100% LIVE

From #!&!*@?? to a shared understanding with EDGY

Helgi Björgvinsson,
Wolfgang Goebl

INTERSECTION GROUP
We help people create better enterprises.

An Enterprise is an ambitious endeavour of people with a shared ambition.

Why ?

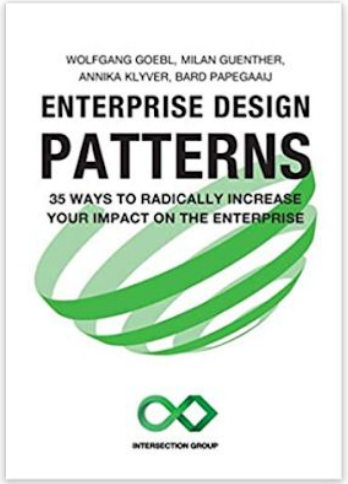
Why is Amazon so successful?

amazon Liefern nach Österreich | Alle | enterprise design patterns | Hallo, Anmelden Konto und Listen | Warenrücksendungen und Bestellungen | 0 Einkaufswagen

Alle | Angebote des Tages | Kundenservice | Geschenkkarten | Verkaufen bei Amazon | Wunschlisten | Amazon's response to COVID-19

Bücher | Erweiterte Suche | New Releases | Bestseller und mehr | Kinderbücher | Lehrbücher | Textbook Rentals | des Monats

‹ Zurück zu den Ergebnissen



Alle 2 Bilder anzeigen

Enterprise Design Patterns (Englisch) Taschenbuch – 29. Oktober 2020

von Wolfgang Goebl (Author), Milan Guenther (Author), Annika Klyver (Author)

★★★★★ 1 Sternebewertung

› Alle Formate und Ausgaben anzeigen

Gebundenes Buch	Taschenbuch
29,40 $	**26,11 $**
2 Neu ab 29,40 $	2 Gebraucht ab 33,29 $ 4 Neu ab 26,11 $

You are working very hard, but does it really make a difference? Are you: • An Enterprise Architect finding your great ideas have a very limited impact on business decisions? • A Service or UX designer tired of creating concepts that are never implemented the way you envisioned them? • A Business Analyst wanting to work on the big picture instead of point solutions? Then this book is for you. The patterns in this book capture the wisdom of practitioners from many different fields and provide practical guidance on: • How to deal with common obstacles in the enterprise design practice; • Producing creations that people love to co-create; • Building the relationships you need for collaborative design; •

‹ Mehr lesen

Neu: 26,11 $

Gesamtkosten: 38,45 $ inkl. Versand und geschätzter Anzahlung für Importgebühren nach Österreich

Details

Lieferung: **25. Jan. - 2. Feb.**

Auf Lager.

Menge: 1

In den Einkaufswagen

Jetzt kaufen

Sichere Transaktion

Versand Amazon.com
Verkäufer Amazon.com

☐ Geschenkbeleg ohne Preisangabe hinzufügen

Why is Amazon so successful?

