UX for Enterprise Impact

Using EDGY as a Catalyst for Cross-Functional Co-Design

Eric Letarte, Partner, &friends
Milan Guenther, President, Intersection Group

Bonjour, hello.

teamenu

INTERSECTION GROUP

&friends

Enterprise
Design
Associates

EDGY

Untangling the Mess, Together

Brussels, September 17-19 2025

Peter Boersma at UX Amsterdam 24

Enterprise Impact by UX
Why are you here?

I work on a complicated product.

I design for work experience (my users are pros).

I depend on many others in my organisation.

I need to understand how operational processes work.

I help realising my organisation's purpose in a complex environment.

I contribute to delivering on our brand promises.

Enterprise Impact by UX
Introducing some EDGY
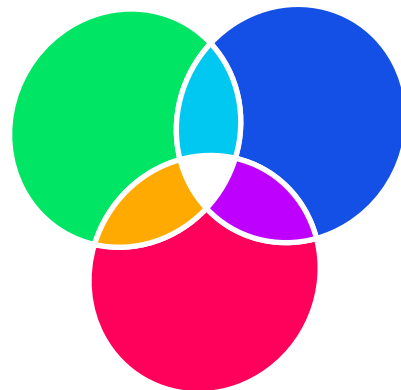
I work on a complicated **product**.

I design for work **experience** (my users are pros).

I depend on many others in my **organisation**.

I need to understand how operational **processes** work.

I help realising my organisation's **purpose** in a complex environment.

I contribute to delivering on our **brand** promises.

www.enterprise.design

Enterprise Impact by UX
Sounds familiar?

"UX isn't important. People buying this aren't our users / it's internal."

"The strategy and product requirements are already decided."

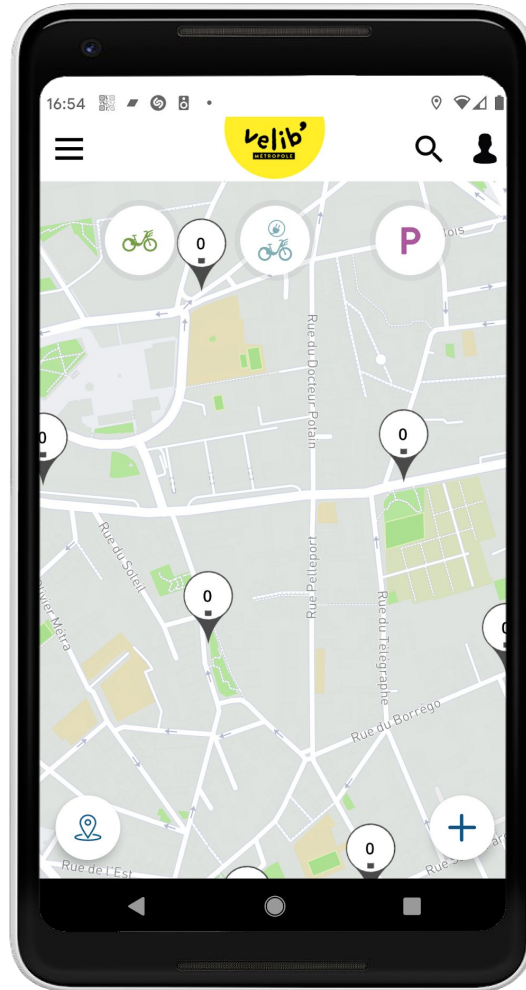"We can't do this. The system is old and our architecture is a mess."

