

— — — —

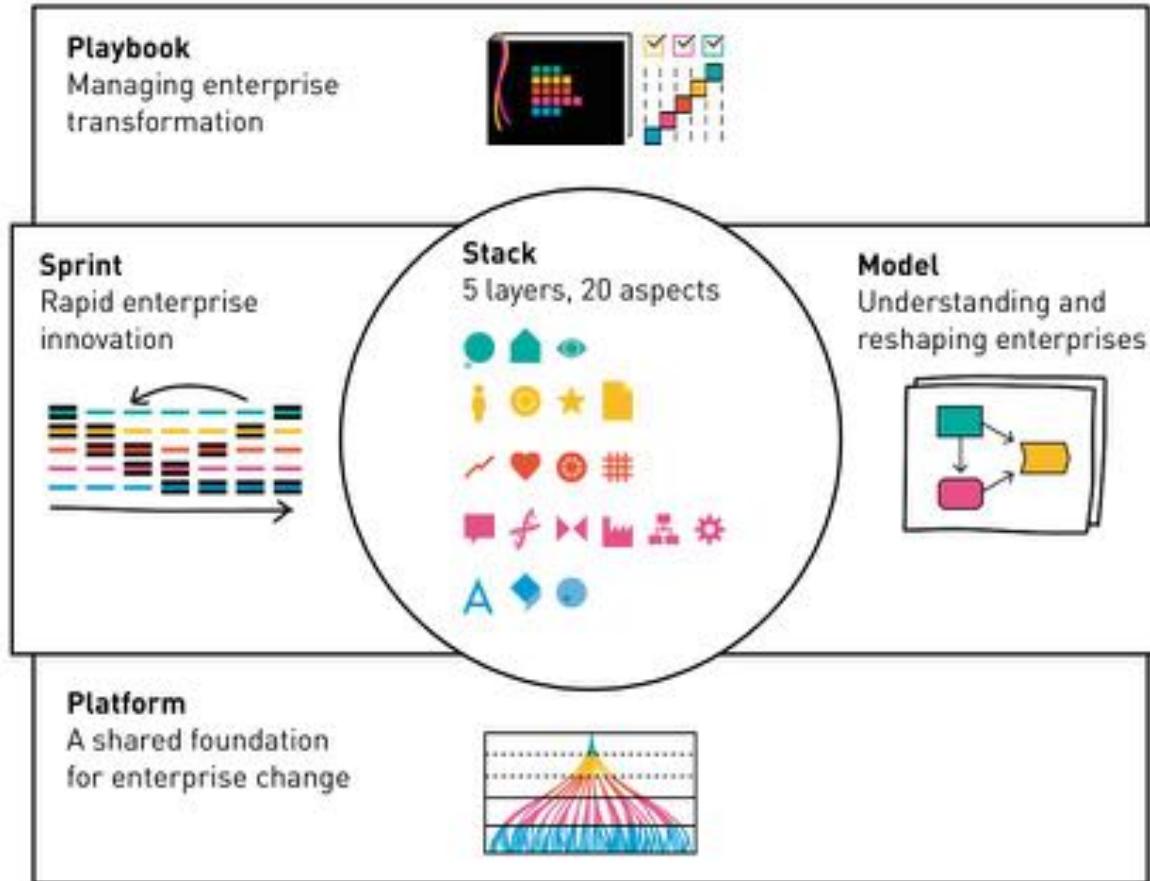
**eda.c**

-----  
**reframing design  
challenges**

**with trivento  
spark!**

**benjamin falke  
partner, eda.c  
düsseldorf**

**milan guenther  
partner, eda.c  
paris**



**Playbook**  
Managing enterprise transformation



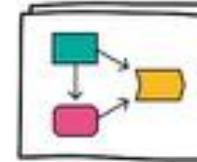
**Sprint**  
Rapid enterprise innovation



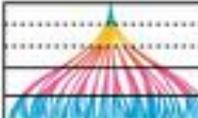
**Stack**  
5 layers, 20 aspects

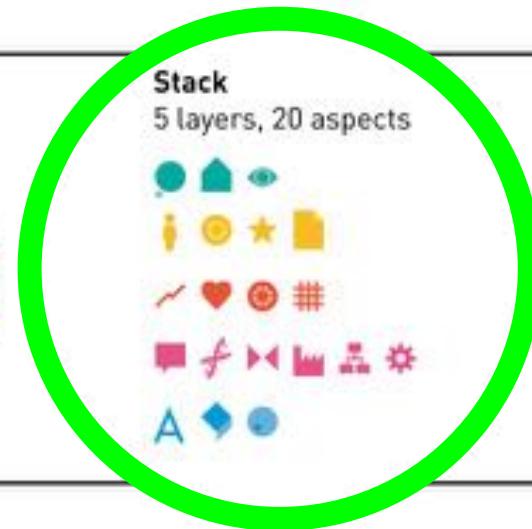


**Model**  
Understanding and reshaping enterprises



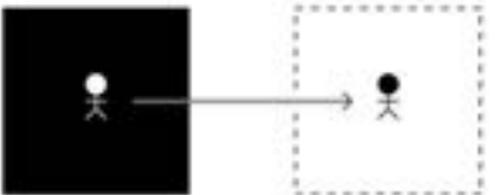
**Platform**  
A shared foundation for enterprise change



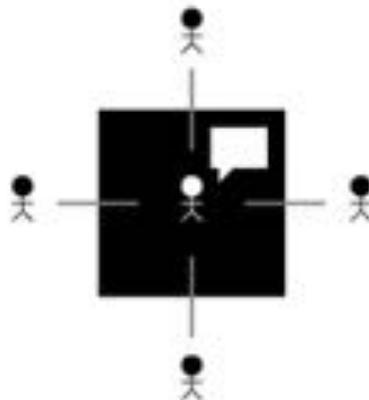


# challenges

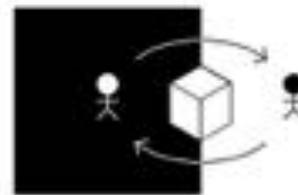
## Future Enterprise Design for Strategy



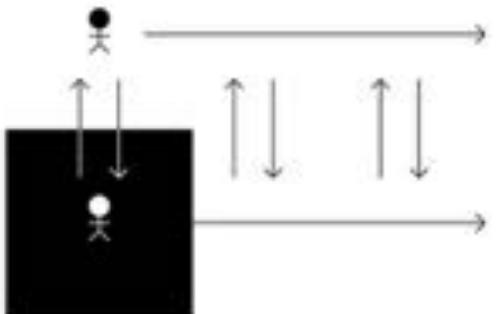
## Brand and Social Connections Design for Engagement



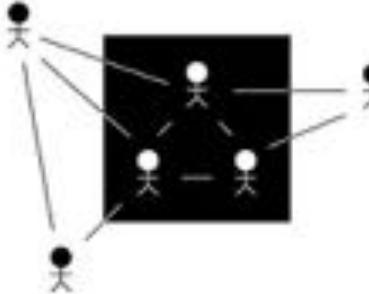
## Customer and Product Experience Design for Delight



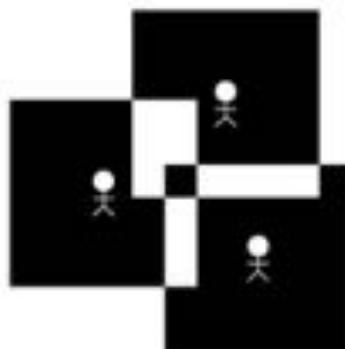
## Service and Value Delivery Design for Performance



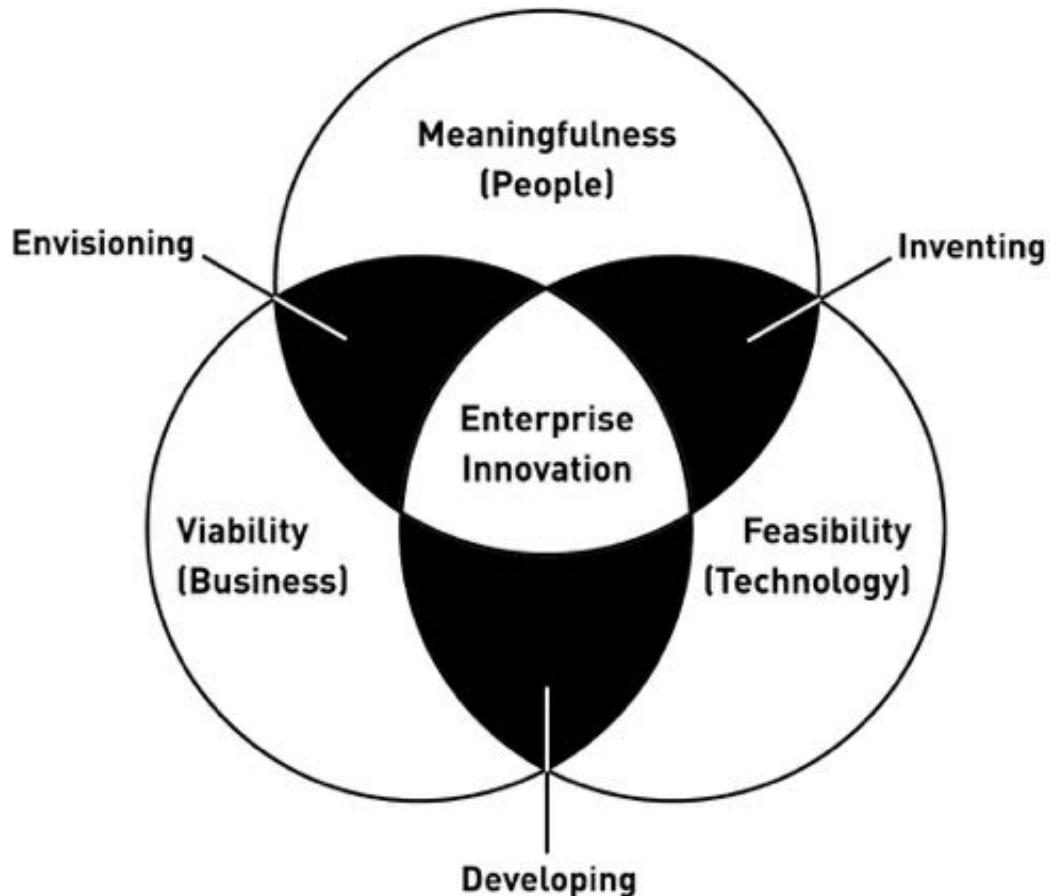
## Workplace and Collaboration Design for Teamwork