Experimentation

Effective UX

Service design

Clear vision

Powerful brand

Disruptive Business Model Innovations

Customer orientation

Leadership

Adaptive microservice architecture

Cloud

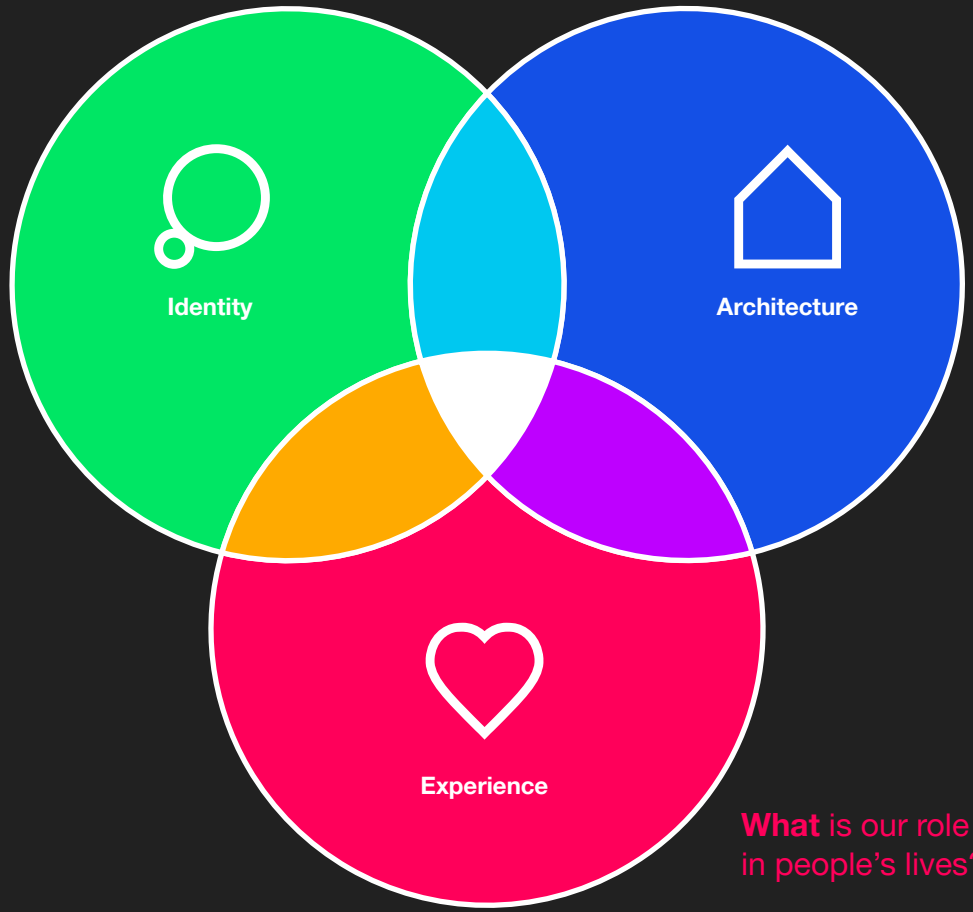
Efficient organisation

Information architecture

Optimised operational processes

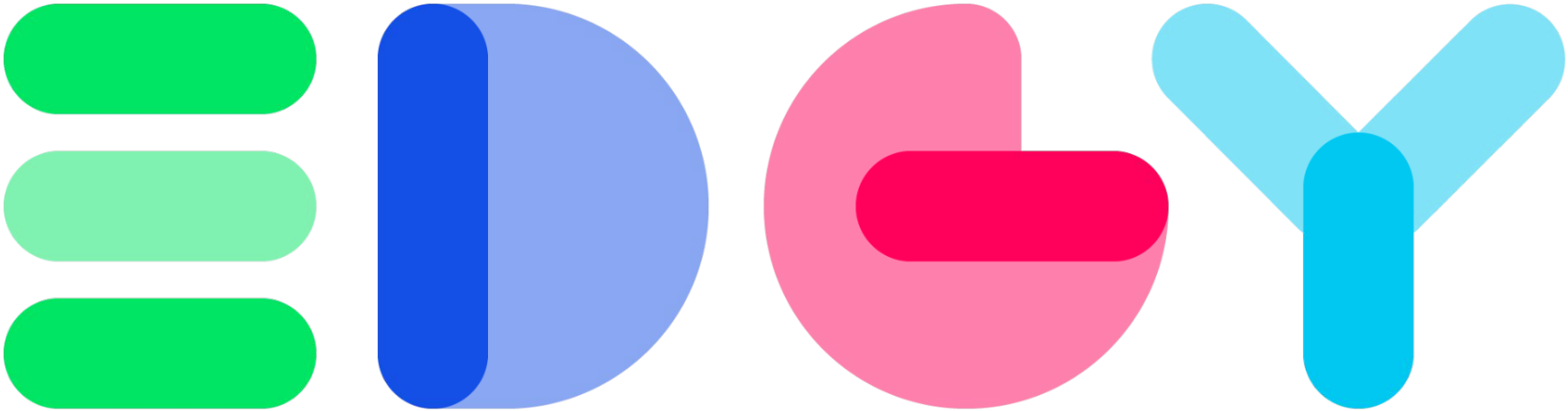
Enterprise Design Facets

Why do we exist, who are we, what matters to us?



How are we operating and what are we capable of achieving?

What is our role in people's lives?



www.enterprise.design

Designers and marketers

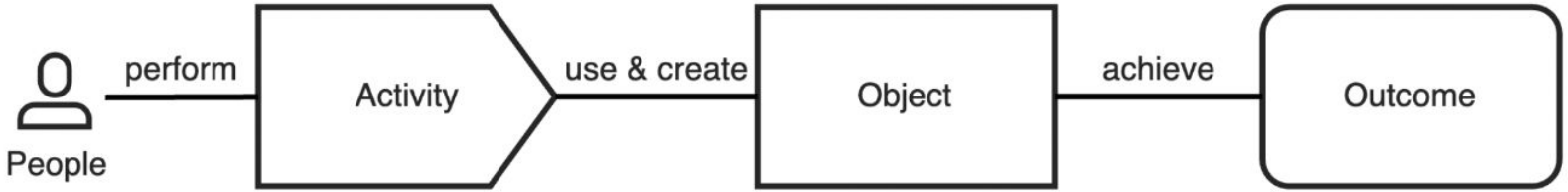
Strategists and entrepreneurs

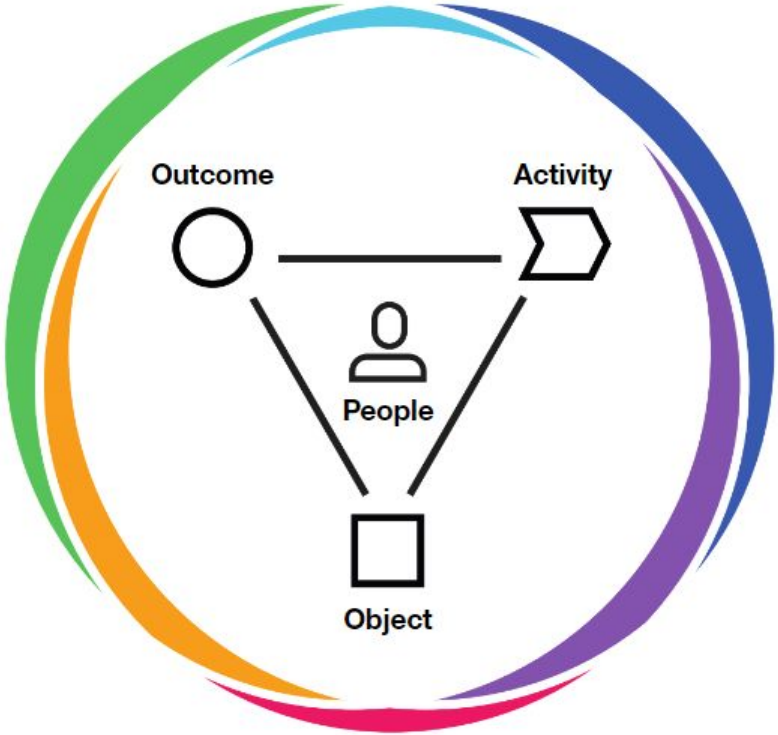
Architects and planners

ACADEMY

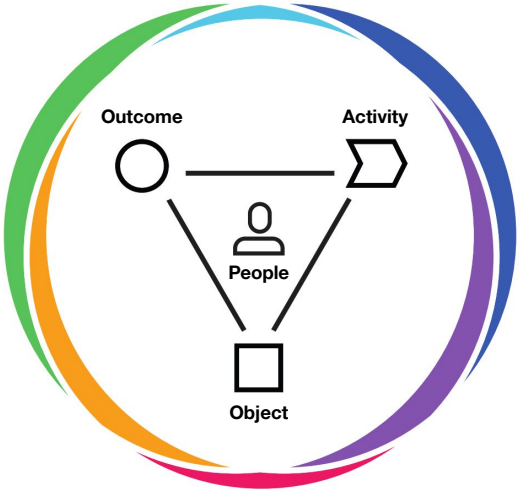
Enterprise
People
Activities
Objects
Outcomes