"That's not your responsibility, it's ops/dev/prd/cx/whoever else."
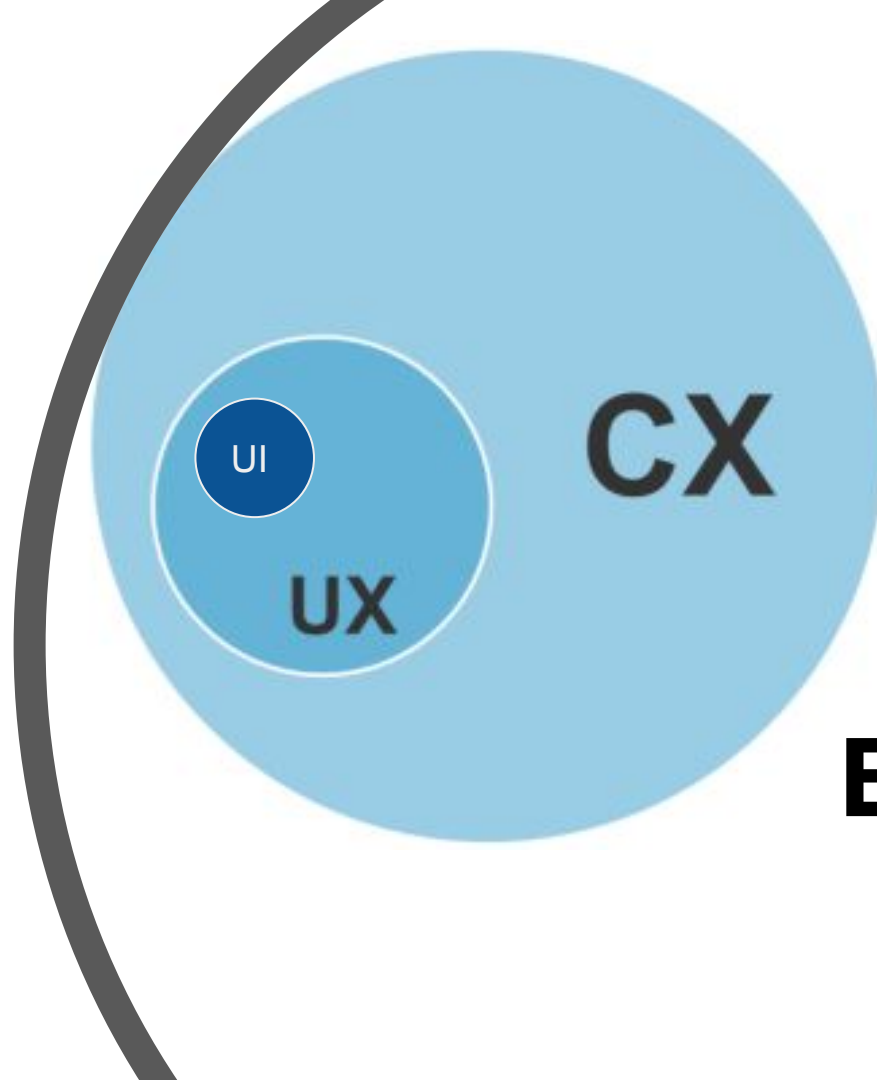
"Your scope is the app, not whatever you're bringing up here."

Do you have one to add? Write it in the chat!

Enterprise Design?
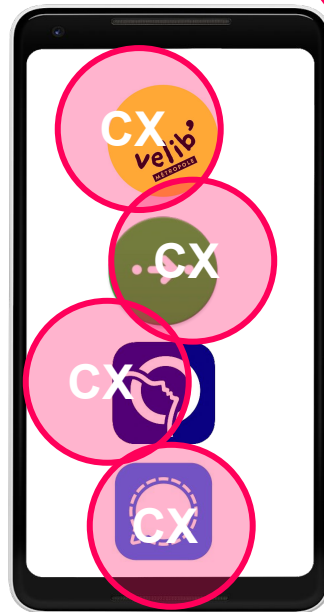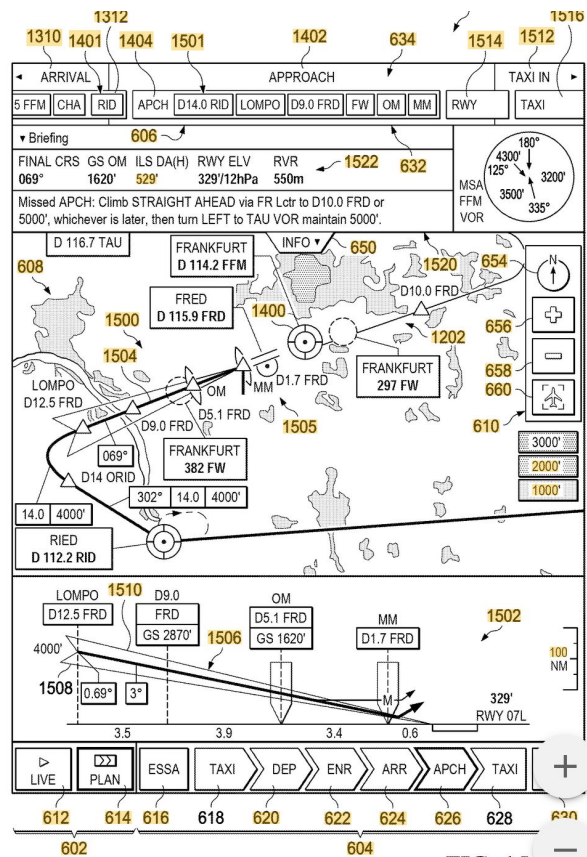# Enterprises appear in
our lives, every day.

