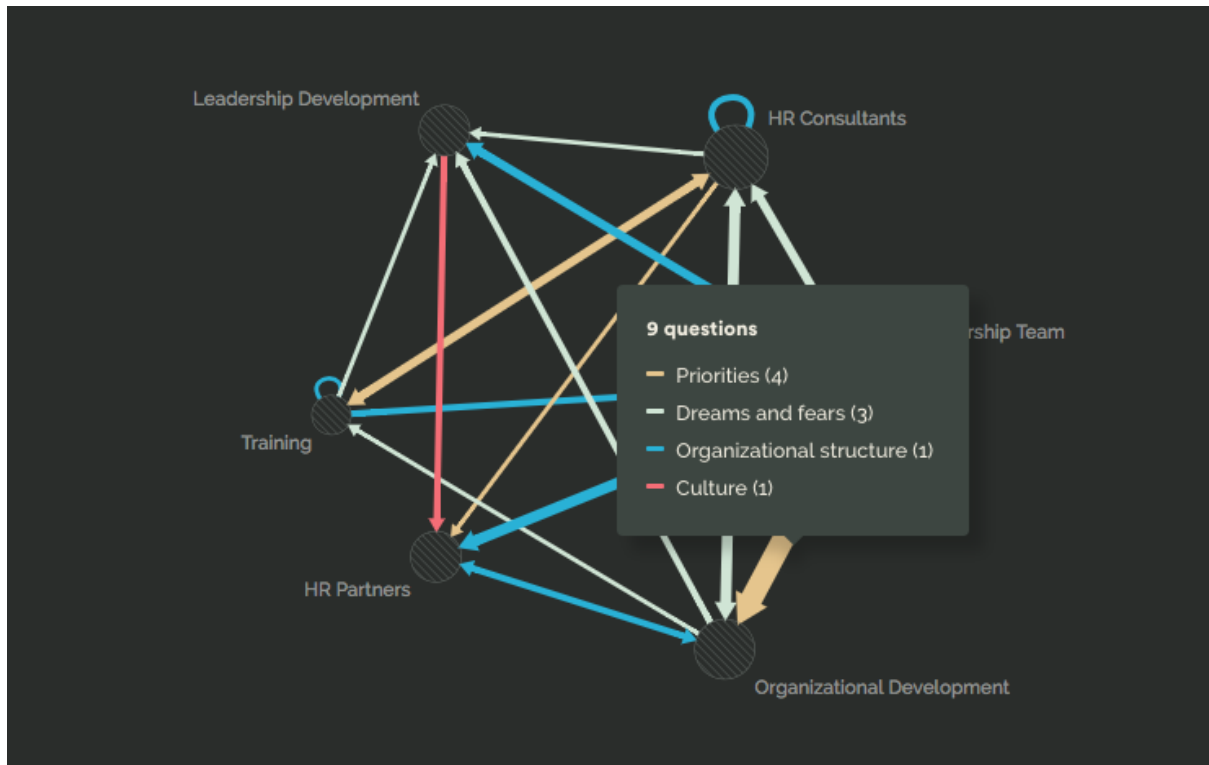
The unique Project Map value

The Project Map feature is designed to shed light on the communication patterns and interests among your project stakeholders.

When you know who talks about what, you also know where to focus when you want to drive change.

If, as an example, Leadership Development and HR Partners are the only ones talking about company culture, you might want to think twice before you launch a big strategic project based on the assumption that everybody cares about culture. Or, at least, you want to make sure that Leadership Development and HR Partners play an important role in making a culture-focused project a success.

Similarly, if everybody talks to everybody about organizational structure, you cannot afford to ignore it. By exploring the conversational data from your Qvest you will know what the concerns are. With this knowledge, you can address the issues surrounding organizational structure in a way that secures impact and buy-in from your stakeholders.

Q
QVEST