The simplest possible meta-model for Enterprise Design



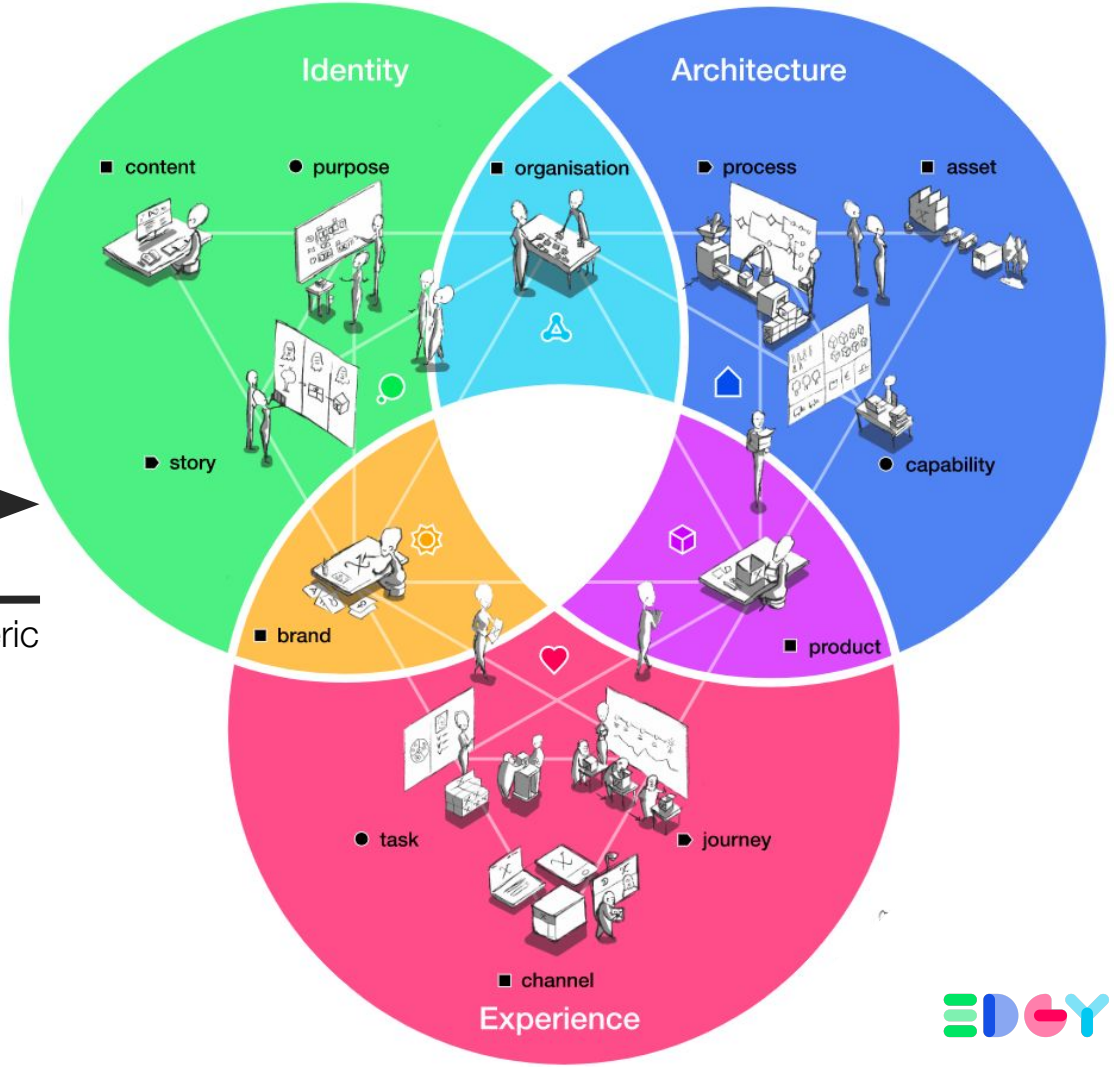

Outcome
Activity
People
Object

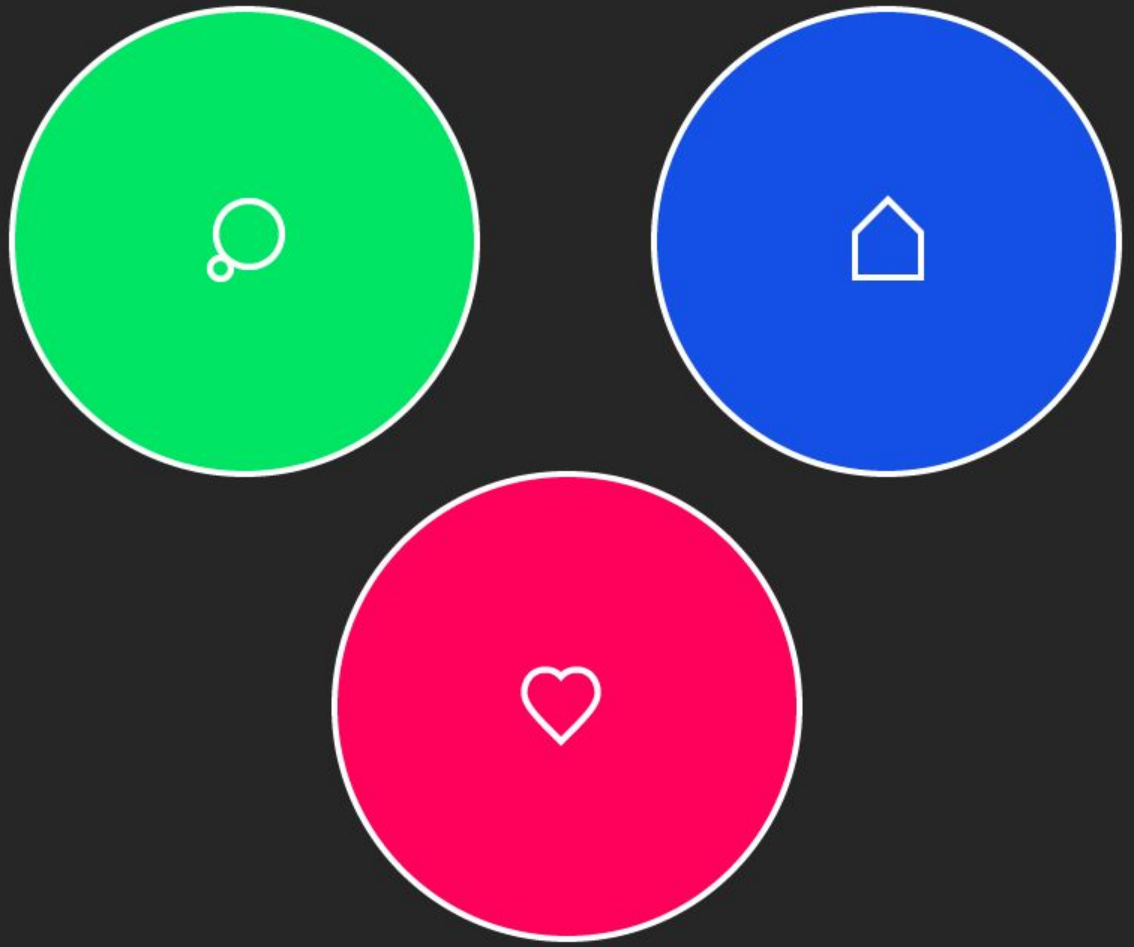
Faceted Elements



specific

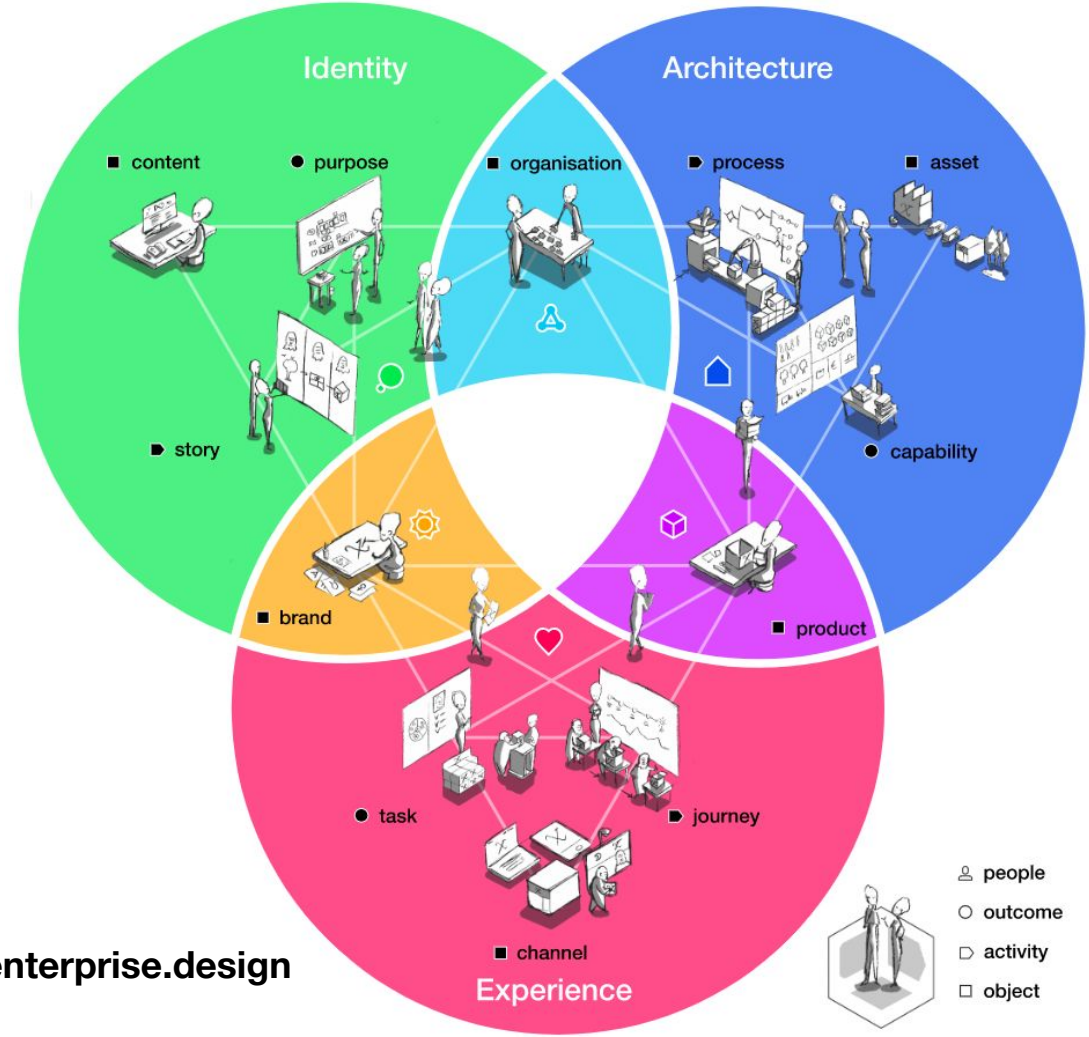