Source: Forrester
CX: Customer Experience
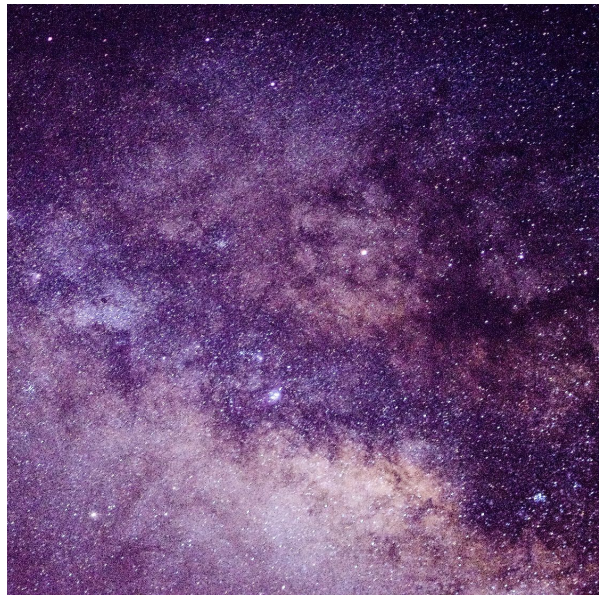**UX: User Experience**
UI: User Interface

Enterprise Design?

www.enterprise.design

UX

Left figure (1500–1522, 602–634, 650–660, 1310–1516):

1310 1401 1404 1501 1312 1402 634 1514 1512 1516

◄ ARRIVAL ▶ APPROACH TAXI IN ▶

5 FFM | CHA | RID | APCH | D14.0 RID | LOMPO | D9.0 FRD | FW | OM | MM | RWY | TAXI

▼ Briefing — 606

FINAL CRS	GS OM	ILS DA(H)	RWY ELV	RVR
069°	1620'	529'	329'/12hPa	550m

1522   632

Missed APCH: Climb STRAIGHT AHEAD via FR Lctr to D10.0 FRD or 5000', whichever is later, then turn LEFT to TAU VOR maintain 5000'.

MSA: 180° 4300' / 125° 3200' / 3500° / 335°
FFM
VOR

D 116.7 TAU — 608
FRANKFURT D 114.2 FFM
INFO ▼ — 650
1520 654
D10.0 FRD
1500
FRED D 115.9 FRD
1400
1202 656
1504
LOMPO D12.5 FRD
OM MM D1.7 FRD
D9.0 FRD D5.1 FRD
FRANKFURT 297 FW
658 660
1505
610
069°
D14 ORID
FRANKFURT 382 FW
302° | 14.0 | 4000'
14.0 | 4000'
RIED D 112.2 RID

LOMPO 1510 D9.0
D12.5 FRD
FRD GS 2870'
OM D5.1 FRD GS 1620'
MM D1.7 FRD
1502
1506
4000'
1508 0.69° | 3°
100 NM
329' RWY 07L
M
3.5   3.9   3.4   0.6

612 614 616 618 620 622 624 626 628 630
602   604

▷ LIVE | ▶▶ PLAN | ESSA | TAXI ▷ DEP ▷ ENR ▷ ARR ▷ APCH ▷ TAXI

FIG. 15

Right figure (Jeppesen moving map display):

D-ATIS	CLNC	GROUND (PUSHBACK TAXI)	TOWER	DEP	ELV	SHARE
121.62	121.82	N 121.92 E 121.97 W 121.7	((3)	124.1	137'	◄ ▶

FIND

EN ROUTE   ARRIVAL

ENR | TONSA | UN850 ‖‖‖ (!) GOLMI ‖‖‖ | T155 ‖‖‖ | WRB | STAR

INFO ▼   ★

N ↑

2.8   2.7   2.7   TONSA △   ESC
2.7
ABAMA △
UL87   ESSW ⊕
2.7   ESMC ⊕   2.4   2.7
14.8   MOKNI △
ESMK ⊕   Jönköping 124.15   ESMT ⊕
UL727
Angelholm 128.17
NEMBA △   ESSH ⊕
2.7   GELMA △
UN850   2.5   2.5   2.7

+ − MAP AUTO

▷ LIVE | ▶▶ PLAN | ESSA | TAXI ▷ DEP ▷ ENR ▷ ARR ▷ APCH ▷ TAXI ▷ EDDF

Behind Enterprise UX, there are **Enterprise Design Challenges** hiding.