## Digital Ecosystems Design for Interaction

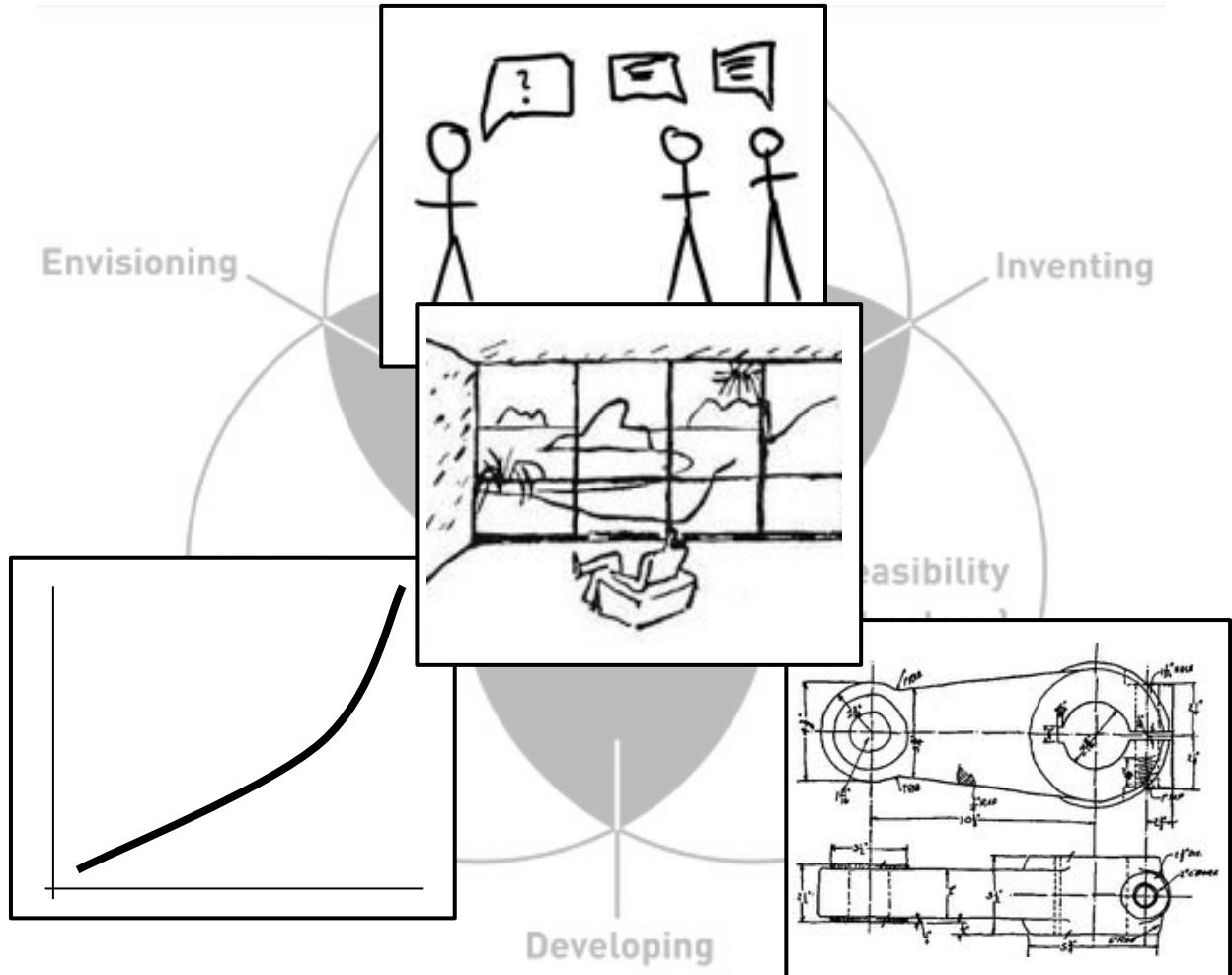


# enterprise innovation



After Tim Brown / IDEO

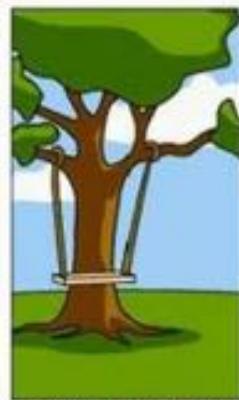
# perspectives



## making decisions



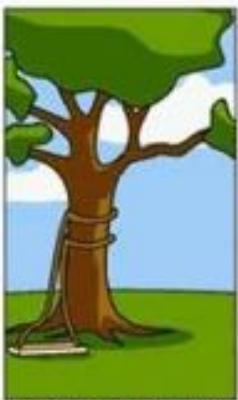
How the customer explained it



How the project leader understood it



How the engineer designed it



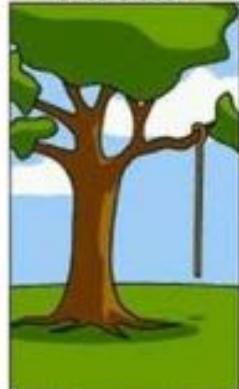
How the programmer wrote it



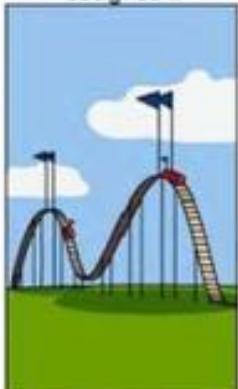
How the sales executive described it



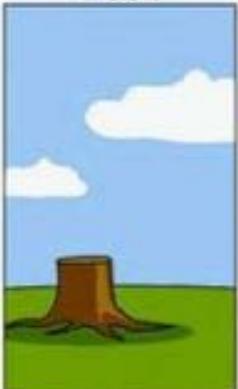
How the project was documented



What operations installed



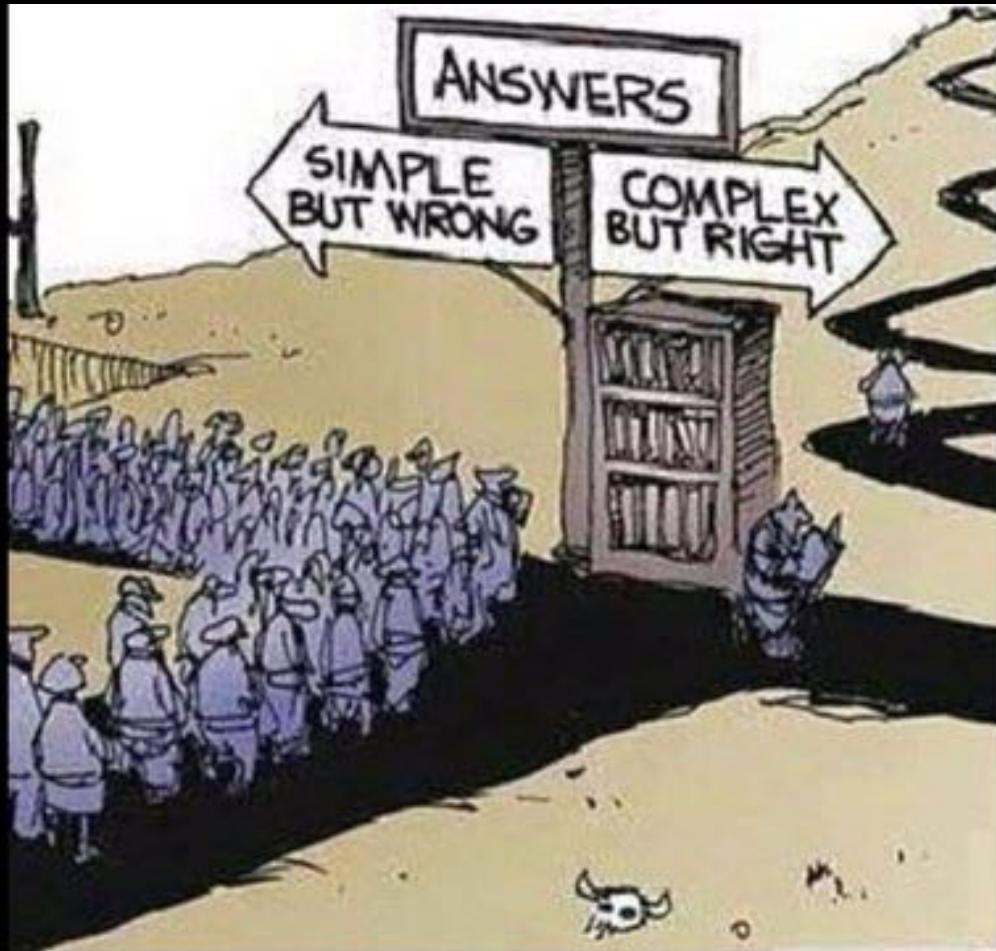
How the customer was billed



How the helpdesk supported it

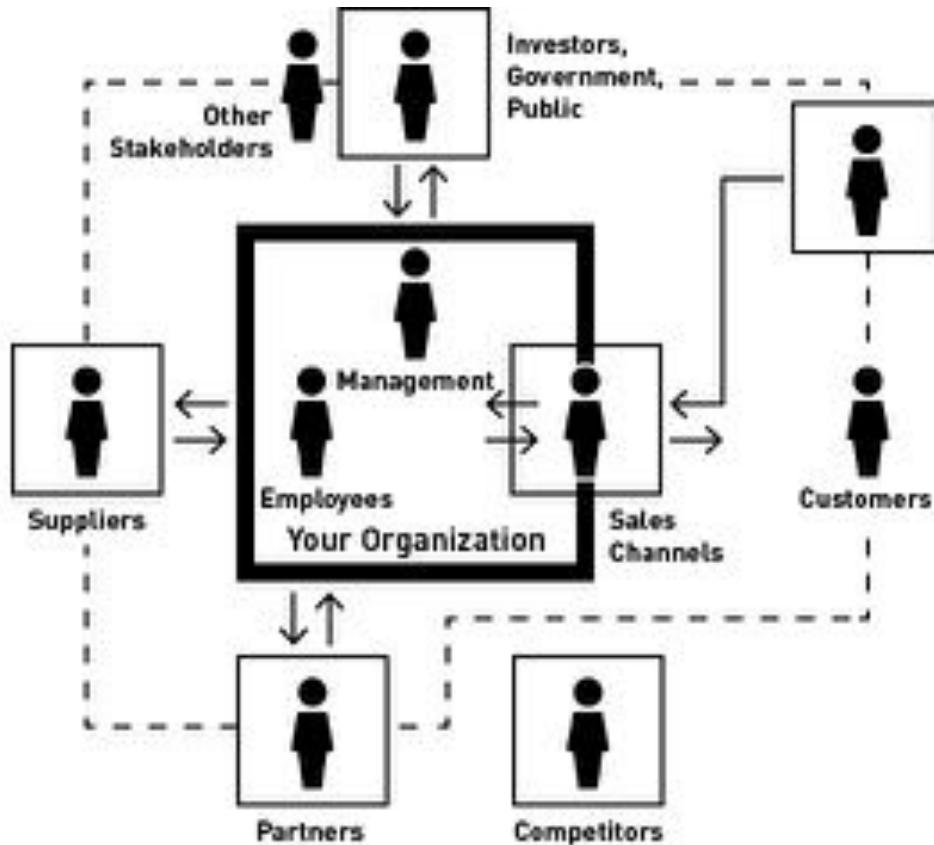


What the customer really needed



Dave Snowden / Cynefin Framework

## concerns



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## creating links



# stakeholder survey

CareWords

inspired by the Digital Transformation Score / Customer

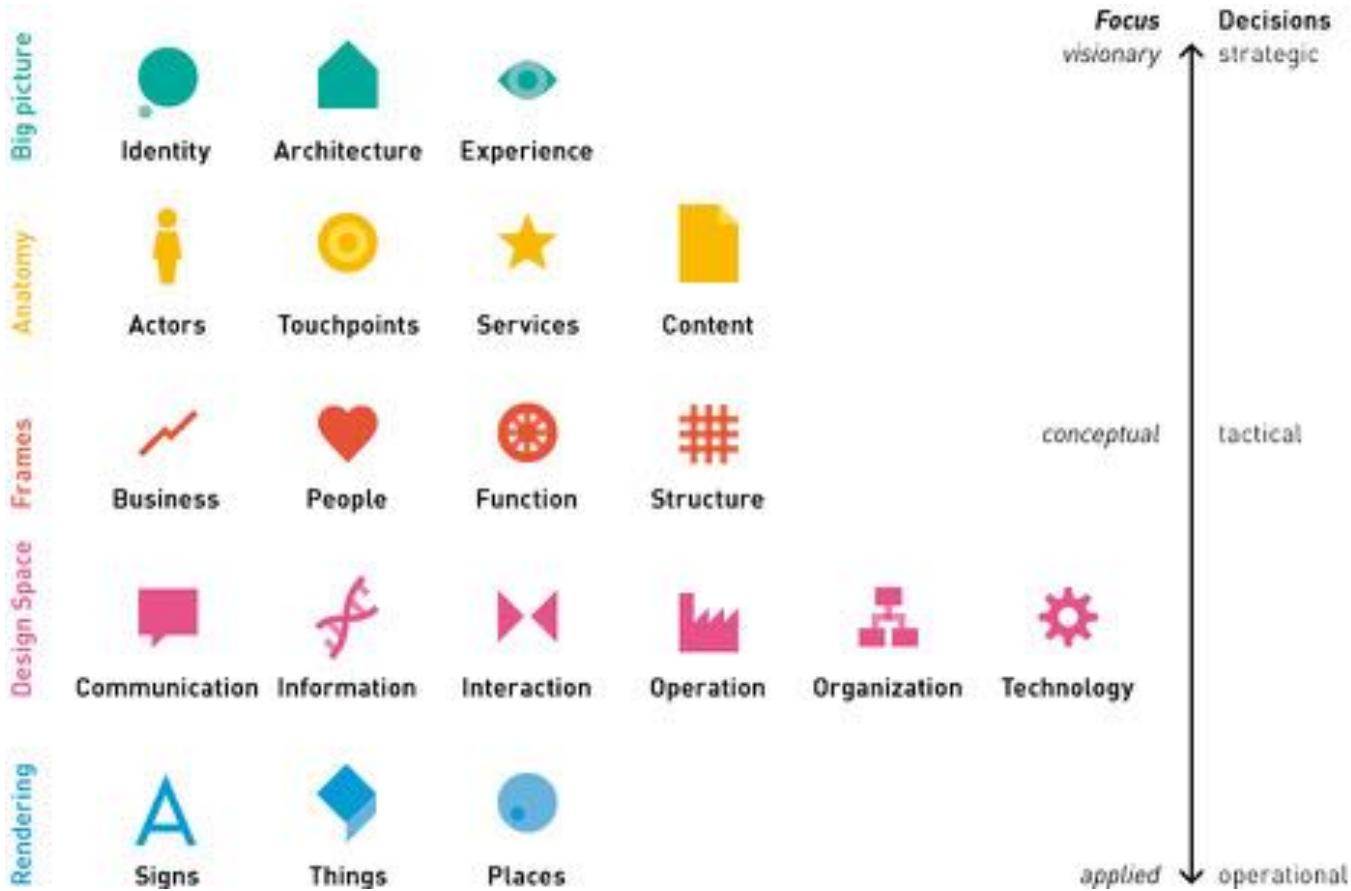
## What do you think about this enterprise?

Choose the 5 most important statements.

 You are:  Customer  Employee  Manager

- |   |   |
|---|---|
| <input type="checkbox"/> Not clear what they do and stand for       | <input type="checkbox"/> Clear what they stand for              |
| <input type="checkbox"/> Doesn't perform well, fails to deliver     | <input type="checkbox"/> Performs well, delivers on its promise |
| <input type="checkbox"/> Doesn't do anything useful for me          | <input type="checkbox"/> Useful and valuable to my life         |
| <input type="checkbox"/> Obsessed with themselves                   | <input type="checkbox"/> Values customers, staff and others     |
| <input type="checkbox"/> Disjointed experience                      | <input type="checkbox"/> Seamless experience                    |
| <input type="checkbox"/> Bad services                               | <input type="checkbox"/> Valuable, helpful services             |
| <input type="checkbox"/> Irrelevant, boring content                 | <input type="checkbox"/> Interesting, useful content            |
| <input type="checkbox"/> Imitator, nothing special                  | <input type="checkbox"/> Novel and interesting offerings        |
| <input type="checkbox"/> Doesn't care about me                      | <input type="checkbox"/> Cares about me                         |
| <input type="checkbox"/> Adds more and more features/cutter         | <input type="checkbox"/> Serves a clear purpose                 |
| <input type="checkbox"/> Overcomplicates, loves jargon              | <input type="checkbox"/> Focuses on what's relevant             |
| <input type="checkbox"/> Annoying, distant, difficult to talk to    | <input type="checkbox"/> Clear messages, easy to talk to        |
| <input type="checkbox"/> Information is hard to find and understand | <input type="checkbox"/> Gives me information when I need it    |
| <input type="checkbox"/> Awkward interactions, hard to use          | <input type="checkbox"/> Easy to use, good interactions         |
| <input type="checkbox"/> Slow and unreliable                        | <input type="checkbox"/> Fast and reliable                      |
| <input type="checkbox"/> Suffers from hierarchy and bureaucracy     | <input type="checkbox"/> Works flexibly as a network            |
| <input type="checkbox"/> Old, difficult technology                  | <input type="checkbox"/> Helpful technology                     |
| <input type="checkbox"/> Cluttered, inconsistent look               | <input type="checkbox"/> Clear, consistent look                 |