generic





One Enterprise

EDGY Enterprise Elements



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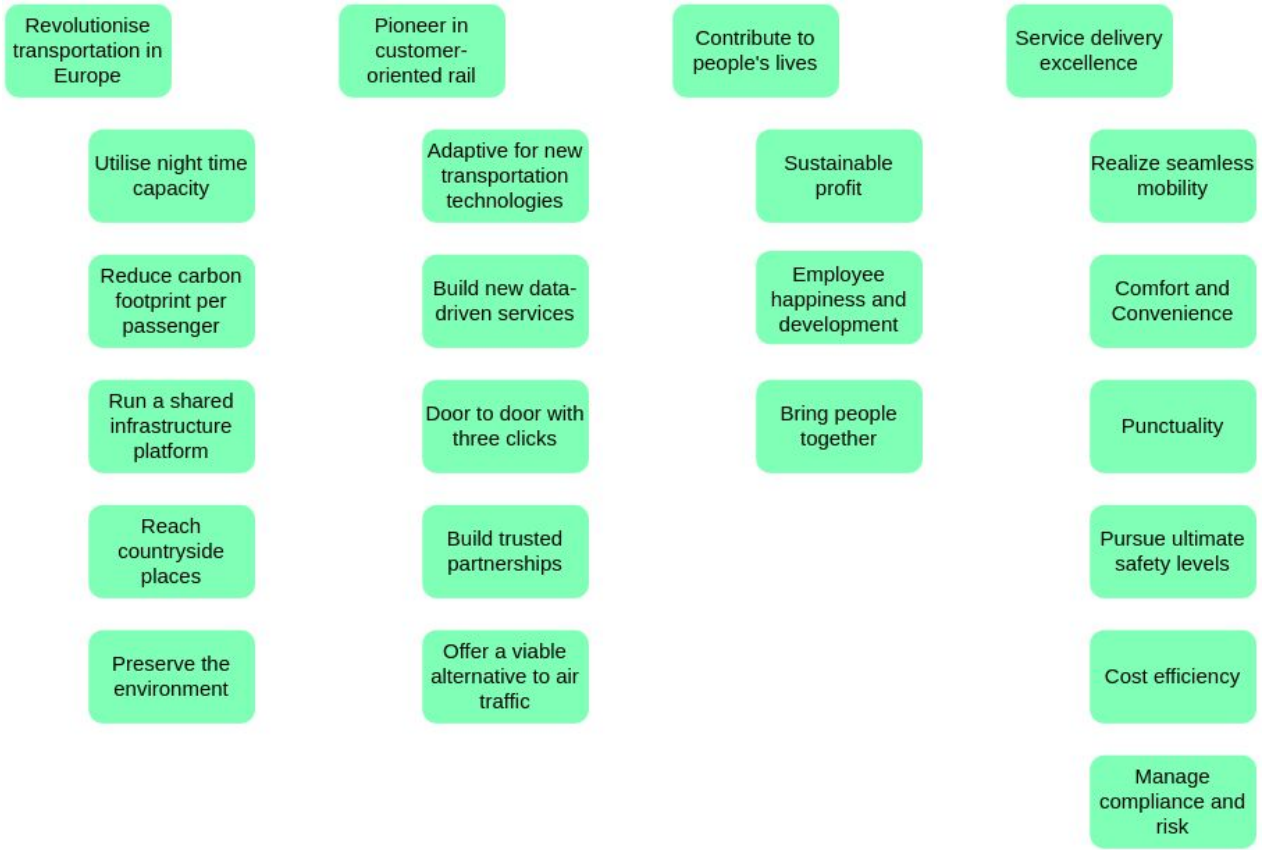
Purpose

A reason why an enterprise exists and what people pursue and believe in.