Dark Matter

Team Silos

Domain Knowledge

www.enterprise.design
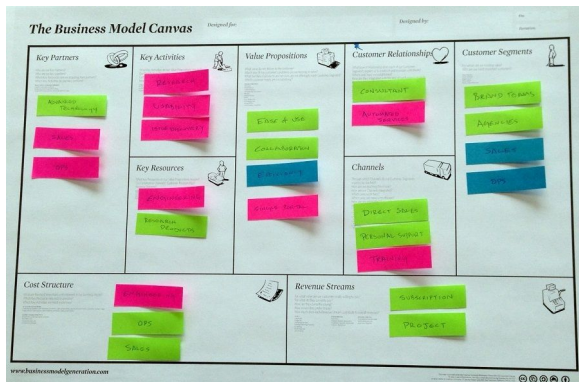
To make sense of this mess, we need **maps**
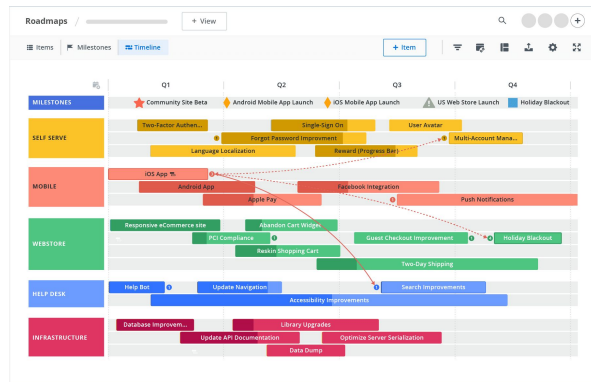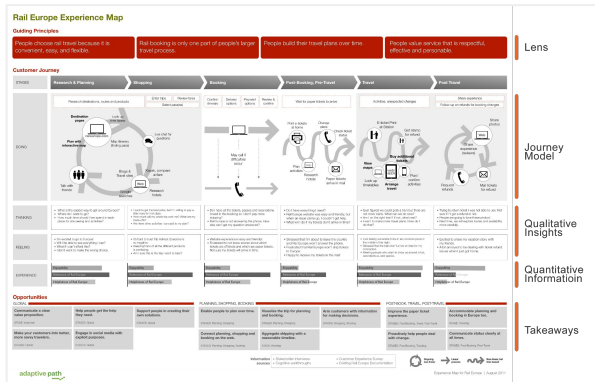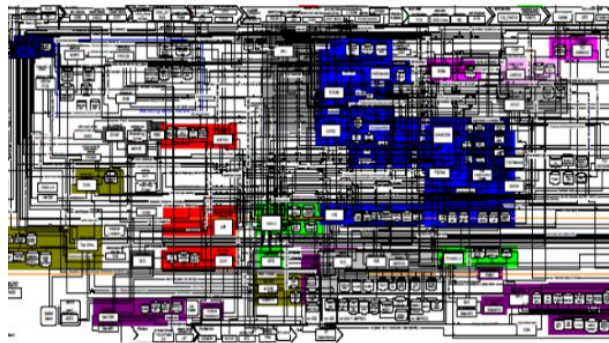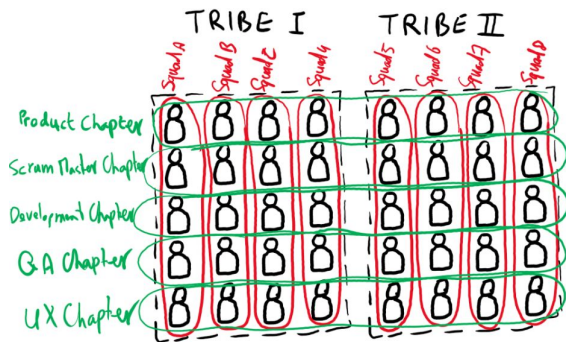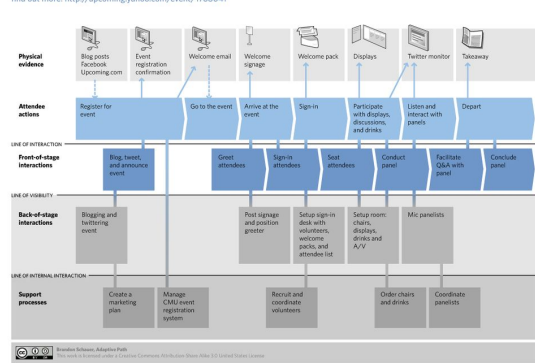
www.enterprise.design

Jared M. Spool · Follow

6 min read · Apr 5, 2017

Somewhere in the depths of Netflix, there's a team whose primary responsibility is to make sure the bits move quickly. As Netflix serves its customers by streaming video, they ensure that video data leaves the server in a prompt and efficient manner.