# stack

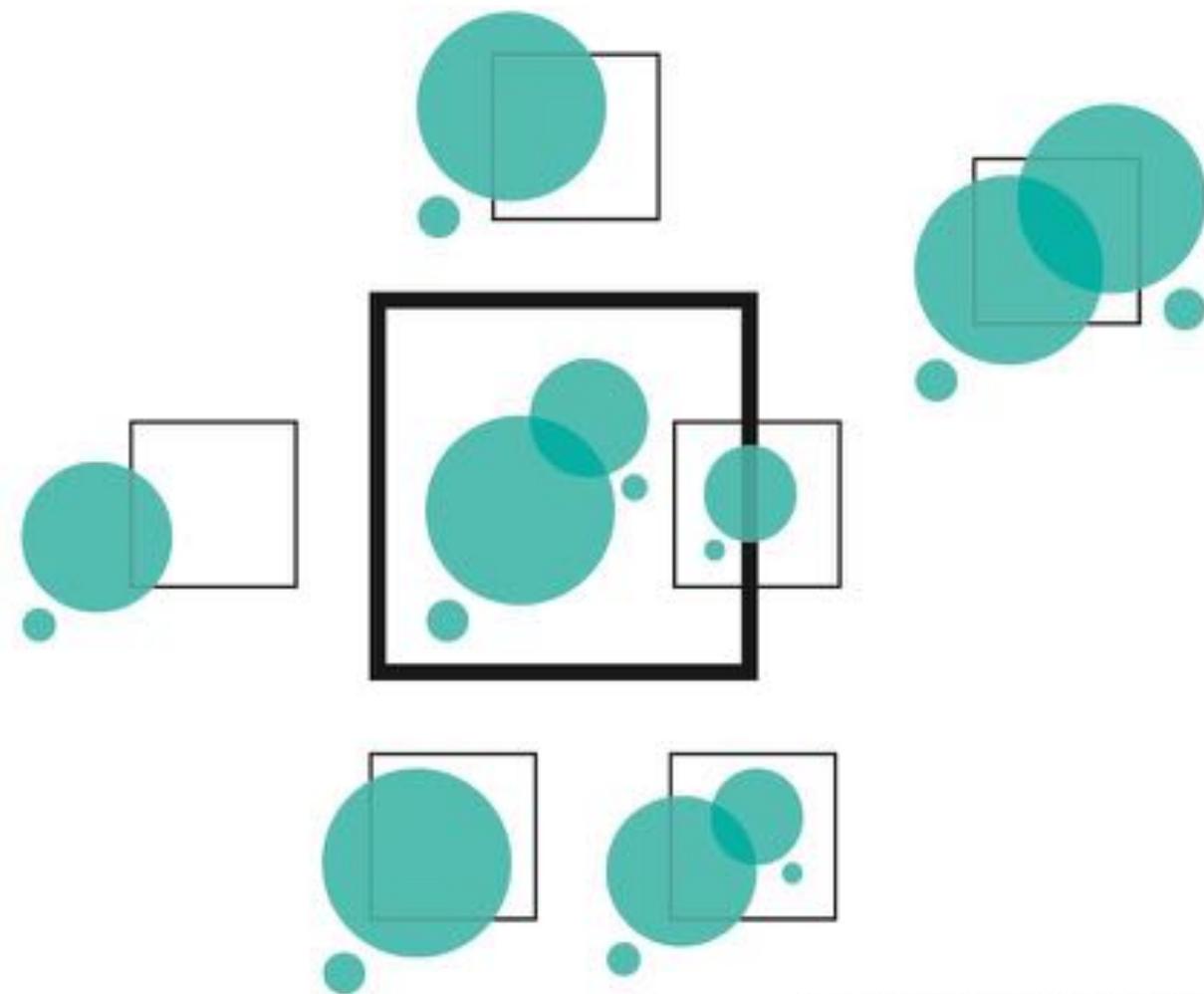


# big picture



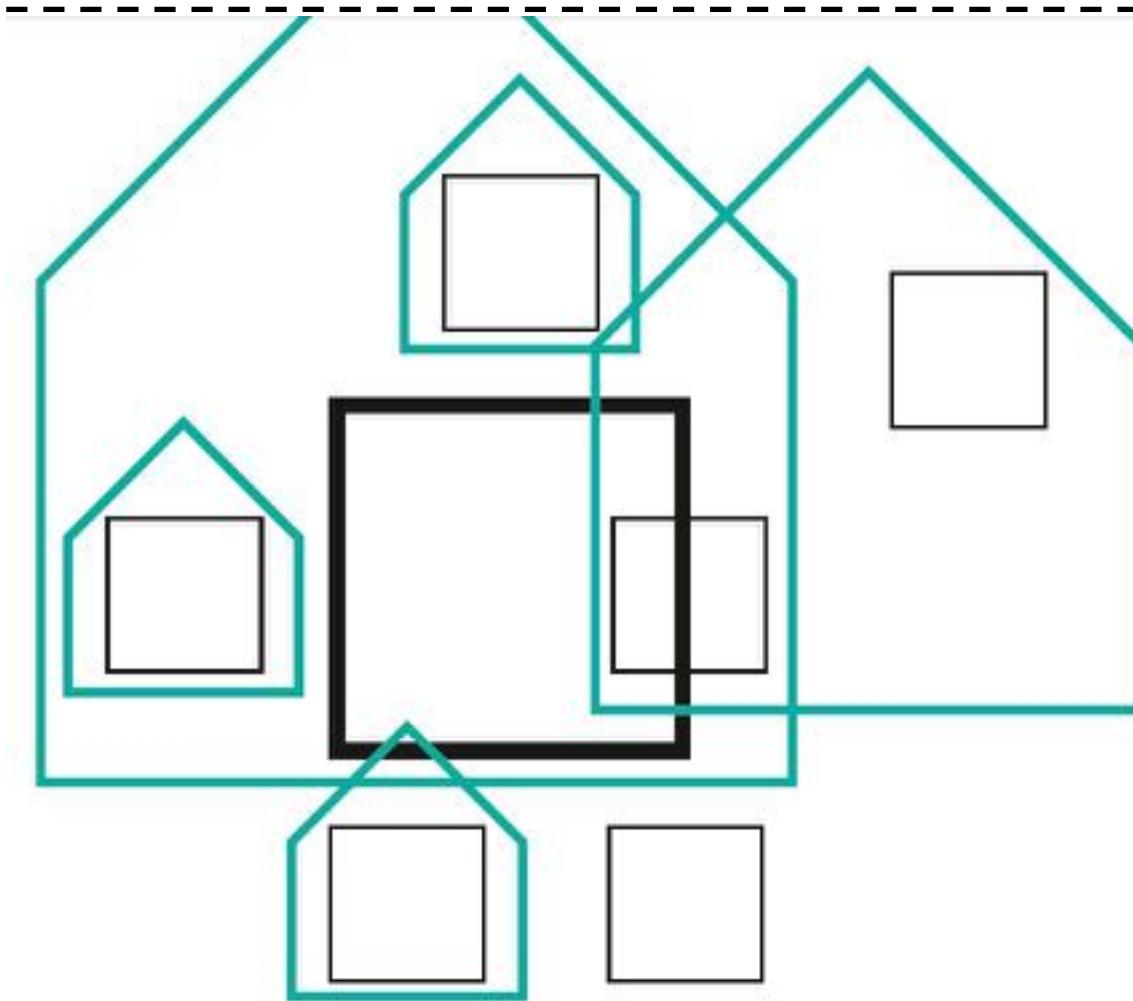


# identity



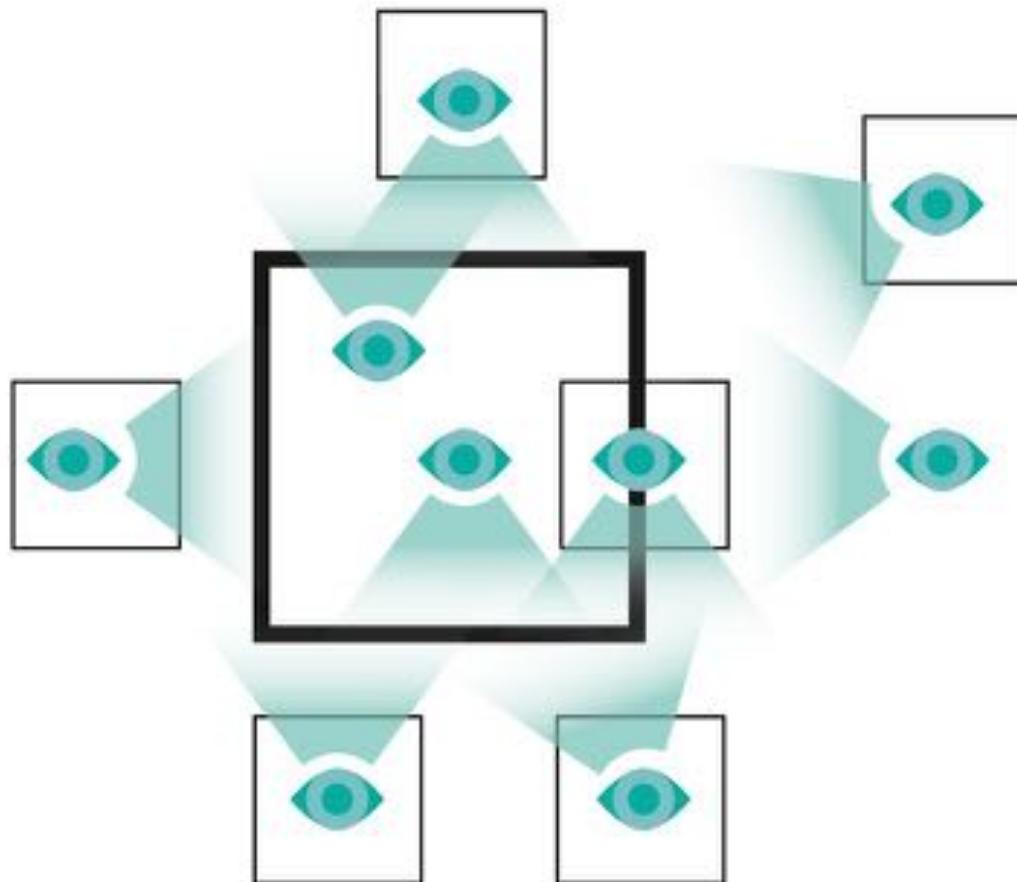


## architecture





# experience





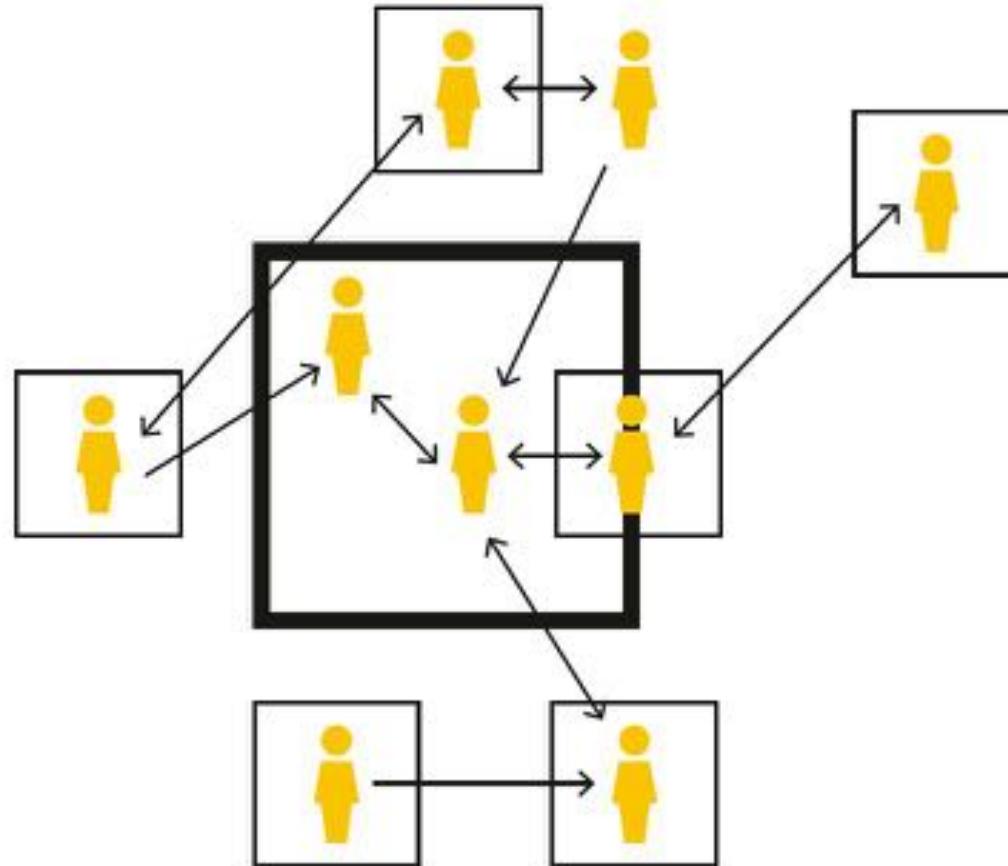
# anatomy





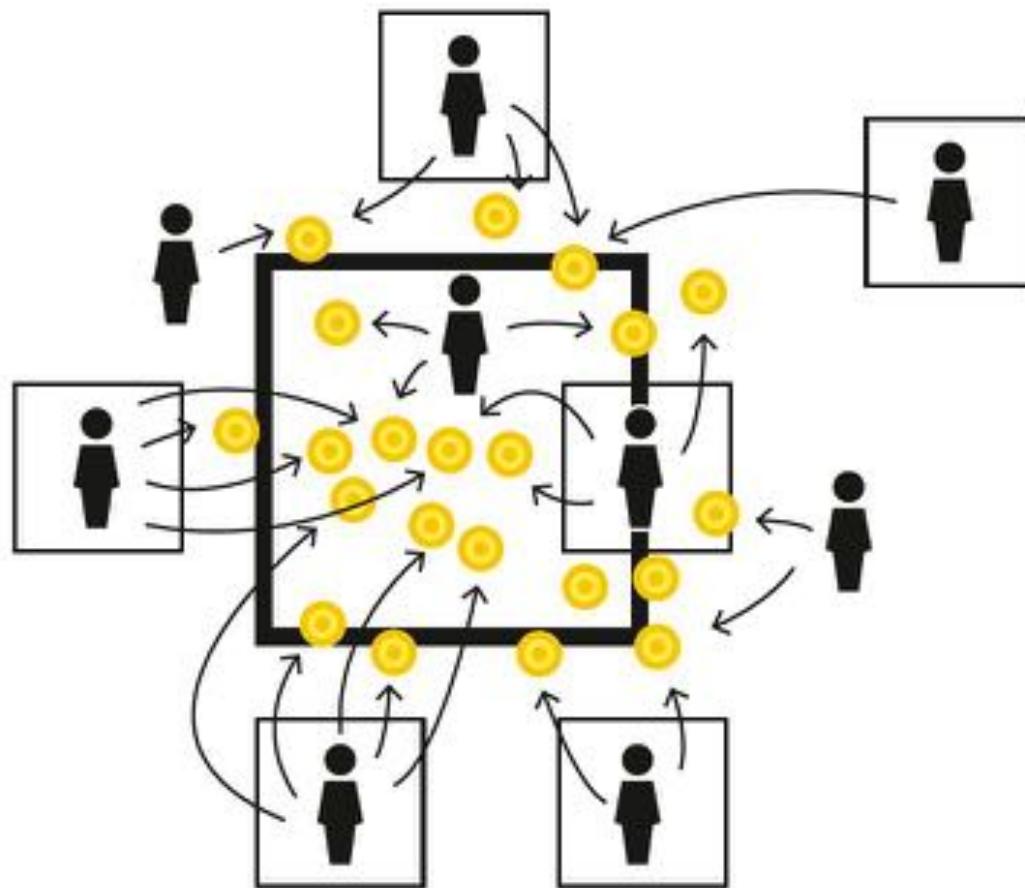
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## actors