Purpose Map


Revolutionise transportation in Europe
Utilise night time capacity
Reduce carbon footprint per passenger
Run a shared infrastructure platform
Reach countryside places
Preserve the environment
Pioneer in customer-oriented rail
Adaptive for new transportation technologies
Build new data-driven services
Door to door with three clicks
Build trusted partnerships
Offer a viable alternative to air traffic
Contribute to people's lives
Sustainable profit
Employee happiness and development
Bring people together
Service delivery excellence
Realize seamless mobility
Comfort and Convenience
Punctuality
Pursue ultimate safety levels
Cost efficiency
Manage compliance and risk

Today

Enterprises create disconnected mission, vision and strategy statements that are incoherent with their actual design and behaviour.

Tomorrow

Enterprises tell clear and compelling stories to convey their purpose.

Individual purposes of people and their behaviour are aligned with the design of the enterprise.

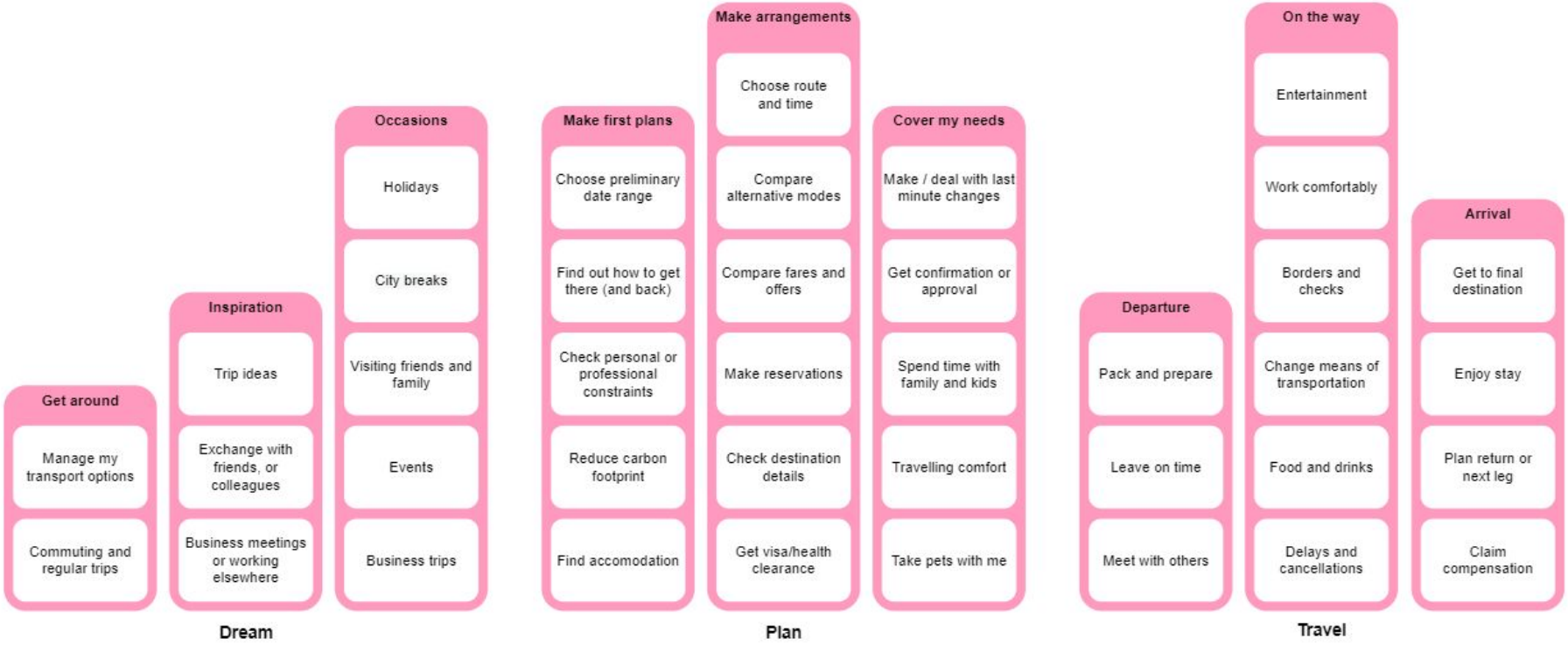
Task

A task is something a person wants to get done.

It’s an expression of people’s needs and intent.

Enterprises appear in people’s experiences and help with certain tasks.

Task Map


Get around
Manage my transport options
Commuting and regular trips
Inspiration
Trip ideas
Exchange with friends, or colleagues
Business meetings or working elsewhere
Occasions
Holidays
City breaks
Visiting friends and family
Events
Business trips
Dream
Make first plans
Choose preliminary date range
Find out how to get there (and back)
Check personal or professional constraints
Reduce carbon footprint
Find accomodation
Make arrangements
Choose route and time
Compare alternative modes
Compare fares and offers
Make reservations
Check destination details
Get visa/health clearance
Cover my needs
Make / deal with last minute changes
Get confirmation or approval
Spend time with family and kids
Travelling comfort
Take pets with me
Plan
Departure
Pack and prepare
Leave on time
Meet with others
On the way
Entertainment
Work comfortably
Borders and checks
Change means of transportation
Food and drinks
Delays and cancellations
Arrival
Get to final destination
Enjoy stay
Plan return or next leg
Claim compensation
Travel

Today

To build our business, we make up personas for customer segments we want to buy our product.