This team is all about the performance of the servers and the networks. They talk in terms of bandwidth, throughput, latency, reliability, and efficiency. They are comfortably deep in the weeds of how all the data moves.

And yet, at the very moment that a Netflix viewer's video stream stops and that spinning animation appears, indicating the player is now awaiting more data, these engineers make a dramatic change. They become user experience designers.

NETFLIX

Impact ▾   Leadership   New Releases   Newsroom   Investors ⬈   Press ⬈   Careers ⬈   Resources ▾
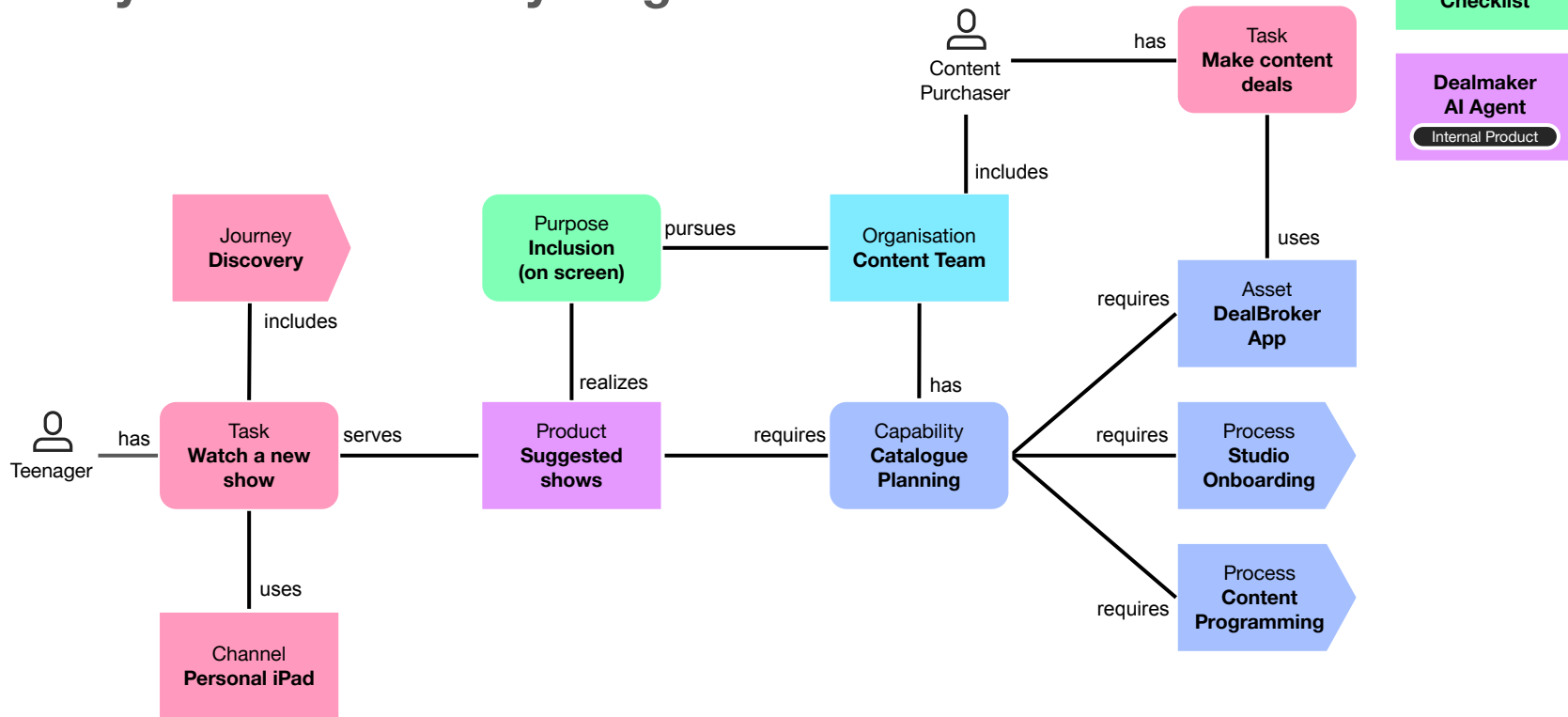
Impact

Inclusion

We want more people and cultures to see themselves reflected on screen – so it's important that our employees are as diverse as the communities we serve.