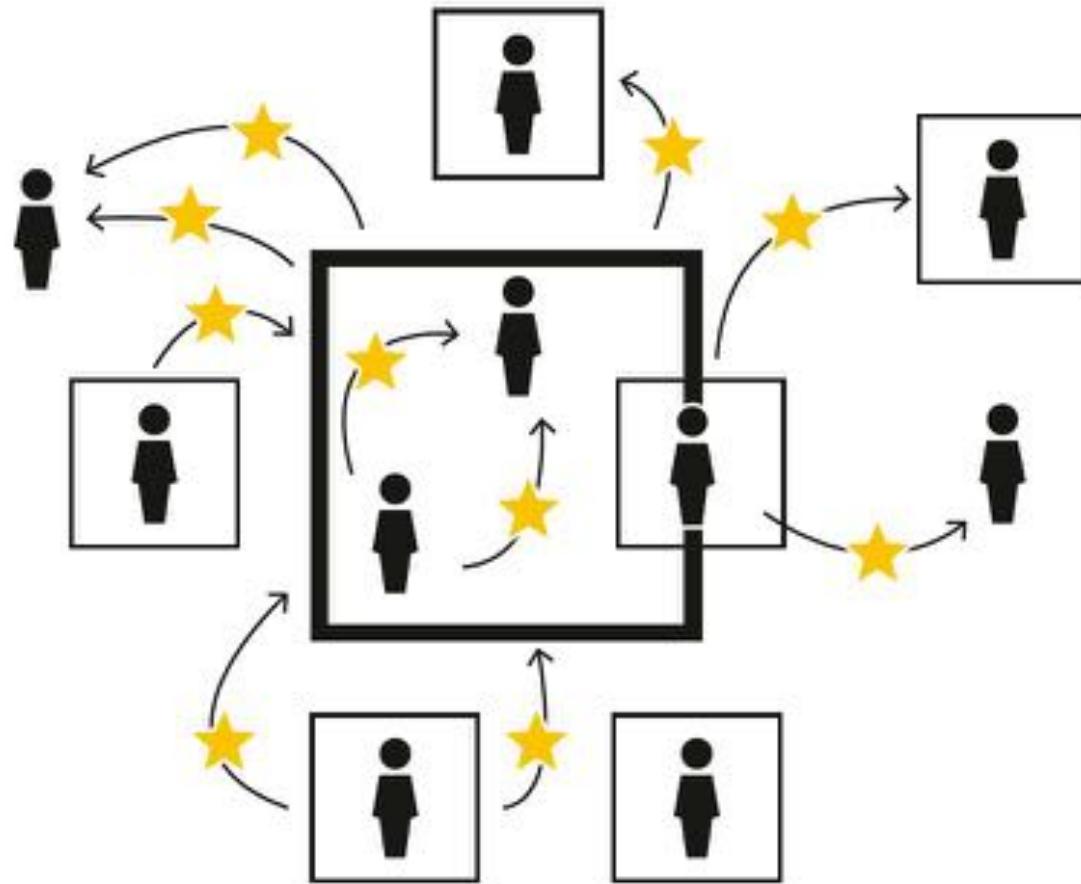


## touchpoints



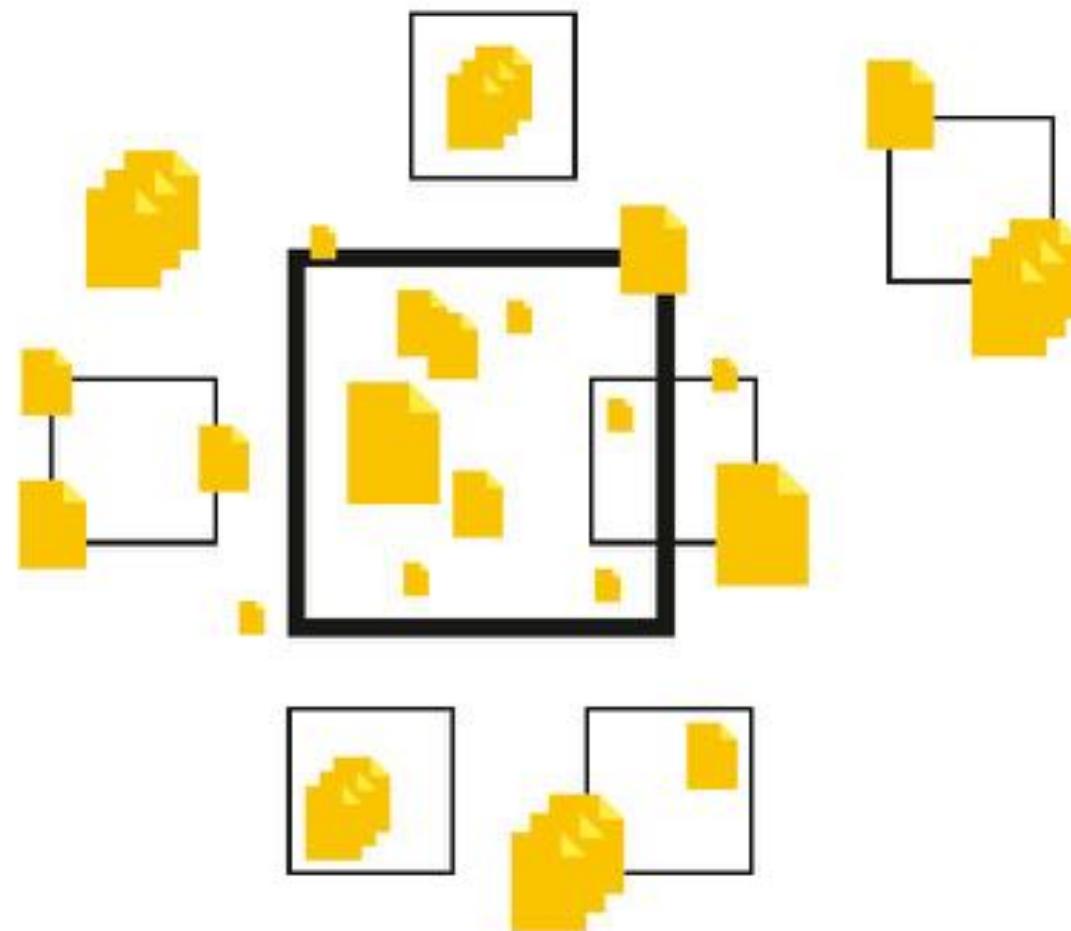


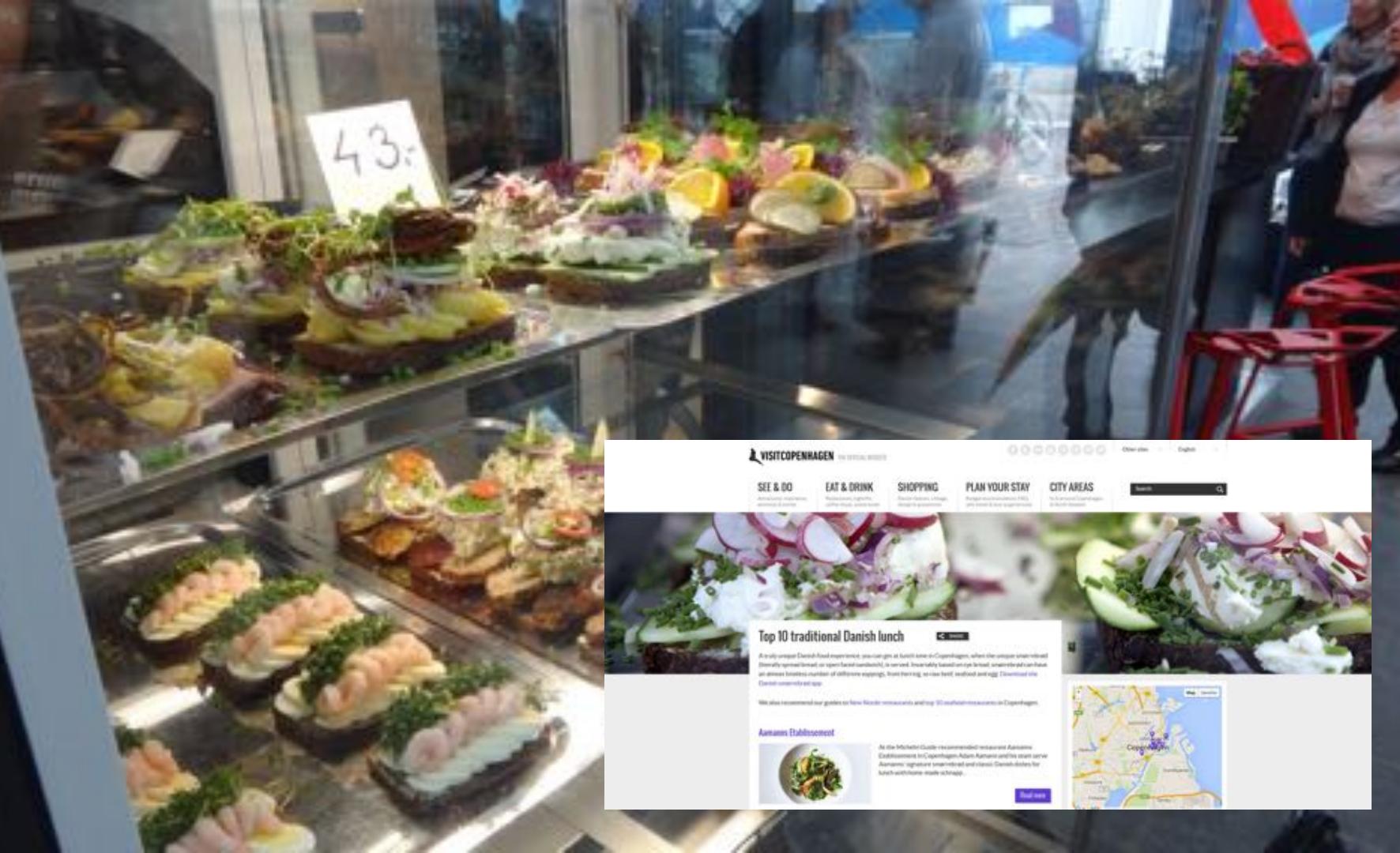
## services





# content



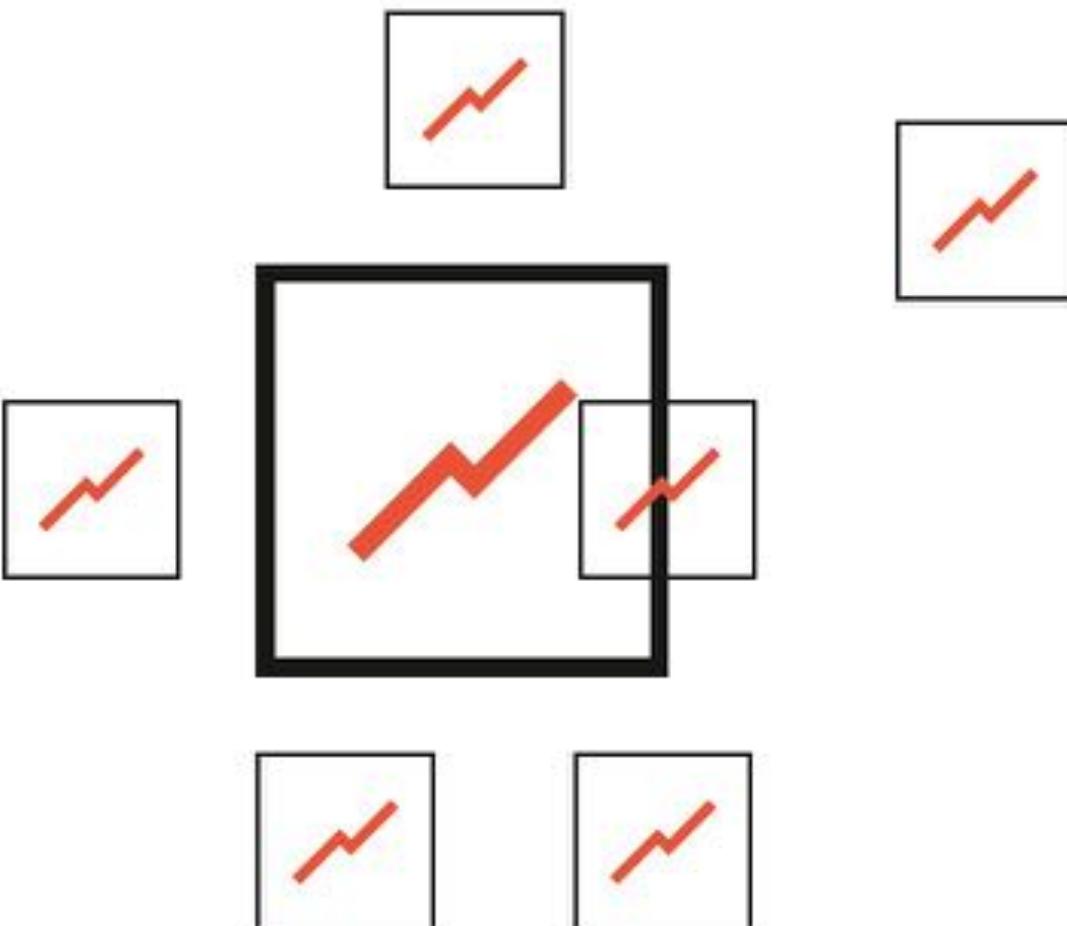


# frames





**business**



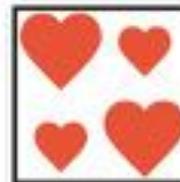
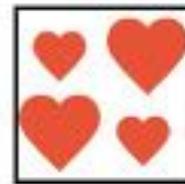
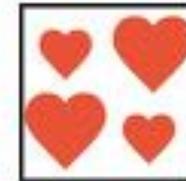
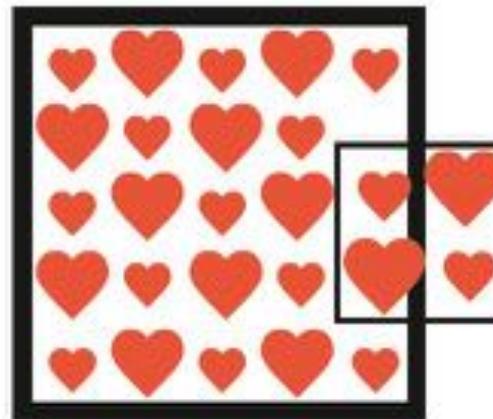
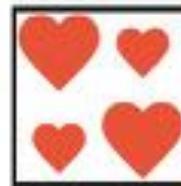


