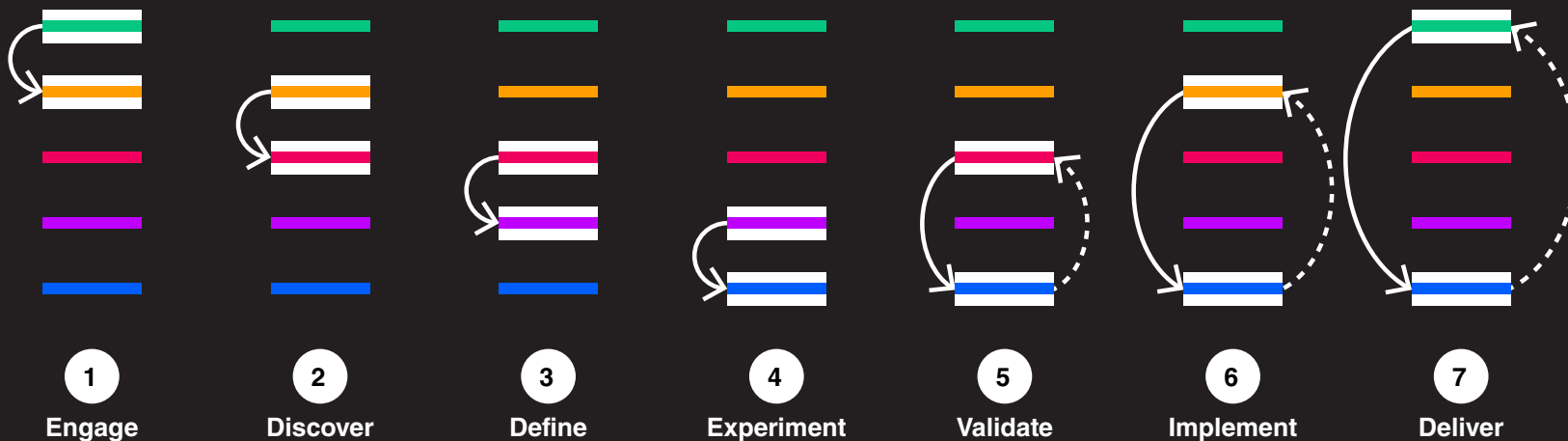


**Enterprise
Design
Associates**

www.enterprisedesign.io



 Designer: _____

 Client: _____

 Customer: _____

 Peer designer: _____

0:15

- Identity
- Architecture
- Experience

- ↓
- ☐ Anatomy
- ☒ Actor
- ☐ Touchpoints
- ☐ Services
- ☐ Content

Client Designer **0:05**

Capture the key problem statements.

 Designer **0:05**

We will (re)design _____

for _____

in a world where _____

0:15

| | | Anatomy |
|--------------------------|-------------------------------------|-------------|
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Actor |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Touchpoints |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Services |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Content |

↓ **Frames**

- ☒ Business
- ☐ People
- ☐ Function
- ☐ Structure

Customer Designer **0:05**

Meet your customer.

 Designer **0:05**

How might we... _____

_____ ?

How might we... _____

_____ ?

How might we... _____

_____ ?

0:20

Frames

- ☐ Business
- ☒ People
- ☐ Function
- ☐ Structure

Verb

Nour

Adjective

Link

Flow

 Designer **0:05**

Draw a model of the current environment.

 Designer 0:05

Draw a model of your solution.

Designer    Peer designer 0:05 

4. Experiment 0:10

Develop options: get inspired, note and sketch ideas, and make the future enterprise visible.

- Design Space
- ☐

Communication
- ☐

Information
- ☐

Interaction
- ☐

Operation
- ☐

Organization
- ☐

Technology

↓

Rendering

☐

Signs

☐

Things

☐

Places

Sketches

Designer 0:10

Idea 1

Idea 2

Idea 3

Idea 4

Idea 5

Idea 6

5. Validate 0:20

Test and tweak your design: make prototypes, challenge assumptions, and gather feedback.

- Frames
- ☐

Business
- ☐

People
- ☐

Function
- ☐

Structure

↕

Rendering

☐

Signs

☐

Things

☐

Places

Customer feedback

Customer 0:05

Client feedback

Client 0:05

6. Implement 0:20

Make it happen: plan the execution of your design, document and explain.

- Anatomy
- ☐

Actor
- ☐

Touchpoints
- ☐

Services
- ☐

Content

↕

Rendering

☐

Signs

☐

Things

☐

Places

Blueprint

Designer 0:10

Frontstage

| | | | | | |
|---------------------------|--|--|--|--|--|
| Touchpoint | | | | | |
| Customer activity | | | | | |
| Client activity (visible) | | | | | |

Backstage

| | | | | | |
|--------------------------|--|--|--|--|--|
| Client activity (hidden) | | | | | |
|--------------------------|--|--|--|--|--|

Discuss your blueprints

Client 0:05

7. Deliver 0:05

Launch your new enterprise: communicate, manage the transition, evaluate impact.

- Big Picture
- ☐

Identity
- ☐

Architecture
- ☐

Experience

↕

Rendering

☐

Signs

☐

Things

☐

Places

Your first tweet

Designer 0:05

Draw your key moment to be shared with your first tweet.

Choose your Twitter handle

@

Write your first tweet. Keep it short!

#enterprisedesign @ent_des www.enterprisedesignsprint.com www.enterprisedesign.io