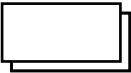




# Enterprise Design Scan

## Research Insight Techniques and Sources by Enterprise Element

| Element                                                                                                                                                                                                                                           | Qualitative Research                                                                                                                                                                                                                                                 | Quantitative Research                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Desk Research                                                                                                                                                                                                                                                                          | Data Analysis                                                                                                                                                                                                                                                          |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Entities (structure)</b><br>Find concepts, topics, resources, actors and other <i>nouns</i> that form the fabric of the enterprise.<br>                       | <b>Work with domain experts</b><br>Explore the conceptual domain of the enterprise: what concepts feature in conversations, databases, or documents? What topics and keywords matter to domain experts?                                                              | <b>Top Task survey</b><br>Identify what matters for the enterprise: the Scan includes a Top Task survey, a unique survey method that reveals the most important tasks and topics for customers, staff, and other key enterprise actors (usually less than 10 items). It cuts through the complexity of enterprise decision-making and stakeholder alignment and provides clear evidence on what matters most to those who matter to the enterprises's success. Running such a survey results in a clear list of priorities backed by quantitative data, which facilitates investment and design decisions. | <b>Products, systems and resources</b><br>Find documentation such as catalogues, hierarchies or classifications of important concepts. This usually includes products and offerings made to customers, important resources and assets, and platforms or systems.                       | <b>Data records</b><br>Analytical insight on entities relevant to the enterprise is hidden in the usually vast amount of structured and unstructured data collected, such as master data, records in transactional systems, and topics in documents and conversations. |
| <b>Activities (behaviour)</b><br>Find activities, tasks, processes and other <i>verbs</i> that make the enterprise work.<br>                                   | <b>Work with customers/users</b><br>Look into what's going on in the enterprise space, especially from the perspectives of customers and internal/external users. What are the key tasks and processes they mention, what events trigger and what rules govern them? |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>Journeys, processes and events</b><br>Find models, mappings and descriptions of recurring activities in the enterprise or ecosystem, such as customer or employee journey maps, process or rule descriptions, operating procedures, or functional specs for digital systems.        | <b>Usage analytics and transactions</b><br>Use behavioural analytics from websites, apps or transactional systems to reveal insights into key tasks and processes, such as pain points, blockers, or exceptions to be considered in the enterprise design approach.    |
| <b>Qualities (intent)</b><br>Find goals and objectives, metrics and indicators that clarify the enterprises' intent used as qualifying <i>adjectives</i> .<br> | <b>Work with key stakeholders</b><br>In conversations with important actors in the enterprise ecosystem, inquire about their goals, objectives and values. What is a desired state to be achieved, how would they measure success?                                   | <b>Enterprise Assessment survey</b><br>In parallel to the Top Task survey, the full Scan includes a survey version of the Assessment questionnaire: customers, managers and staff members evaluate qualities according to the Stack layers and aspects.                                                                                                                                                                                                                                                                                                                                                    | <b>Goals, initiatives and metrics</b><br>Find documents about business objectives and goals, such as annual plans, program and project roadmaps, or investment portfolios. Statements, metrics and indicators, or target numbers provide insight into enterprise intent and qualities. | <b>Performance analytics</b><br>Include data from reporting and intelligence systems tracking KPIs and other metrics, to uncover insights into the way the enterprise is measuring its performance and success.                                                        |

# Enterprise Design Scan

## Research Insight Sources by Stack Aspect

| Stack aspects       | Qualitative Research              | Quantitative Research                 | Desk Research                     | Data Analysis                      |
|---------------------|-----------------------------------|---------------------------------------|-----------------------------------|------------------------------------|
| <b>Big Picture</b>  |                                   |                                       |                                   |                                    |
| Identity            | Audience members                  | Image survey                          | Brand & culture strategy          | Sentiment analysis                 |
| Architecture        | Enterprise experts                | Performance survey                    | Capability & value chain maps     | Structural performance             |
| Experience          | Customers / users                 | Top Task survey                       | Experience maps, quotes           | Task performance                   |
| <b>Anatomy</b>      |                                   |                                       |                                   |                                    |
| Actors              | Key stakeholder groups            | Segmentation survey                   | Stakeholder/ecosystem maps        | Segment analysis                   |
| Touchpoints         | Customers / users, channel owners | Touchpoint evaluation survey          | Journey maps                      | Touchpoint analysis                |
| Services            | Customers / users, service owners | Service quality survey                | Service models, blueprints        | Service performance                |
| Content             | Customers / users, content owners | Content quality survey                | Content inventory                 | Content usage analytics            |
| <b>Frames</b>       |                                   |                                       |                                   |                                    |
| Business            | Business / product owners         | Customer survey                       | Business models, Ggoals, strategy | Business performance (KPIs)        |
| People              | Customers / users                 | People survey                         | Personas, mental models           | Behaviour analytics, verbatims     |
| Function            | Customers / users, domain experts | Top Task survey                       | Functional models, requirements   | Analytics per function/feature     |
| Structure           | Domain experts                    | Top Ttask survey                      | Domain and data models            | Data / transactions analytics      |
| <b>Design Space</b> |                                   |                                       |                                   |                                    |
| Communication       | Audience members                  | Communication survey                  | Communication strategy            | Reach, activation analytics        |
| Information         | Customers / users                 | Accessibility survey, top task survey | Information architecture          | Navigation / search analytics      |
| Interaction         | Customers / users                 | Usability survey, top task survey     | Interaction design documentation  | Usage analytics                    |
| Operation           | Process owners, staff             | Process identification survey         | Process maps                      | Process performance                |
| Organization        | Managers, staff                   | Role, team survey                     | Organizational chart              | Team performance                   |
| Technology          | Technology experts                | Technology survey                     | Technology requirements           | Bugs and errors, technology trends |
| <b>Rendering</b>    |                                   |                                       |                                   |                                    |
| Signs               | Audience members                  | Audience survey                       | Wireframes, mockups               | Access analytics                   |
| Things              | Users                             | User survey                           | Prototypes, mockups               | Usage analytics                    |
| Places              | Visitors, locals                  | Visitor survey                        | Topology models and maps          | Access analytics                   |