Enterprise Design Scenarios

Simple Maps and Map Elements in the Enterprise Design Modelling Language (EDML)

Stack aspects	Typical Maps	Entities (Nouns)	Activities (Verbs)	Qualities (Adjectives)
Big Picture	**Narratives to inform strategic decisions**			
Identity	Brand Architecture, Corporate Persona	Brand, Identity	Behaviour, Service	Value, Image, Culture
Architecture	Capability Maps, Value Streams	Resource	Process, Value Stream	Performance, Value, Capability
Experience	Experience Vision/Scenario, Mental Models	Artefact, Product, Context	Activity, Task, Job	Motivation, Value, Feeling
Anatomy	**Mappings to understand what's going on**			
Actor	Stakeholder Map, Ecosystem Map	Actor, Stakeholder, Segment	Activity, Task, Job	Concern, Interest, Motivation
Touchpoints	Touchpoint Matrix, Journey Map	Channel, Device, Context	Step, Task, Activity	Touchpoint, Moment
Services	Service Map, Service Blueprint	Resource, Asset	Service, Process	Quality, Performance
Content	Content Inventory, Content Plan	Item, Node, Piece, Element	Lifecycle, Production	Meaning, Value, Quality, Purpose
Frames	**Models to make sense and synthesize**			
Business	Business Model, Strategy, Value Proposition	Product, Resource, Market	Activity, Process, Service	Goal, Value
People	Persona, Empathy Map, Mental/Task Model	Persona, Profile	Behaviour, Task, Activity	Trait, Value
Function	Functional Decomposition, User Stories	Asset, Resource	Function, Behaviour	Goal, Purpose, Requirement
Structure	Domain Model, Concept Map, Data Model	Concept, Object, Entity	Action, Use	Attribute, Characeristic, Property
Design Space	**Maps to inform the design approach**			
Communication	Media Plan, Communication Plan	Medium, Channel, Support	Message, Communication	Reach, Impact, Meaning
Information	Sitemap, Taxonomy, Ontology, Hierarchy, Path	Information, Node, Item	Decision, Use	Interpretation, Value
Interaction	Workflow, Use Case, Swim Lane, Flow Chart	Device, Interface, App	Interaction, Task	Goal, Motivation, State
Operation	Workflow, Process Model, Business Rules	Resource, Asset, Item	Process, Service, Task	Condition, Performance, Rule
Organization	Org Chart, Circle Diagram, Responsibility Matrix	Team, Unit	Job, Task, Activity, Responsibility	Purpose, Function, Objective
Technology	System/Application Architecture	Component, System, Node	Behaviour, Feature, Use, Function	Purpose, Requirement
Rendering	**Prototypes / design fiction to make it happen**			
Signs	Wireframe, Sketch, Storyboard, Comic, Mockup	Medium, Sign	Perception, Understanding	Meaning, Interpretation
Things	Sketch, Prototype, Wireframe, Rendering	Thing, Artifact	Usage, Task, Feature	Purpose, Function, Use
Places	Map, Blueprint, Storyboard, Comic, Rendering	Place	Journey, Path	Purpose, Function, Use, Visit

Enterprise Design Scenarios

Maps typically produced along the Enterprise Design Approach phases

1 Engage	2 Discover	3 Define	4 Experiment	5 Validate	6 Implement	7 Deliver
Scan		**Scenarios**		**Sprint**		**System**

Enterprise

Strategize and prioritize themes	Understand our enterprise ecosystem	Define and map enterprise value generation	Envision our future enterprise	Align initiatives for coherence	Build enterprise capabilities	Trace enterprise impact
Strategic Topics	Experience Map	Value Map	Enterprise Map	Enterprise Simulation	Capability Map	Roadmap
	Ecosystem Map	Brand Architecture		Enterprise Validation Map	Milky Way Map	Experience Measurement Map

Product or Program

Make balanced investment decisions	Understand customers, their tasks and needs	Develop value propositions and business models	Design product and service delivery	Simulate future products and services	Build enterprise capabilities	Trace outcomes and manage operations
Investment Map	Journey Map	Business Model	Service Blueprint	Service Simulation	Process Map	Impact Map
	Domain Model	Value Proposition		Service Validation Map	Organizational Model	Journey Measurement Map
	Skateholder Map	Service Model			Technology Map	

Project or MVP

Frame design challenges	Perform research and gain insights	Refine project scope and develop solutions	Design new products and services	Test ideas and concepts	Evaluate output and measure use/adoption	Communicate what to build
Challenge Framing	Persona	How might we?	User Story Map	Prototype	Workflow Map	Kanban / Backlog
	Empathy Map	Concept Map		Effort vs. Value Map		Interaction Measurement Map
	Top Tasks	Project Model				