Assessment Survey

You are: ☐ Customer ☐ Employee ☐ Manager

Select the most important statements. Choose up to 5.

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

Enterprise Design Scan

Assessment Survey Criteria and Statements

Actor: ☐ Customer ☐ Employee ☐ Manager

Stack aspects	Criteria	Negative	Positive
Big Picture	**A clear, shared sense of purpose**		
Identity	Coherent brand image lived in culture	☐ Not clear what they do and stand for	☐ Clear what they stand for
Architecture	Is structured as a well-performing system	☐ Doesn't perform well, fails to deliver	☐ Performs well, delivers on its promise
Experience	Contribution to people's lives	☐ Doesn't do anything useful for me	☐ Useful and valuable to my life
Anatomy	**An understanding of the moving parts**		
Actor	Good relationships with all key stakeholder groups	☐ Obsessed with themselves	☐ Values customers, staff and others
Touchpoints	Supports touchpoints across people's journeys	☐ Disjointed experience	☐ Seamless experience
Services	A clear set of services with well-defined value add	☐ Bad services	☐ Valuable, helpful services
Content	High quality content on relevant topics	☐ Irrelevant, boring content	☐ Interesting, useful content
Frames	**Proactive and systemic innovation/transformation**		
Business	Develops new relevant products/business models	☐ Imitator, nothing special	☐ Novel and interesting offerings
People	Gets close to the people it addresses	☐ Doesn't care about me	☐ Cares about me
Function	Understands behaviours, develops relevant functionality	☐ Adds more and more features/clutter	☐ Serves a clear purpose
Structure	Clear domain focus, simple language	☐ Overcomplicates, loves jargon	☐ Focuses on what's relevant
Design Space	**Excellence in conceptual design**		
Communication	Communicates with clear messages on the right channels	☐ Annoying, distant, difficult to talk to	☐ Clear messages, easy to talk to
Information	Information is well managed, structured and presented	☐ Information is hard to find and understand	☐ Gives me information when I need it
Interaction	Interactions are well designed, useful tools and services	☐ Awkward interactions, hard to use	☐ Easy to use, good interactions
Operation	Well designed operating model and processes	☐ Slow and unreliable	☐ Fast and reliable
Organization	Good teamwork, flexible collaboration	☐ Suffers from hierarchy and bureaucracy	☐ Works flexibly as a network
Technology	Makes good use of technology	☐ Old, difficult technology	☐ Helpful technology
Rendering	**Good applied design**		
Signs	Good graphics, typography, interfaces	☐ Cluttered, inconsistent look	☐ Clear, consistent look
Things	Useful products, apps, tools	☐ Useless, uninteresting product and tools	☐ Useful products and tools
Places	Places are suitable to their users	☐ Unwelcoming, cold, hard to access	☐ Welcoming, good ambiance, accessible

Enterprise Design Scan

Assessment Survey Evaluation Sheet

Actor: ☐ Customer   ☐ Employee   ☐ Manager

Stack aspects	Criteria	Negative	Positive	Vote count	Sentiment
Big Picture	**A clear, shared sense of purpose**				
Identity	Coherent brand image lived in culture				
Architecture	Is structured as a well-performing system				
Experience	Contribution to people's lives				
Anatomy	**An understanding of the moving parts**				
Actor	Good relationships with all key stakeholder groups				
Touchpoints	Supports touchpoints across people's journeys				
Services	A clear set of services with well-defined value add				
Content	High quality content on relevant topics				
Frames	**Proactive and systemic innovation/transformation**				
Business	Develops new relevant products/business models				
People	Gets close to the people it addresses				
Function	Understands behaviours, develops relevant functionality				
Structure	Clear domain focus, simple language				
Design Space	**Excellence in conceptual design**				
Communication	Communicates with clear messages on the right channels				
Information	Information is well managed, structured and presented				
Interaction	Interactions are well designed, useful tools and services				
Operation	Well designed operating model and processes				
Organization	Good teamwork, flexible collaboration				
Technology	Makes good use of technology				
Rendering	**Good applied design**				
Signs	Good graphics, typography, interfaces				
Things	Useful products, apps, tools				
Places	Places are suitable to their users				

Enterprise Design Scan

Assessment Survey Sentiment Evaluation Summary

Stack aspects	Criteria	Customers	Employees	Managers
Big Picture	**A clear, shared sense of purpose**			
Identity	Coherent brand image lived in culture			
Architecture	Is structured as a well-performing system			
Experience	Contribution to people's lives			
Anatomy	**An understanding of the moving parts**			
Actor	Good relationships with all key stakeholder groups			
Touchpoints	Supports touchpoints across people's journeys			
Services	A clear set of services with well-defined value add			
Content	High quality content on relevant topics			
Frames	**Proactive and systemic innovation/transformation**			
Business	Develops new relevant products/business models			
People	Gets close to the people it addresses			
Function	Understands behaviours, develops relevant functionality			
Structure	Clear domain focus, simple language			
Design Space	**Excellence in conceptual design**			
Communication	Communicates with clear messages on the right channels			
Information	Information is well managed, structured and presented			
Interaction	Interactions are well designed, useful tools and services			
Operation	Well designed operating model and processes			
Organization	Good teamwork, flexible collaboration			
Technology	Makes good use of technology			
Rendering	**Good applied design**			
Signs	Good graphics, typography, interfaces			
Things	Useful products, apps, tools			
Places	Places are suitable to their users			