U.K. HOUSE LTD

RESURRECTION 228  
RECORDS

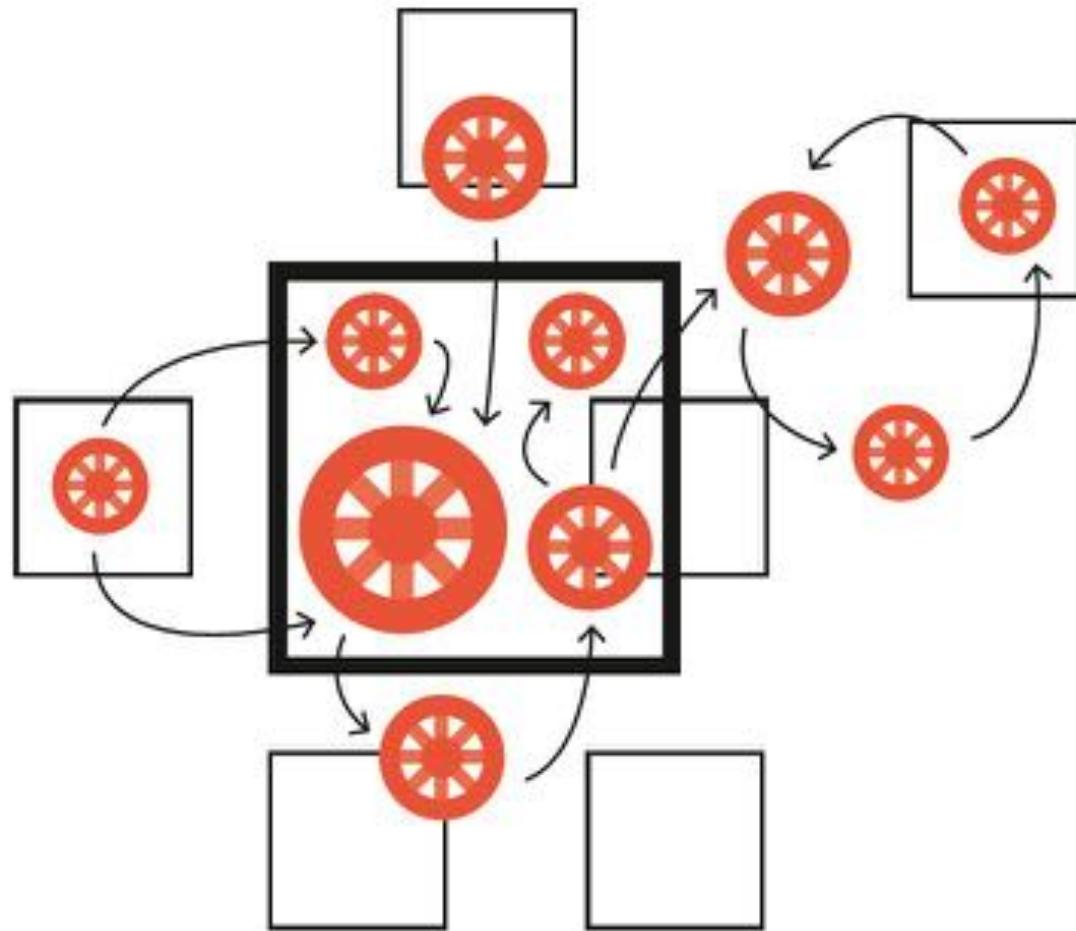
CENTRE 501 Centre

people



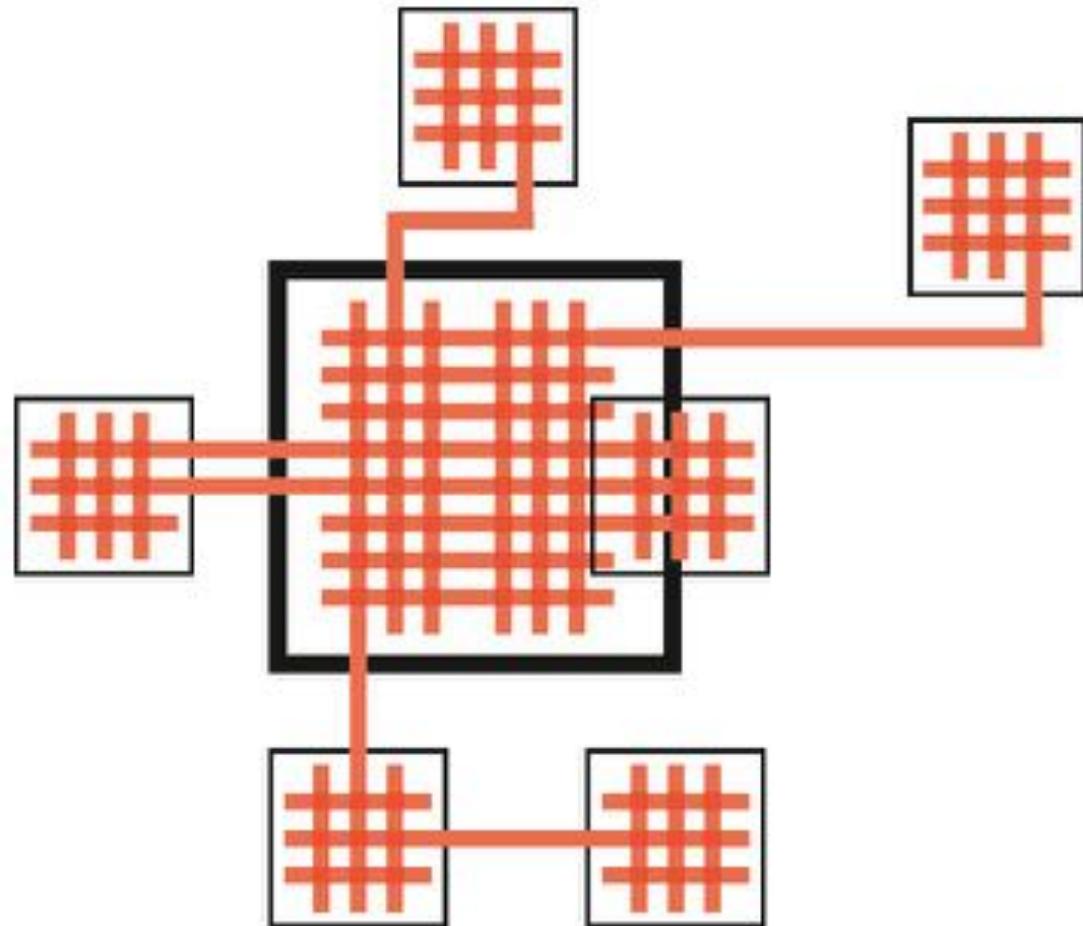


## function





## structure



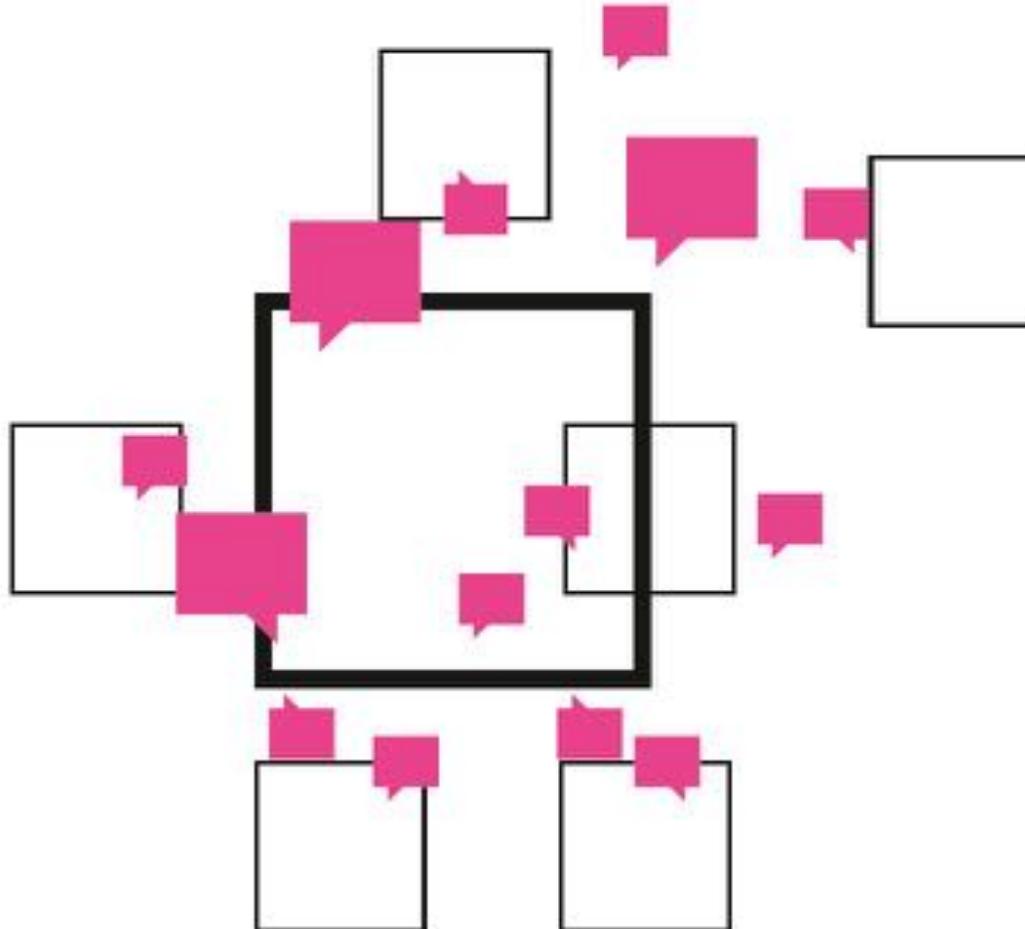


# design space





## communication

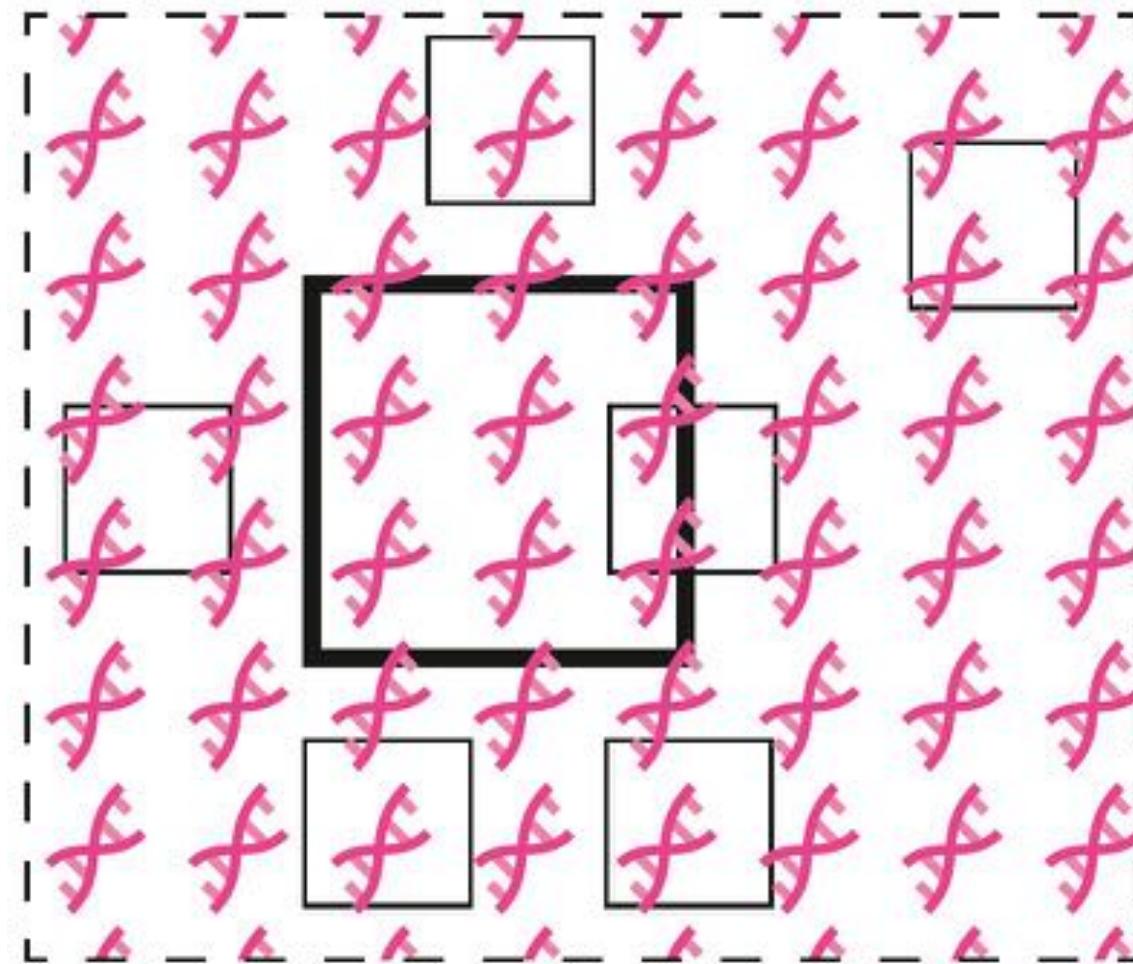


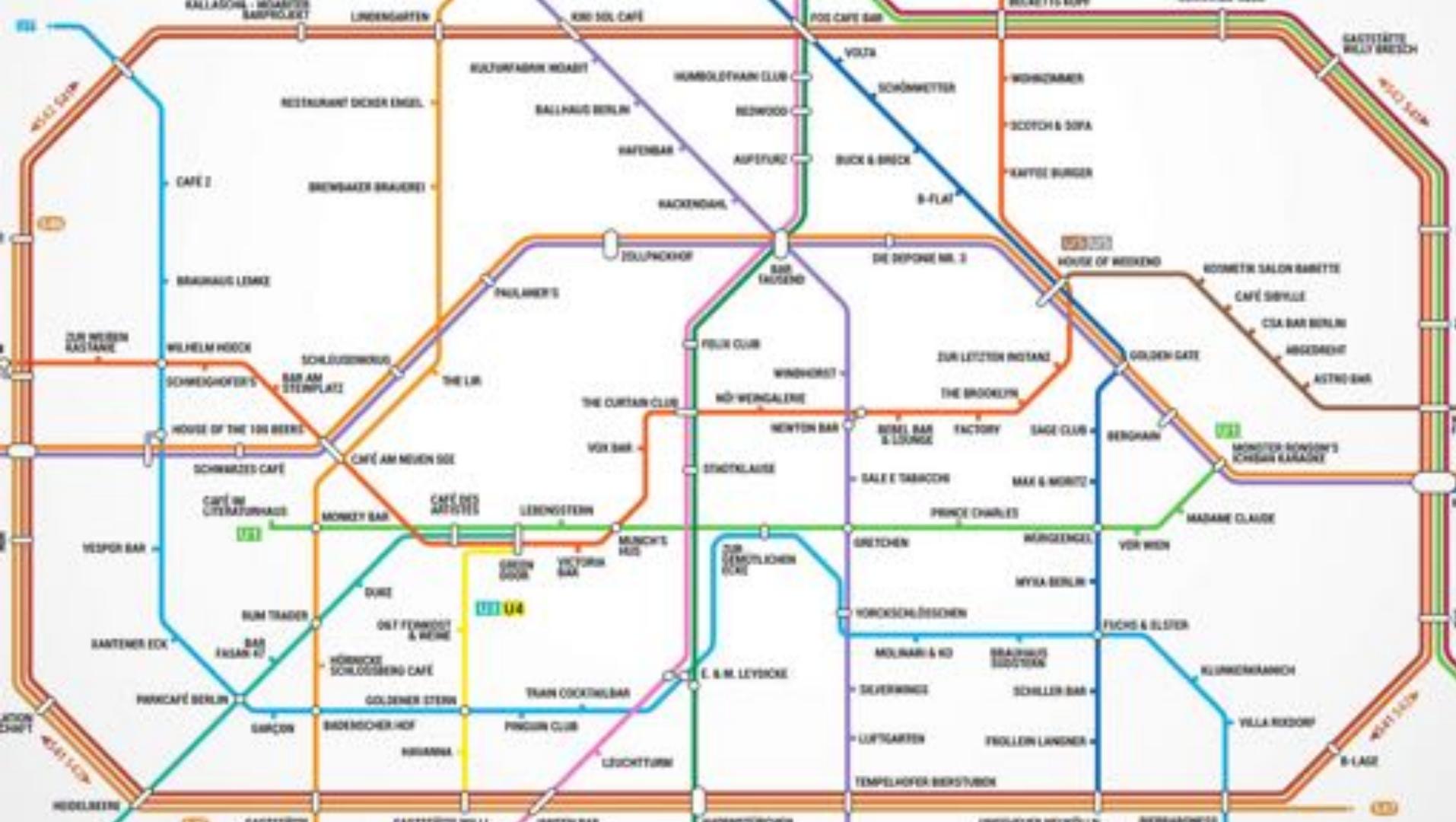


ASSE

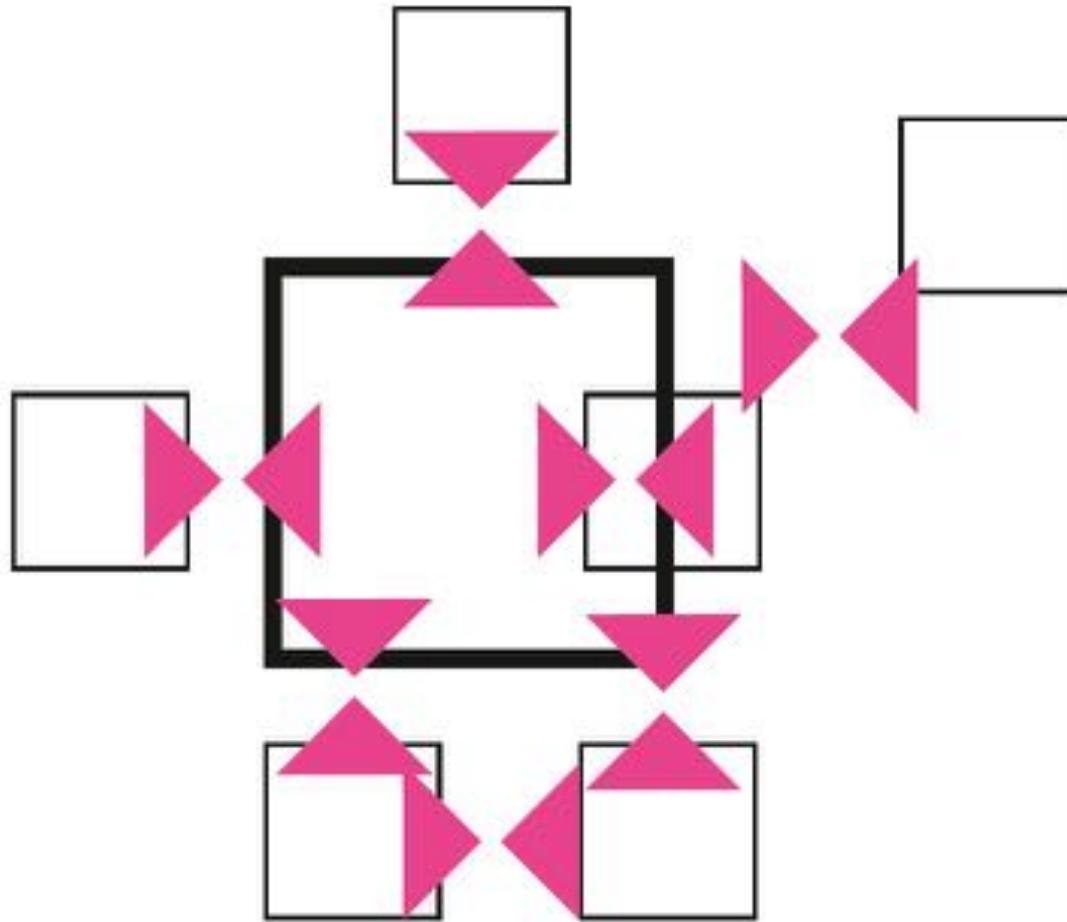
*ART IN A FRAME  
is like AN EAGLE  
IN A BIRD CAGE*