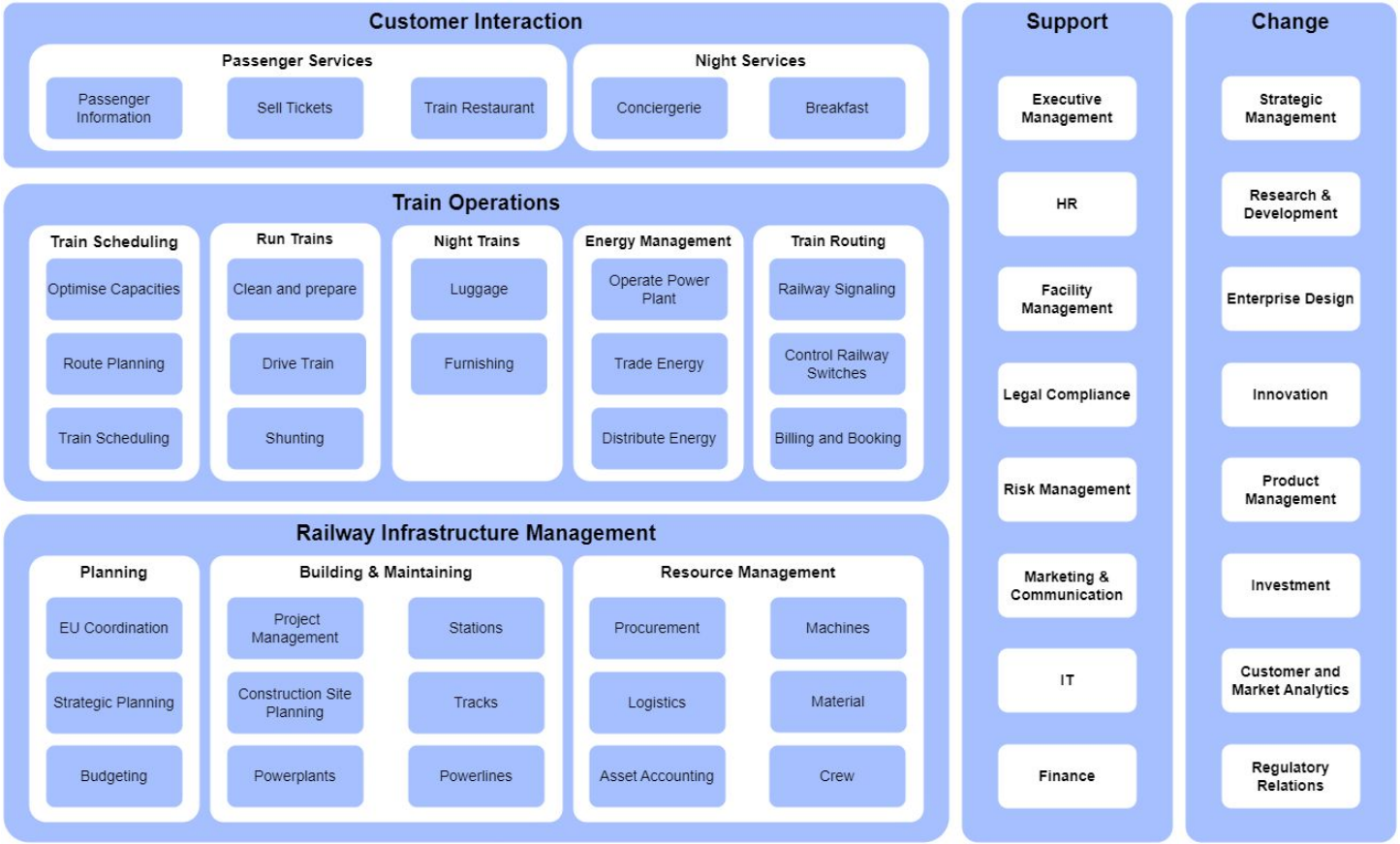
Tomorrow

We listen deeply to gather first hand insight into people's tasks and experiences.

Capability

What we are able to do by orchestrating people and assets.

Capability Map

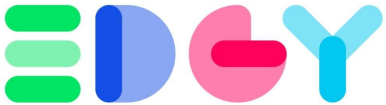


Today

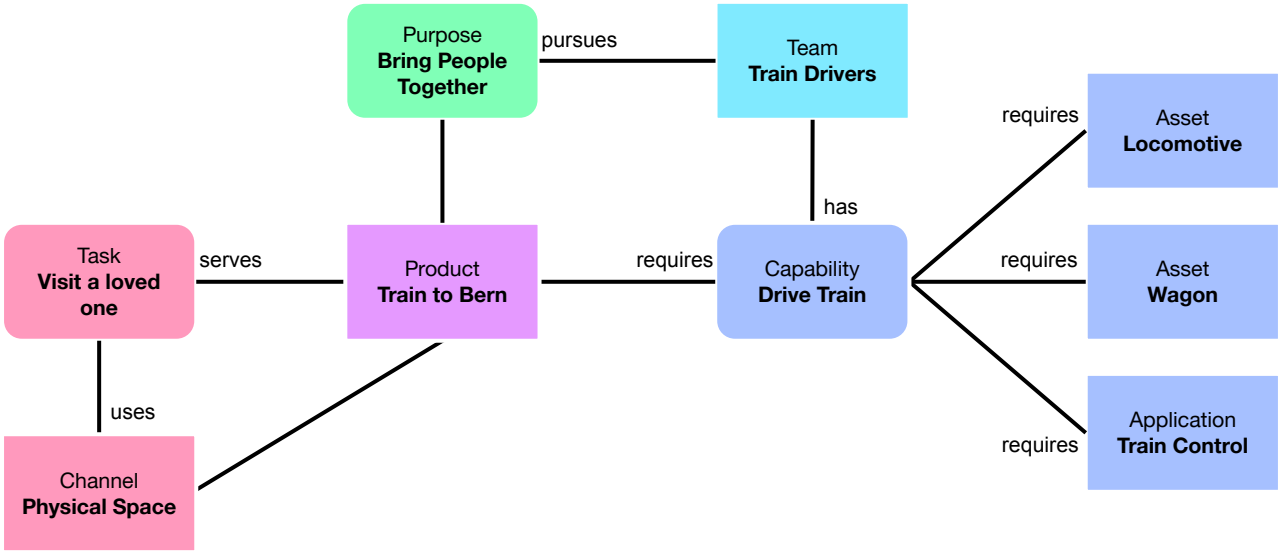
Architecture is limited to a few highly specialised and technical roles.

