The Enterprise Design Framework

**BIG PICTURE**

Take a few steps back and look at your enterprise from some distance. How do all aspects fit together? This Big Picture helps to understand the enterprise as a whole, having context to all design activities, and at the same time providing the context for all outcomes. Its universal qualities, they apply to any enterprise, even if not consciously addressed in strategic design work. They enable mapping potential futures beyond individual stakeholder perspectives.

**IDENTITY**

What do people think and feel about your enterprise, and how does it appear in their minds?

This aspect looks at the totality of stakeholders which are related to the enterprise, addressed or impacted by its activities, or involved in their execution. Recognizing stakeholders as enterprise actors and practicing relationships among systems of relationships is subject to Risk Management.

**ARCHITECTURE**

How does your enterprise work and function, and how do its many structural parts support these activities?

This aspect looks at the enterprise as a composed, properly designed system of social, structural, managerial, organizational, and individual capabilities. It is subject to Cross-domain Enterprise Architecture work.

**EXPERIENCE**

What do people get out of your enterprise, and what can you play in their lives?

This aspect looks at the enterprise as a space of people, environments, and artifacts. Experience Design work drives to redesign and improve these exchanges, starting from human behavior and perception.

**ANATOMY**

Explore the elements constituting the relationships and making up the space of underdetermined problems. This is involved, and what is happening below, above and in between.

The ANATOMY aspects are all about the inner parts, capturing the vital, interrelated building blocks that form the enterprise as a business ecosystem. It’s elements of a fractal structure, they recur across scales and domains. Analytical and conceptual design work, these aspects provide the basis to collect, map, understand, co-create and manage enterprise elements as part of an interrelated transformation.

**ANATOMY**

The Anatomy aspects are all about the loose parts, constraints, ultimately coming to a clear vision of a desired future state. The conceptual aspects forming a mesh of personalities, impressions, and function, and how do its many structuralparts support these activities?

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**FRAMES**

Develop an understanding of your enterprise from multiple perspectives, and envision potential target states of a transformation. What is the goal of the strategic design process, what is the intended change?

Designing at the enterprise level requires working in a complex space of underdetermined problems. Finding a potential solution involves identifying the right questions, often against original enterprise outcomes. The four framing aspects suggest a set of fundamental perspectives to guide conceptual modeling and help imagining a direction according to strategic objectives.

**DESIGN SPACE**

Make coherent conceptual designs based on insights gained and ideas generated in the course of your exploration. How will your future enterprise be like?

Understanding your enterprise means actively engaging in change, and achieving coherence across different domains relevant to its endeavors. It involves aligning different outcomes to reveal opportunities and constraints, ultimately allowing to a clear vision of a desired future state. The conceptual aspects forming the Design Space provide a map of potential design descisions to be made in order to get there.

**COMMUNICATION**

How will people exchange in your enterprise, and how will your design work contribute to its success?

This aspect is about market offerings and profitably, thinking closely with business stakeholders, it allows experimenting in business terms the ambitions behind a design initiative. Such a Business Design approach focuses on the value, information, and experiences of people at the right time, drawing out the most value from people.

**INFORMATION**

How will information be used in your enterprise, and how do you make it available to the overall enterprise?

Designing information is about providing the right things to the right people at the right time, drawing out value from a more rapid growing mass of data. It is subject to Information Architecture work on organizing, managing, and classification across the enterprise.

**INTERACTION**

What interactions and behaviors will happen in your enterprise, and what are the possibilities there?

This aspect focuses on connecting people to functions they are using in the enterprise, and how the success of such an activity is carried out without the help of digital artifacts and tools. Interaction Design is about shaping behaviors in a basic to define and design useful tools and services.

**OPERATION**

How is your enterprise organized as a group of people, and how should work learn and work together in the future?

The operation aspect is about the working of the enterprise, it includes many automation, methods, and processes. Applied to Business Architecture work, it is about identifying business drivers and reengineering flows of work to make your enterprise perform better.

**ORGANIZATION**

What is the business processes that make your enterprise function, and how can it become a business model?

Driven Design is about designing organizational structures to support human activities and emerging culture. It is subject to Organizational Design work to support human activities and emerging culture. It is subject to Organizational Design work to support human activities and emerging culture.

**TECHNOLOGY**

What technical opportunities and possibilities are there, and how to leverage them for your enterprise?

The synthesis aspect is about identifying the technical options for a strategic design challenge, to support human activities and emerging culture. It is subject to Organizational Design work to support human activities and emerging culture. It is subject to Organizational Design work to support human activities and emerging culture.

**ACm**

What are the value propositions the enterprise makes available with its activities and their outcomes?

The concept of services is useful for all kind of value propositions offered to customers and other stakeholders, made available as a result of the enterprise activities. This holistic remapdesign of services is provided in the context of a Service Design approach.

**CONTENT**

What are the contextual elements that are produced, encoded and consumed in the enterprise space?

The Content aspect is about creating the paper of information or data, which provide meaning to stakeholders. Contextual content in the context of the overall communication, storytelling, and emerging culture. It is subject to Content Design work.

**TOUCHPOINTS**

Where and when do people interact with your enterprise, and in which individual contexts?

This aspect is about personal contact with your enterprise based on touchpoints of some sort, with individual journeys making up a broader awareness of the relationship. How are experiences related to the overall journey.

**PEOPLE**

Who are the people you are designing for, how do they live their lives and what makes them tick?

This aspect focuses on the human-centered design thinking and context, determine the human-centered design thinking and context, determine the human-centered design thinking and context.

**SERVICES**

What are the goals and activities your enterprise supports, and what is required to make this happen?

The Service aspect is about creating the purpose the enterprise fulfills and the behaviors it exhibits towards its stakeholders when implementing the outcomes of the design initiatives. It is subject to Requirement Engineering work, which is about collecting, analyzing, and the enterprise organizes.

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