information



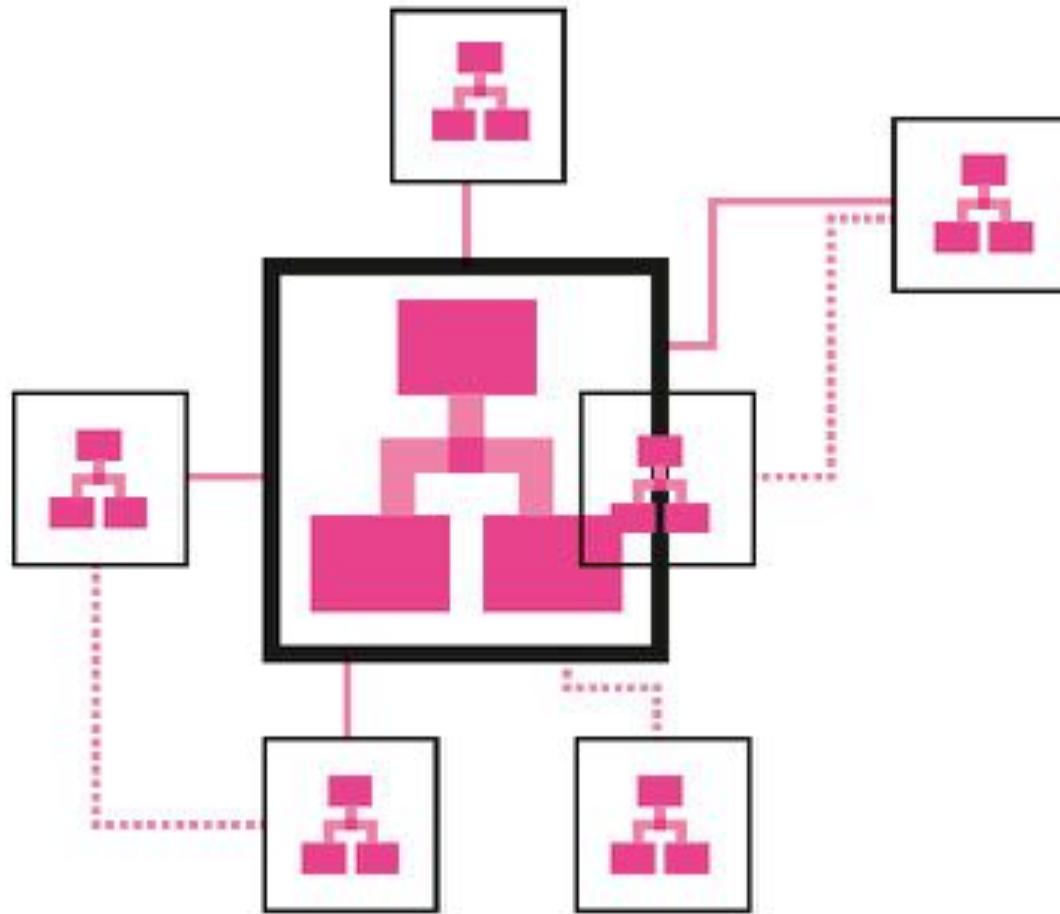


# interaction



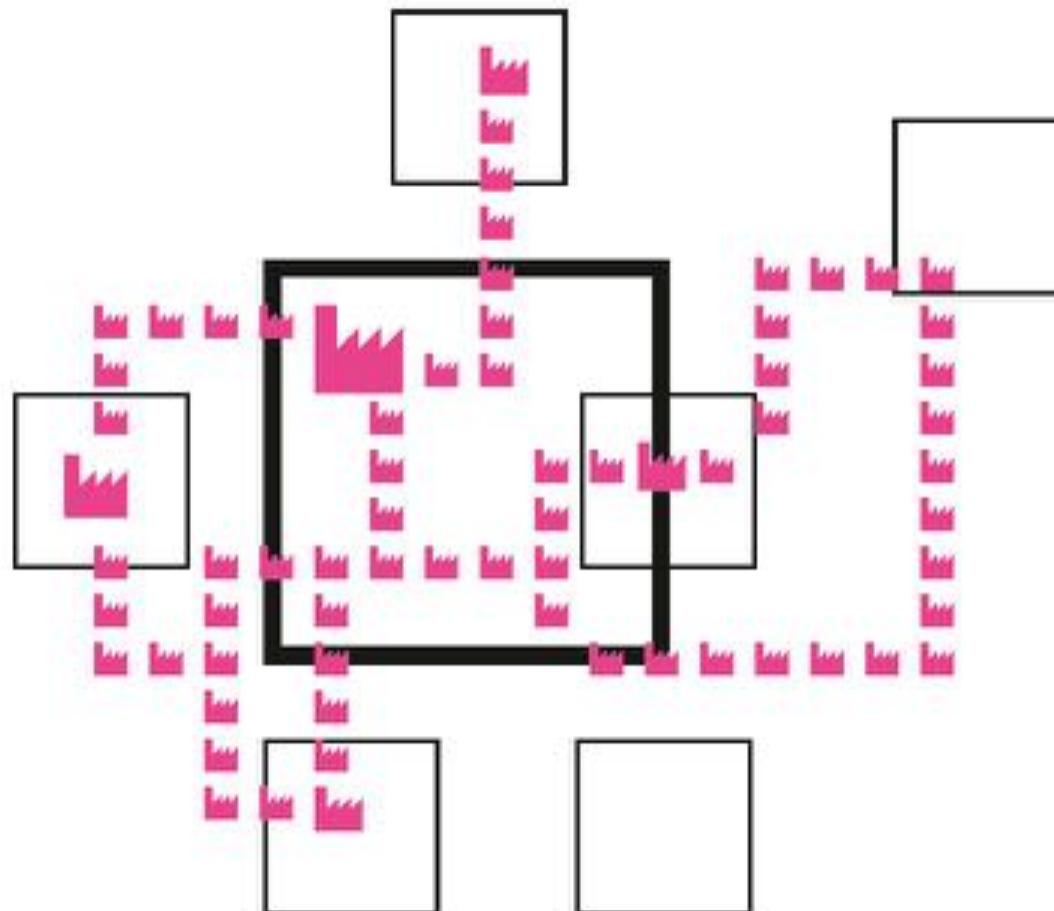


## organization



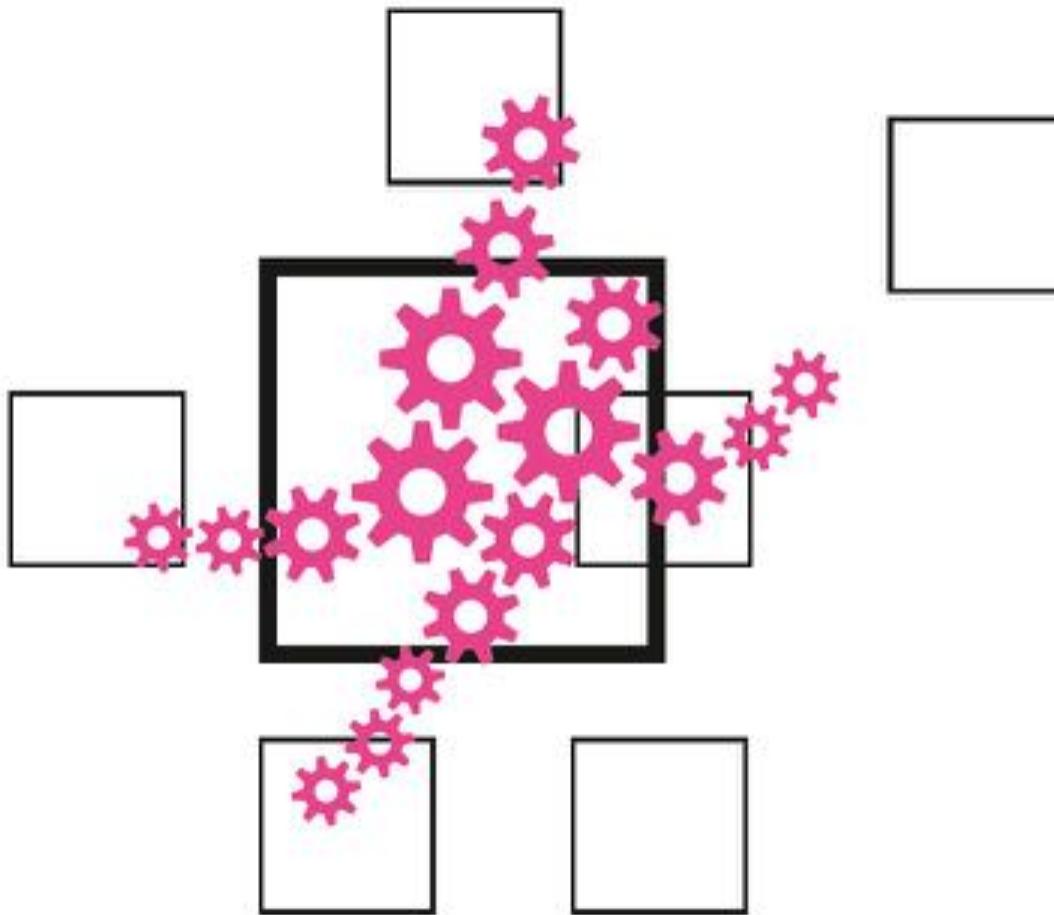


operation





# technology



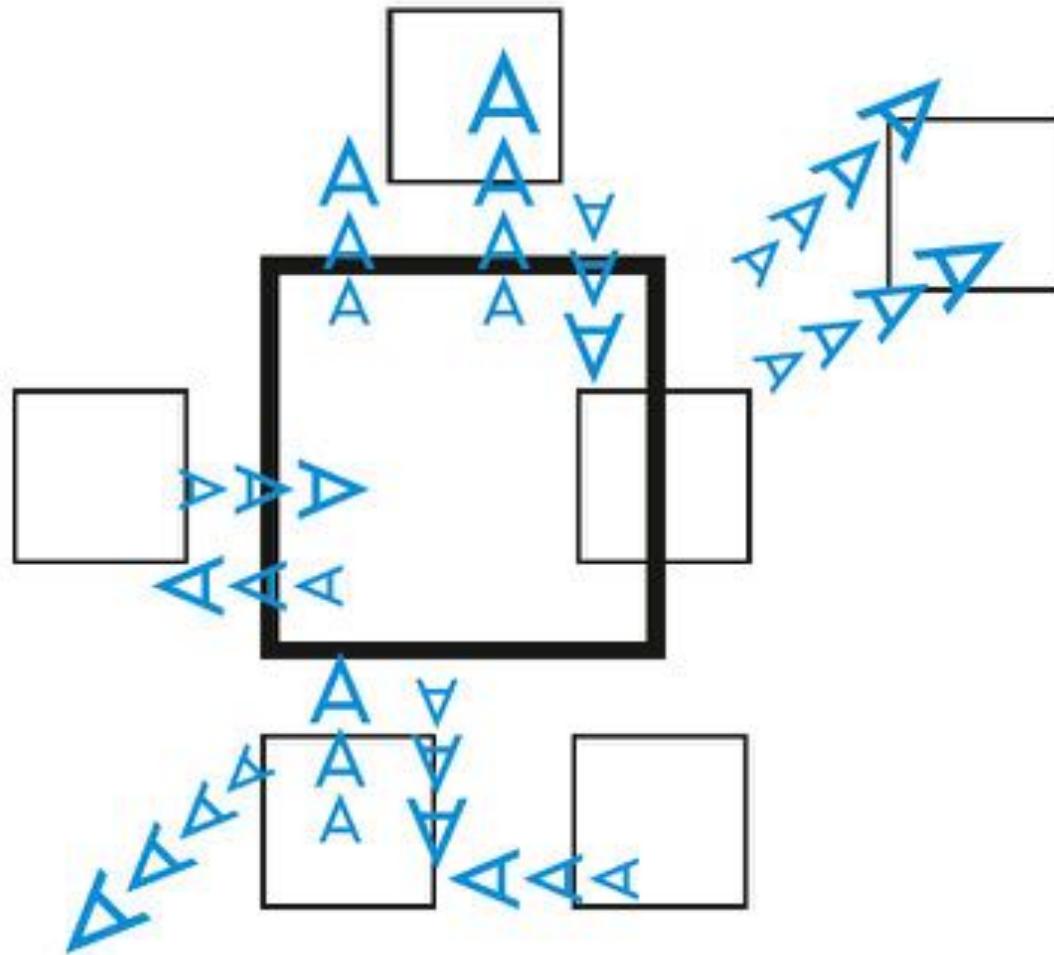


# rendering





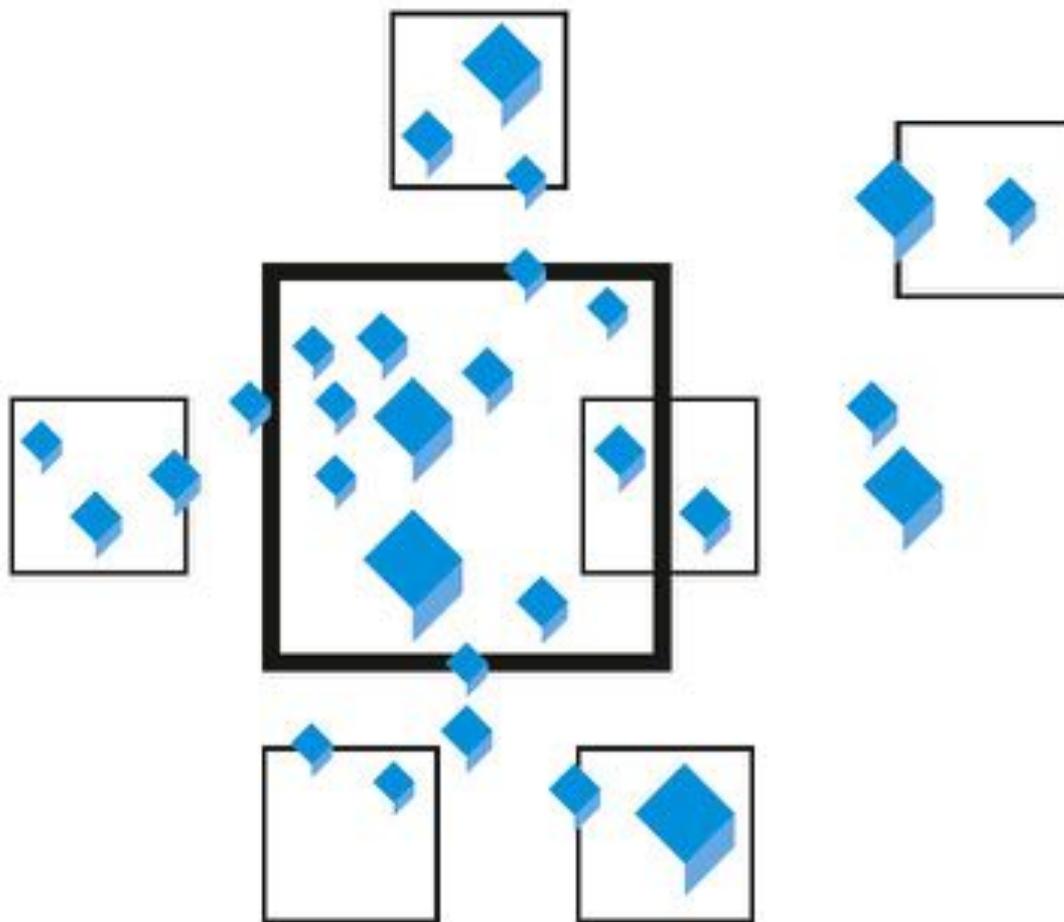
signs





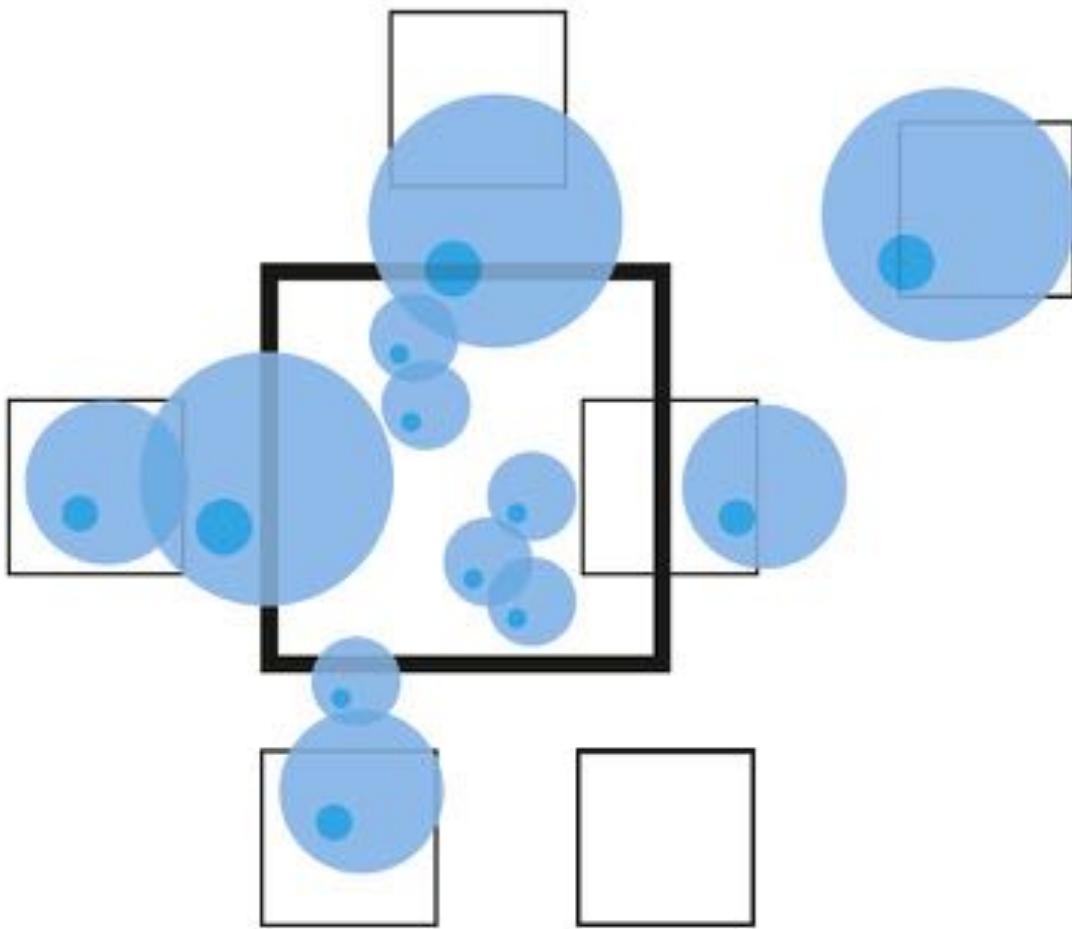
things

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places





# stakeholder conversation

## Stakeholder conversation

Find out what the stakeholder thinks about the enterprise. What are the challenges? What are the related stack aspects?

 Name: \_\_\_\_\_  
Role: \_\_\_\_\_

Client: \_\_\_\_\_  
Organization: \_\_\_\_\_

Statements	Keywords	Challenges	Stack aspects	Follow up

# stakeholder workshop

our client/sponsor says \_\_\_\_\_.

In terms of



that means