Tomorrow

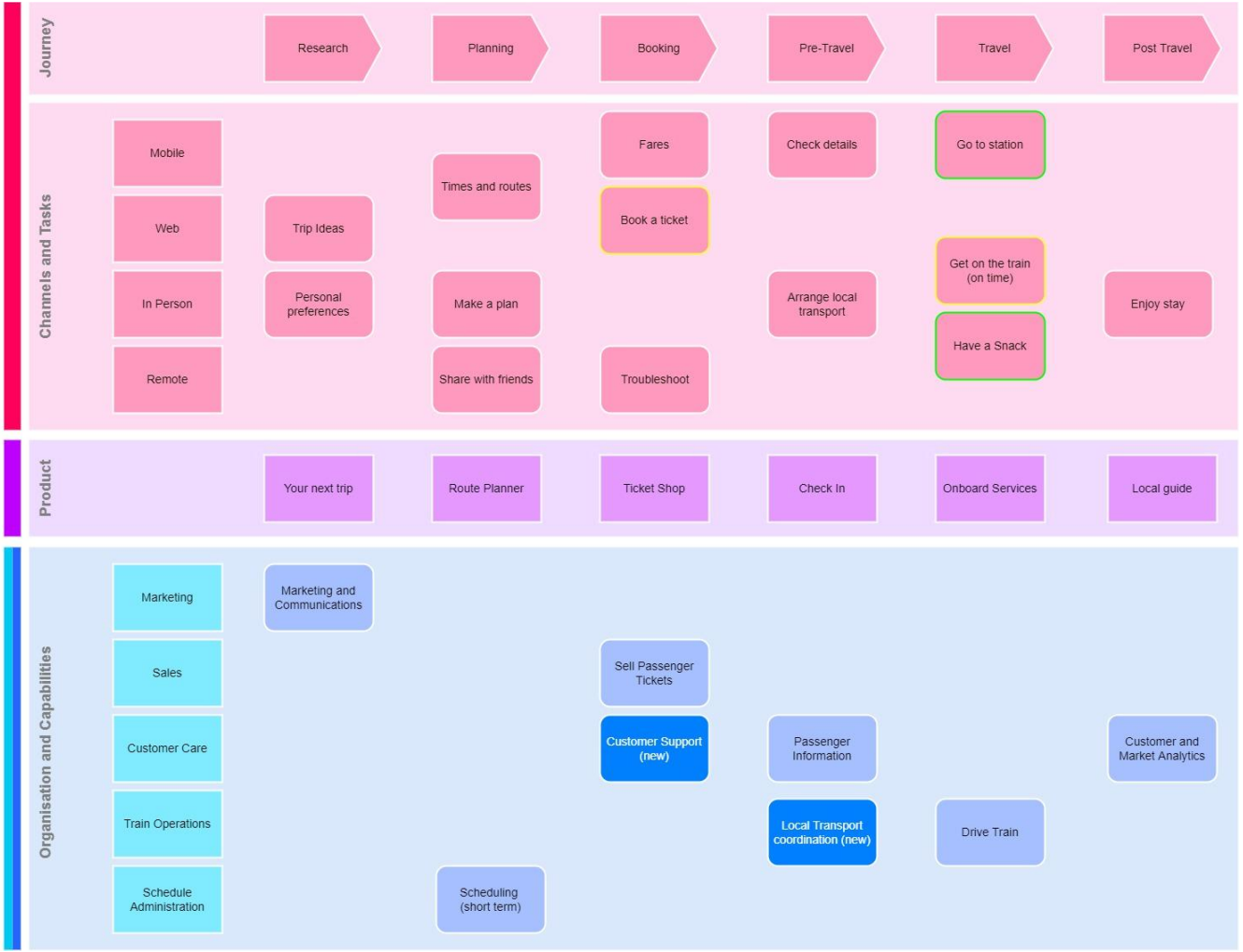
Capability co-design is done by “everybody” as part of collaborative architecture work.



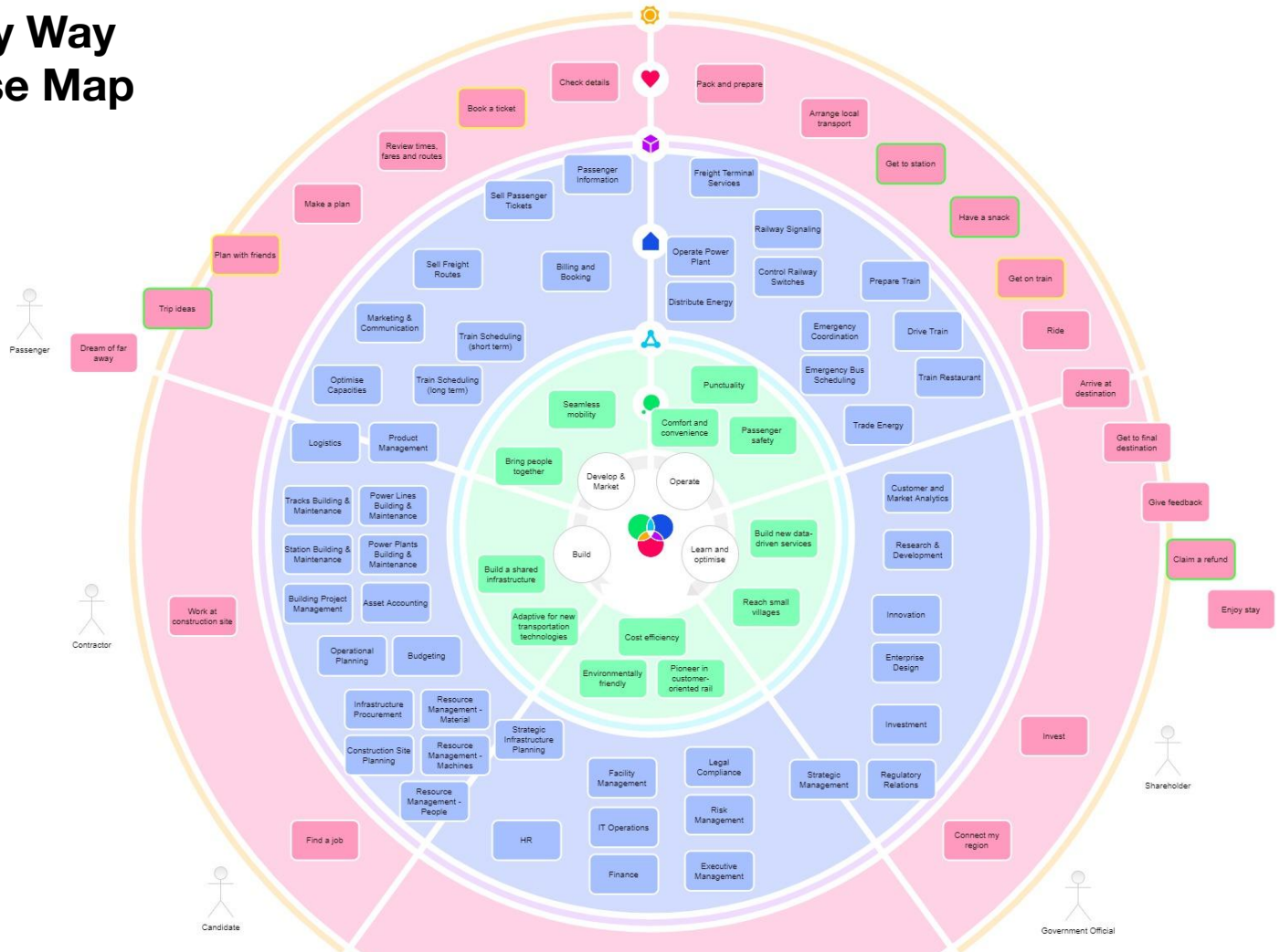
Connecting the dots



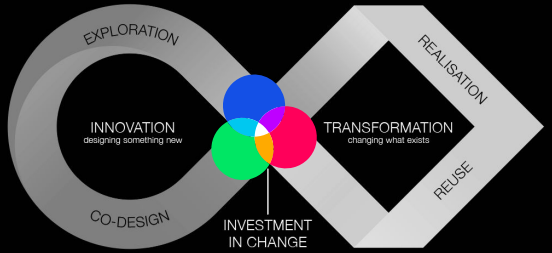
Service Blueprint



The Milky Way Enterprise Map

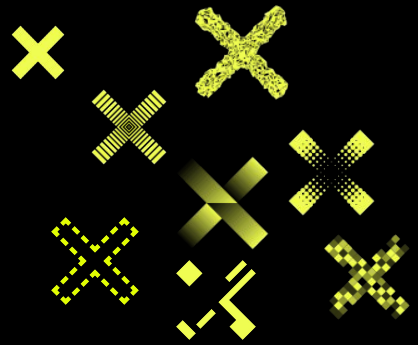


Intersection Group is a **Non Profit Association**



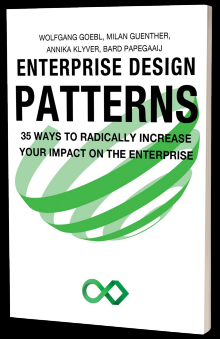
EDGY

A set of connected Open Source tools for your Enterprise Design practice



Community and Events

Events for a global community of thinkers and practitioners



Learning and Knowledge

Publications, content, courses and digital tools with our partners

From #!&!*@?? to Shared Understanding with EDGY

Webinar
October 16, 2024, 9am Berlin, Paris (CEST)
Online

Details | Register

Facetas do mesmo negócio ou problemas isolados?