Learn More →

An Enterprise Design Challenge in EDGY:
"Diversify our content for young viewers."

Content?
Inclusion Checklist

Dealmaker AI Agent
Internal Product

Content Purchaser — has — Task **Make content deals**

includes

Journey **Discovery**

Purpose **Inclusion (on screen)** — pursues — Organisation **Content Team**

uses

Asset **DealBroker App**

includes

realizes

has

Teenager — has — Task **Watch a new show** — serves — Product **Suggested shows** — requires — Capability **Catalogue Planning** — requires — Asset **DealBroker App**

requires — Process **Studio Onboarding**

requires — Process **Content Programming**

uses

Channel **Personal iPad**

www.enterprise.design

Facets and Questions

How do we work together as a team?

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

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

Identity

Organisation

Architecture

Brand

Product

How are we being perceived?

What are we making and offering?

What is our role in people's lives?

Experience
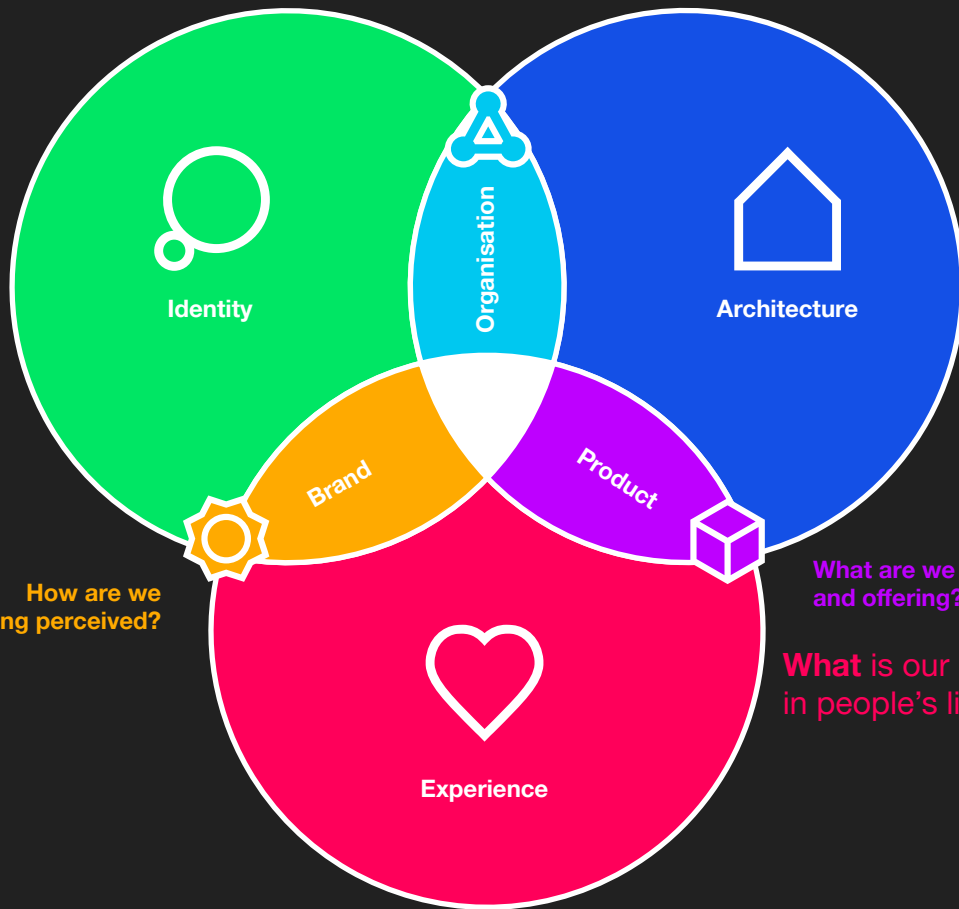
EDGY

Elements and Relations

www.enterprise.design

Identity
- content
- purpose
- story

Architecture
- organisation
- process
- asset
- capability

Experience
- brand
- task
- channel
- journey
- product

Legend:
- people
- outcome
- activity
- object
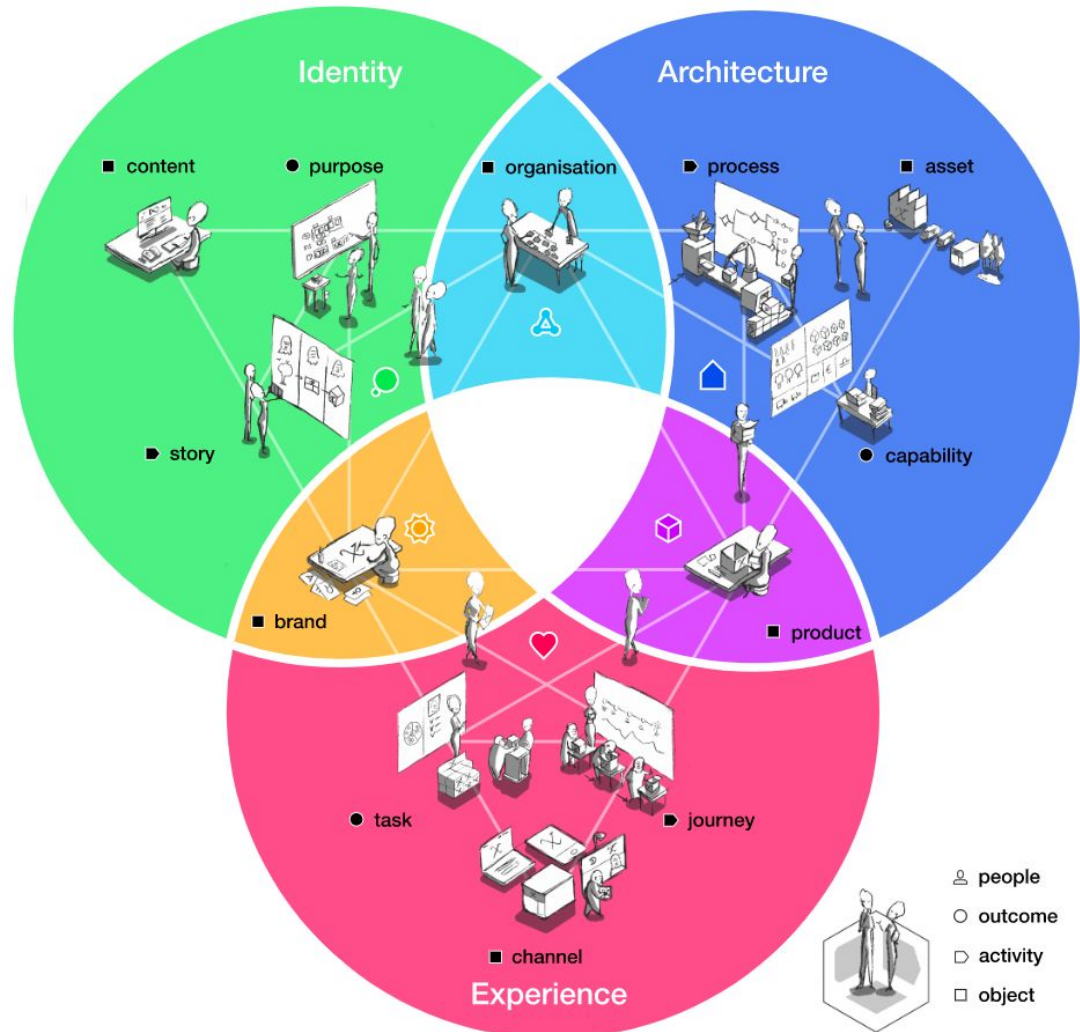
Case

Photo: Quebec Government

www.enterprise.design

An Open Source tool for collaborative Enterprise Design.

www.enterprise.design

(Ongoing) implementations we know of
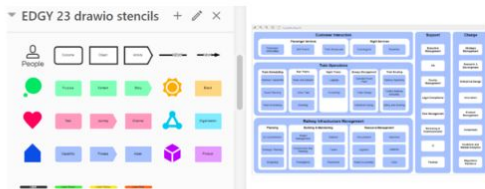
EDGY 23 Stencils

EDGY for Miro

Use this template in the Miroverse to create a collaborative whiteboard with EDGY stencils and example maps.