# challenge definition

how might we \_\_\_\_\_ ?

how might we...  
(aspect 1) \_\_\_\_\_ ?

(aspect 2) \_\_\_\_\_ ?

(aspect 3) \_\_\_\_\_ ?

## **upcoming events**

### **Enterprise Design Webinar Series**

Nov 18, 15.00 CET

Reinventing IT

Dec 02, 15.00 CET

Customer Experience

Dec 13, 15.00 CET

Agile+Lean: Design Sprints

Jan 13, 15.00 CET

Scaling Enterprise Design

Register here:

**[coe.qualiware.com](http://coe.qualiware.com)**

### **Enterprise Design Academy**

with IRM UK

Framework-Stack-Sprint-  
Model-Playbook-Platform  
London, Nov 22-23, 2016

**[eda.cx/ac](http://eda.cx/ac)**

### **Enterprise Design Retreat**

Tel Aviv

February 2017

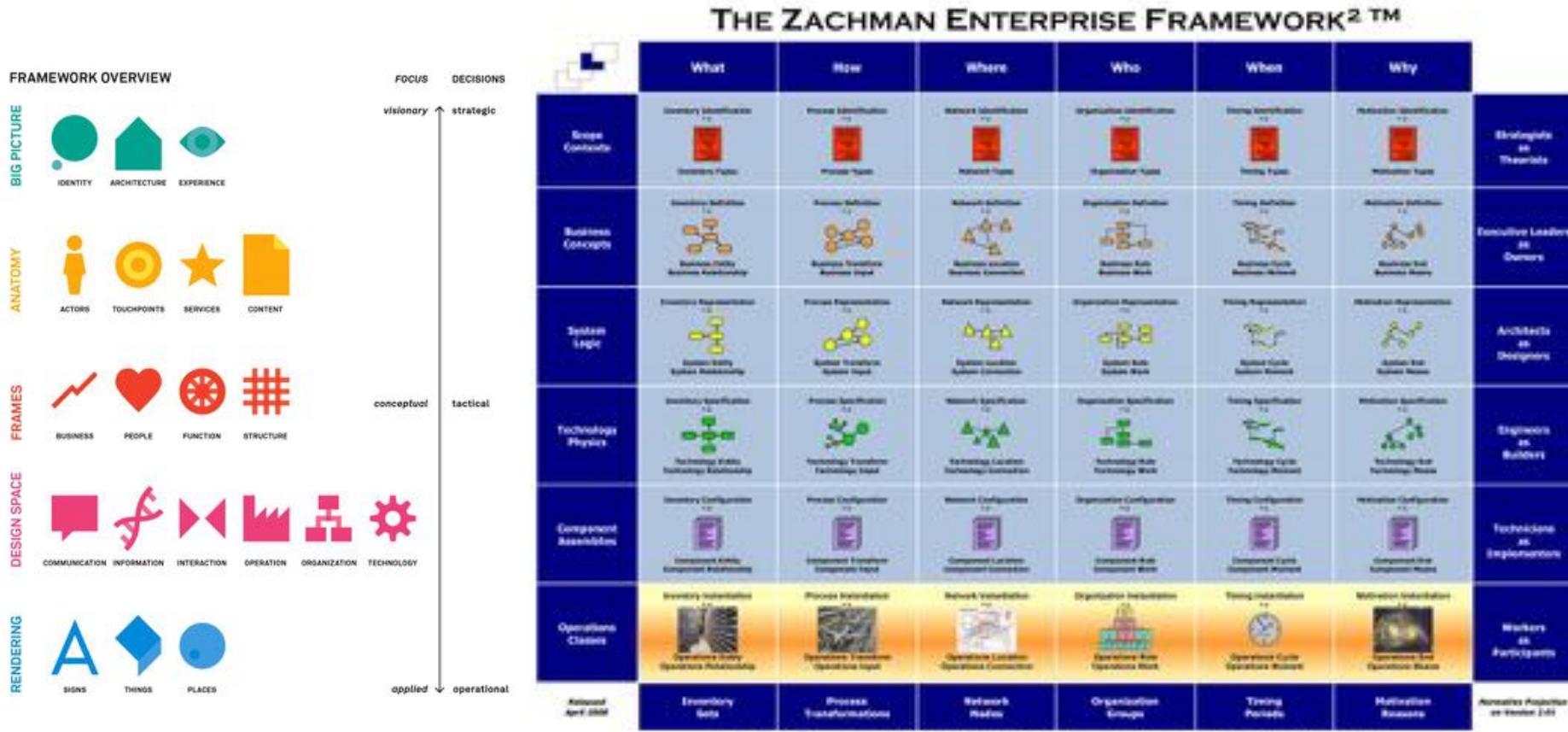
Email [milan@eda.cx](mailto:milan@eda.cx)

### **Intersection Conference**

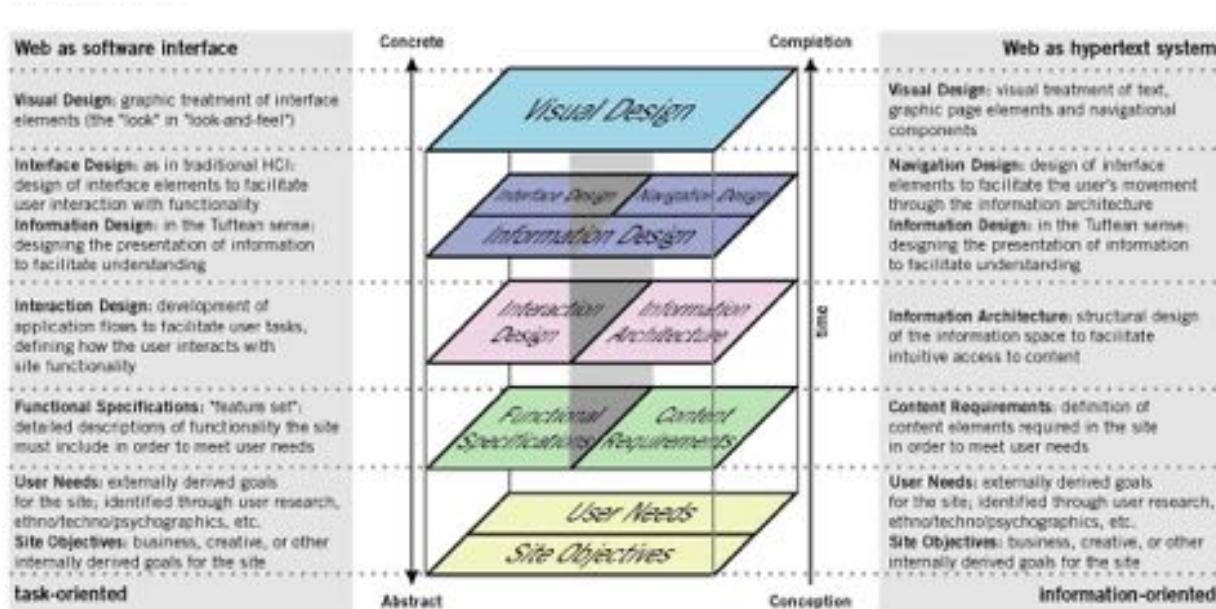
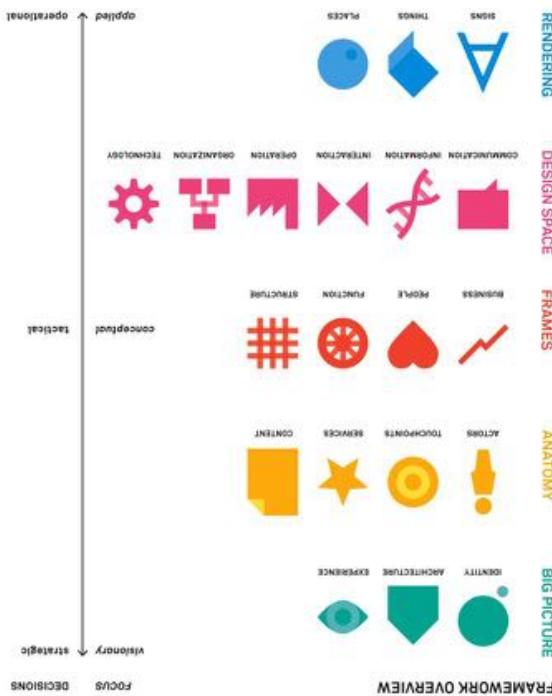
Summer 2017 in Europe