Intersection Florianopolis

Local Community
October 31, 2024, 17:50-18:50 (Florianopolis, GMT -3)
Florianopolis, Brazil

Details | Reserve seu lugar

Kickstart your Design with the Enterprise Scan

Discover Intersection Group's latest tool

Webinar
October 31, 2024, 9am-10am (CET)
Online

Details | Join

11 Patterns to Boost Your Impact on the Enterprise

Webinar
November 14, 2024, 9am Berlin, Paris (CET)
Online

Details | Register

Truth and Beauty: Radically Improve Your Capability Maps

Webinar
November 28, 2024, 4pm Berlin, Paris (CET)
Online

Details | Register

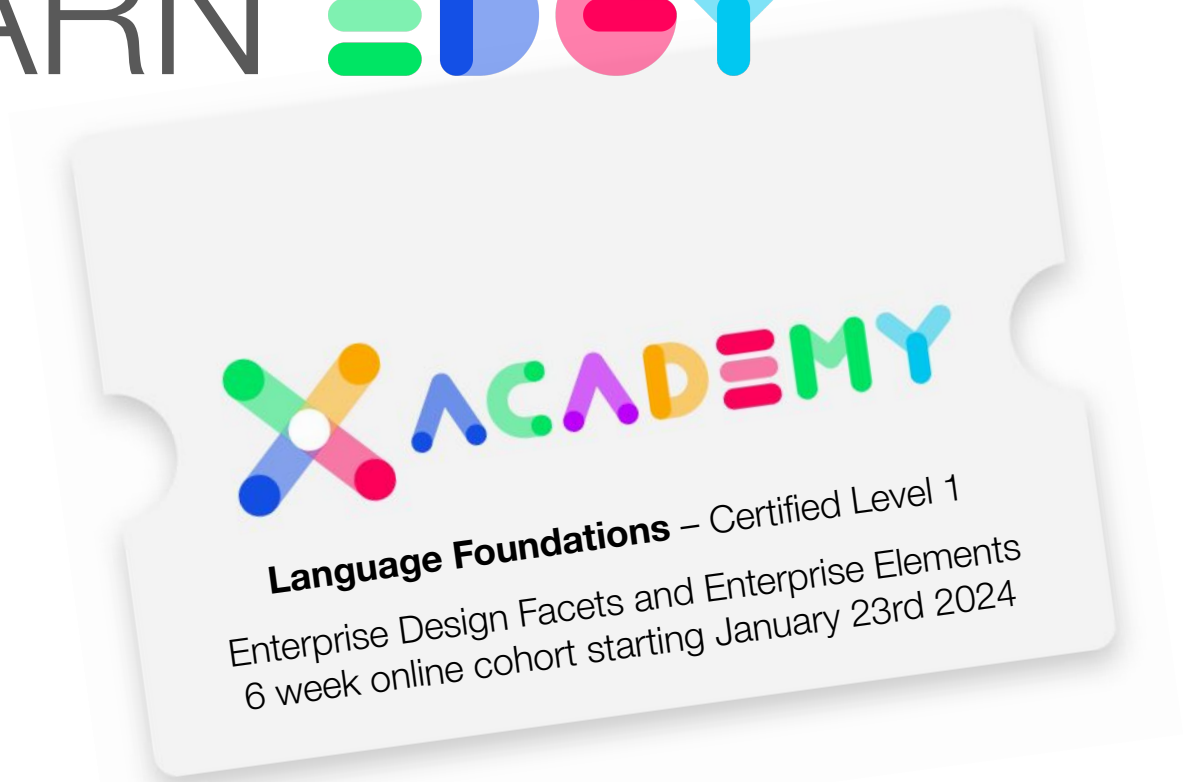
Upgrade to Galaxy Class: The Milky Way Enterprise Map

Webinar
December 12, 2024, 9am Berlin, Paris (CET)
Online

Details | Register

Register at: intersection.group/events

LEARN EDGY



Register at: intersection.group/events

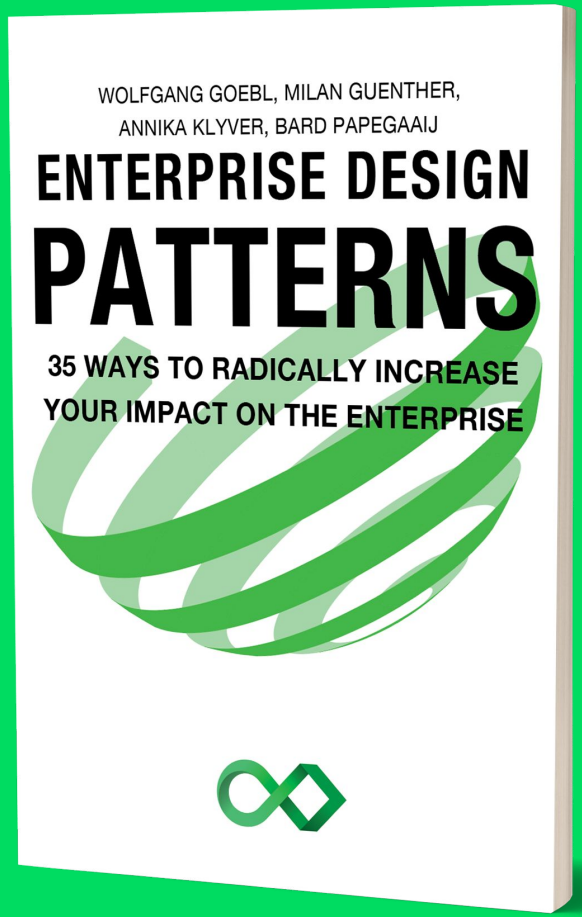
Patterns

Journey to impact

Behaviour patterns

Practice patterns

Creations patterns



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An Open Source tool for collaborative Enterprise Design.
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