Use EDGY in Miro ⬀

EDGY for diagrams.net and Confluence

Draw EDGY maps using the free diagramming software drawio.com ⬀. You can also use the Atlassian Confluence ⬀ as a repository for storing your EDGY elements and link them to your EDGY maps, using the diagrams.net app for Confluence. Use the Intersection Railways example maps as a starting point to draw your own EDGY maps: download the PNG files and open them in drawio.com to edit.

Download EDGY stencils / example maps ⬀

EDGY for Google Slides and PowerPoint

Use your favourite presentation software to draw EDGY maps.

LEARN EDGY

ACADEMY

Language Foundations – Certified Level 1

Enterprise Design Facets and Enterprise Elements

6 week online cohort starting **April 24**

Taking Back the Lead on Digital:
FROM MESS TO CLARITY IN ENTERPRISE IT

QUALIWARE x EDGY

Webinar, March 19th at 3pm (CET)

With Speaker: Milan Guenther
Enterprise Designer and
President of Intersection Group

Taking Back the Lead on Digital – From Mess to Clarity in Enterprise IT

Webinar
March 19, 2025, 3pm-3:30pm, CET (Berlin, Paris)
Online

100% LIVE

Killing the blank page with EDGY and AI
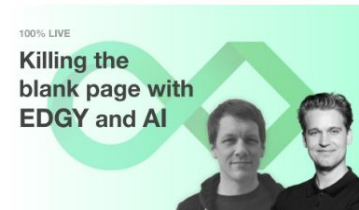
Killing the blank page with EDGY and AI

Webinar
March 26, 2025, 4pm, CET (Berlin, Paris)
Online

100% LIVE

Why we fail at change, and how EDGY can help us succeed more often

Why we fail at change, and how EDGY can help us succeed more often

Webinar
April 9, 2025, 4pm, CEST (Berlin, Paris)
Online

100% LIVE

Capability Maps that talk business:
5 heatmapping techniques that turn your map into an executive dashboard

Capability Maps that talk business
5 heatmapping techniques that turn your map into an executive dashboard

Webinar
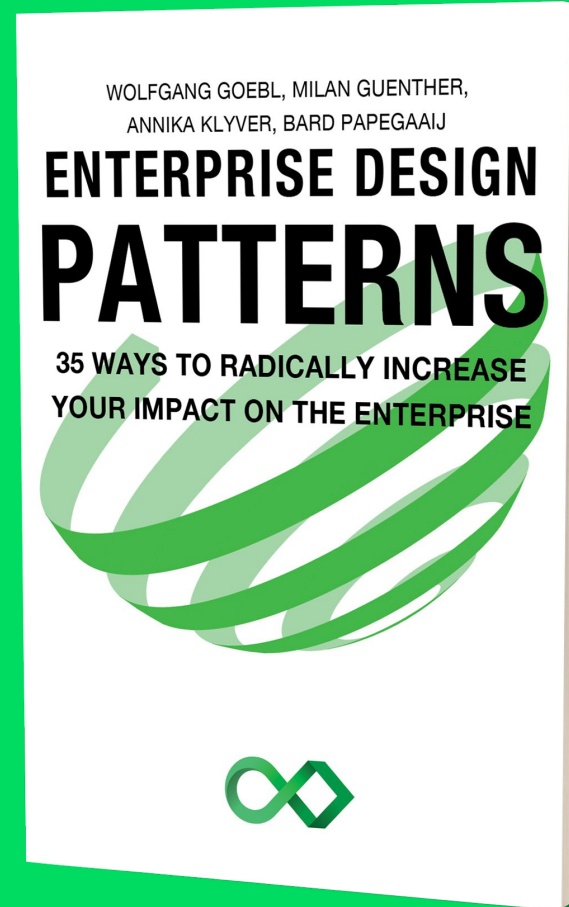April 23, 2025, 4pm, CEST (Berlin, Paris)
Online

Register at: intersection.group/events

EDGY

Patterns

Journey to impact
Behaviour patterns
Practice patterns
Creations patterns

WOLFGANG GOEBL, MILAN GUENTHER,
ANNIKA KLYVER, BARD PAPEGAAIJ

ENTERPRISE DESIGN
PATTERNS

35 WAYS TO RADICALLY INCREASE
YOUR IMPACT ON THE ENTERPRISE

enterprisedesignpatterns.com

INTERSECTION GROUP

We help people create better enterprises.

www.intersection.group
www.enterprise.design

Get this deck: x-g.at/eux25