**[intersectionconf.com](http://intersectionconf.com)**

# ea stacks



# ux elements

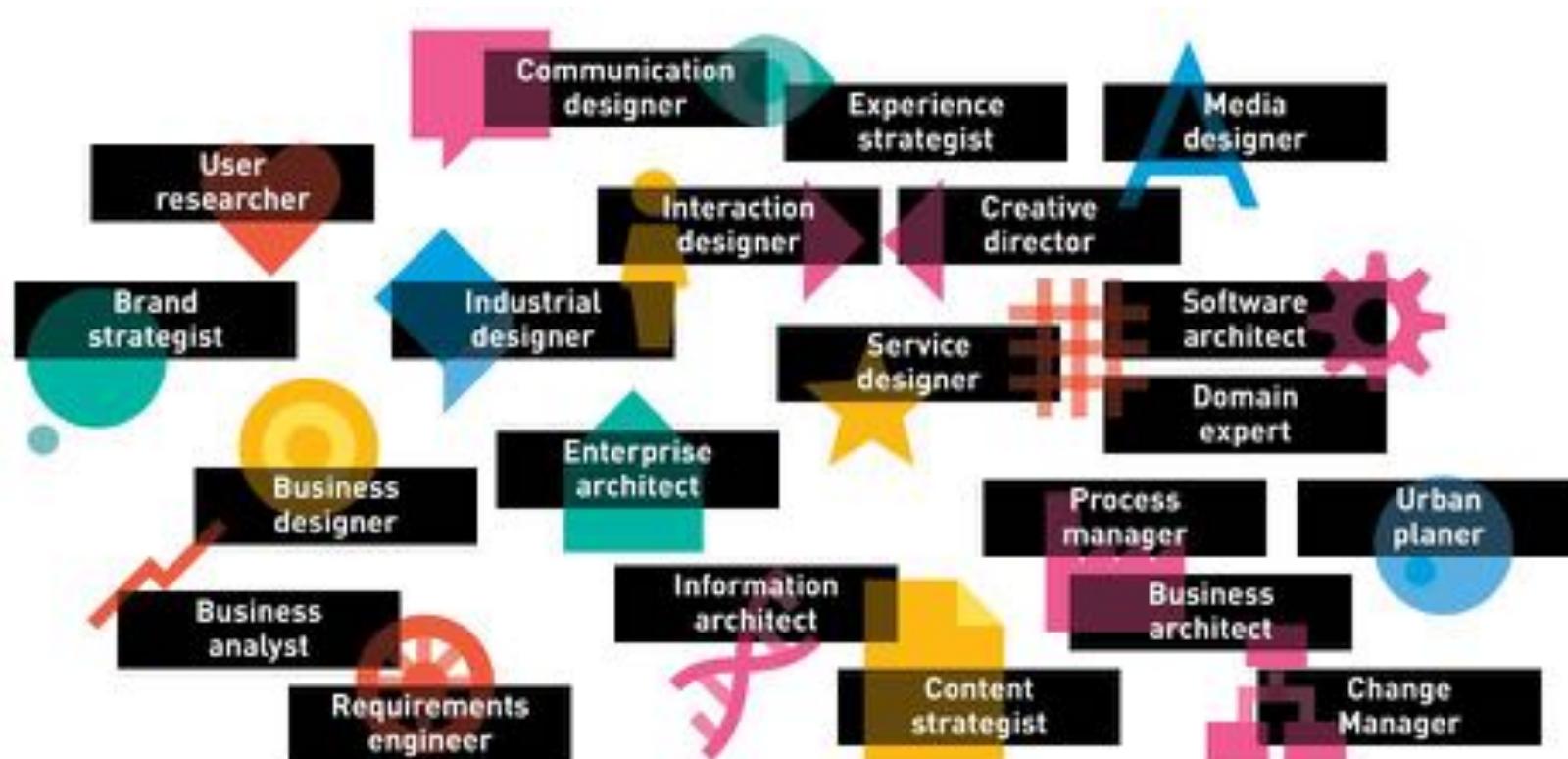


This picture is incomplete: The model outlined here does not account for secondary considerations (such as those arising during technical or content development) that may influence decisions during user experience development. Also, this model does not describe a development process, nor does it define roles within a user experience development team. Rather, it seeks to define the key considerations that go into the development of user experience on the Web today.

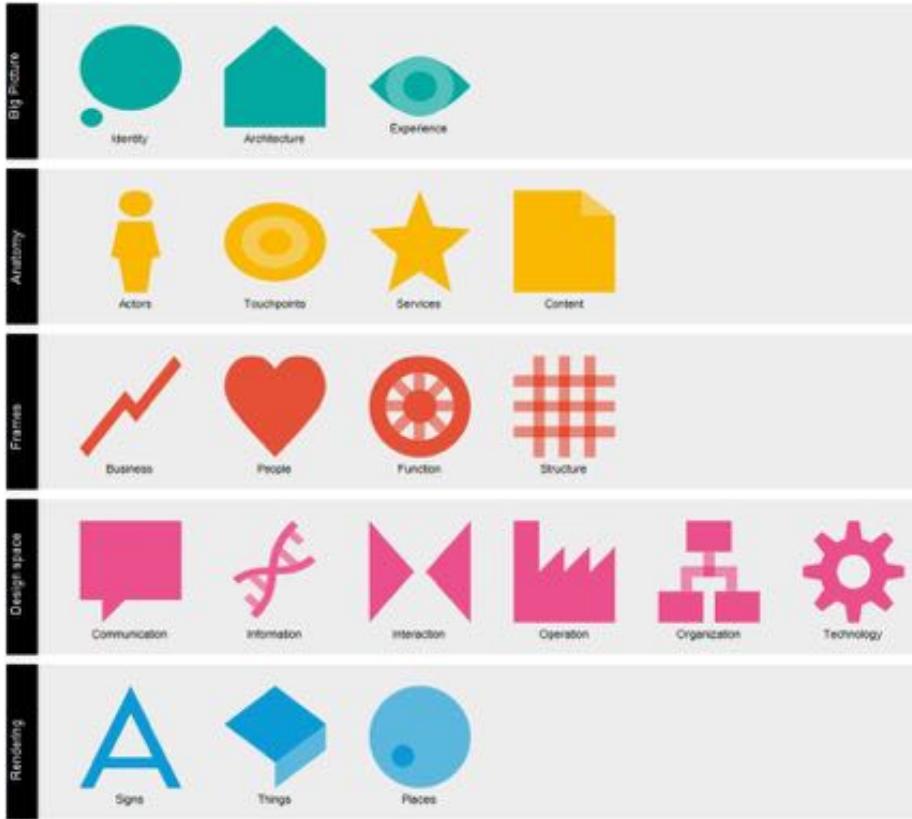
© 2000 Jesse James Garrett

<http://www.jj.net/>

# casting an enterprise design team

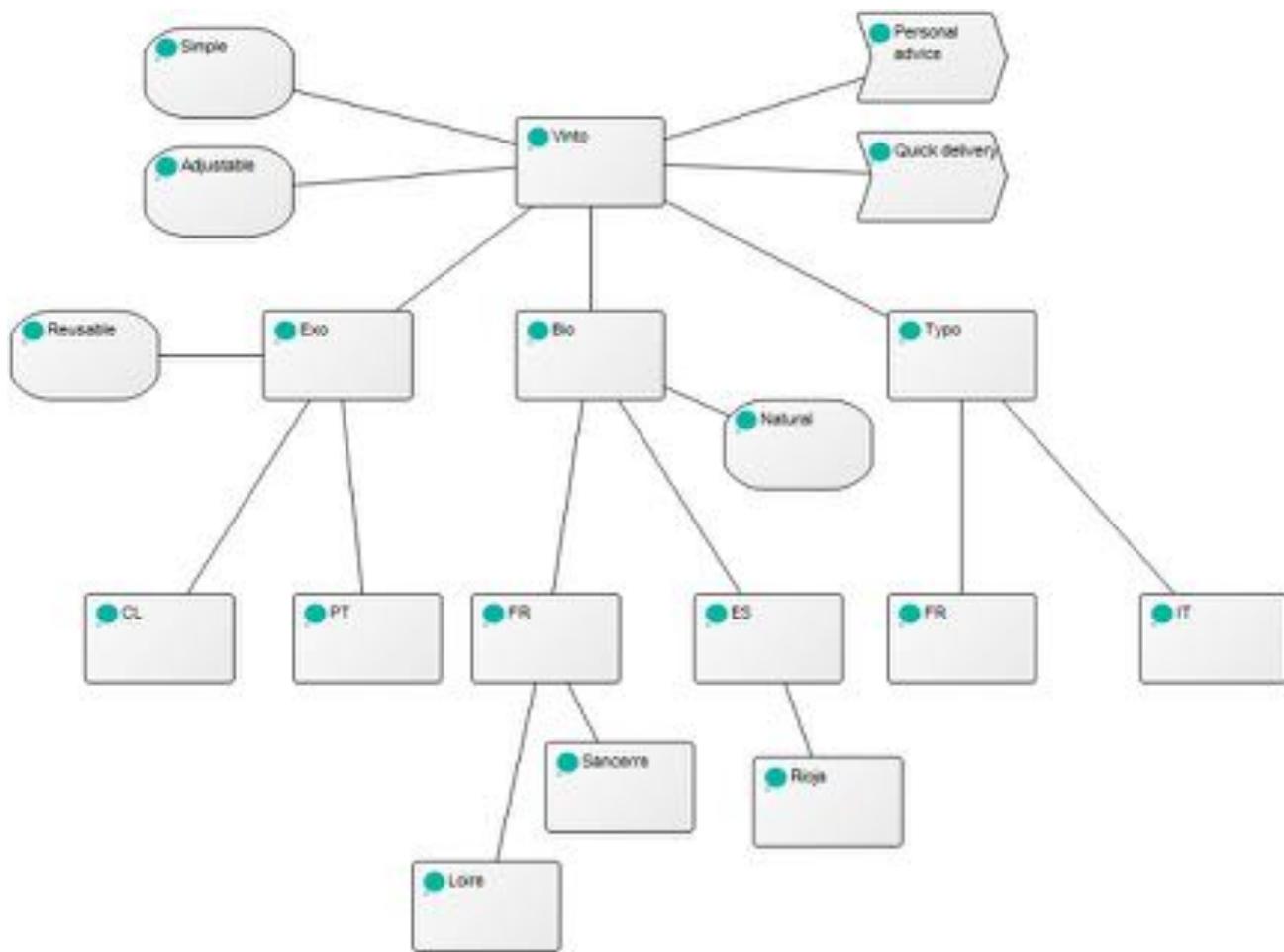


# tool support

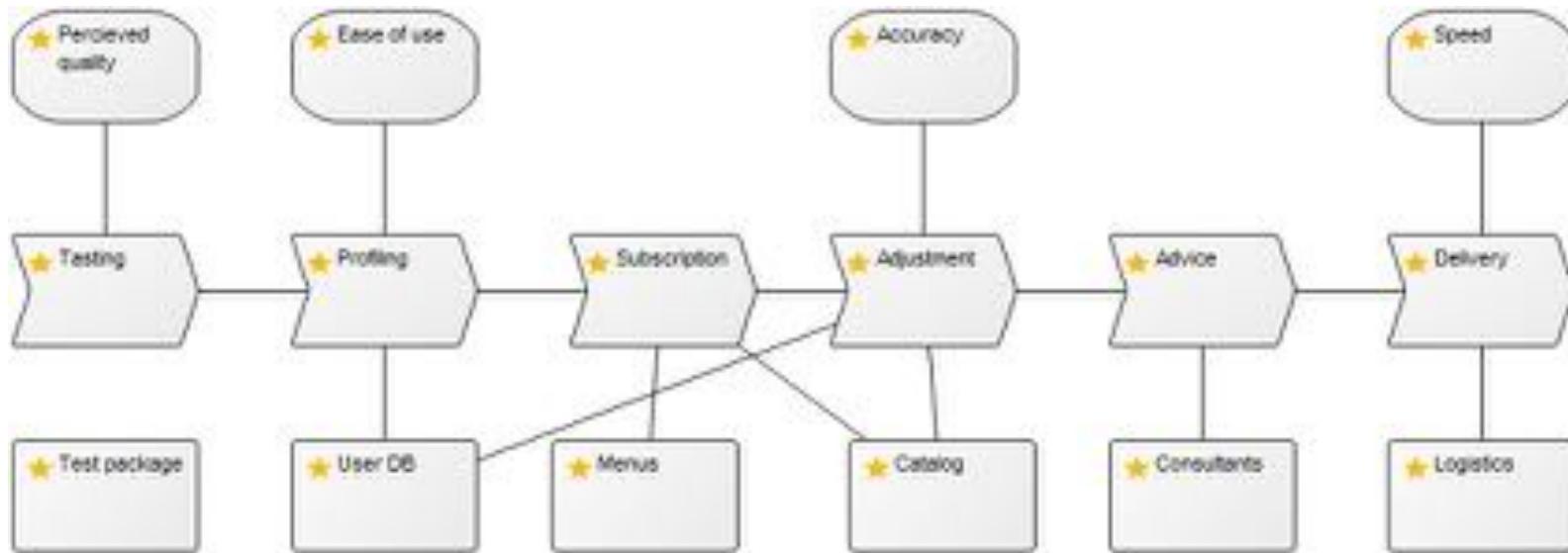


Enterprise Blueprint

## identity: brands



## service map



# blueprint



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**enterprise design  
associates. consultancy**

**milan guenther  
partner**

**benjamin falke  
partner**

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**intersection book  
intersection conference**

**enterprise design  
framework**