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enterprise design canvas
a toolkit for strategic design

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Big Picture

Take a few steps back and look at your enterprise from some distance. What is it all about, why does it exist? What is your design theme, what vision are you working towards?

IDENTITY
What do people think and feel about your enterprise, and how does it appear in their minds?
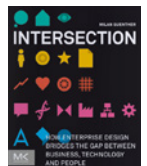
ARCHITECTURE
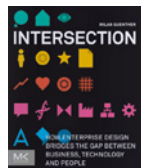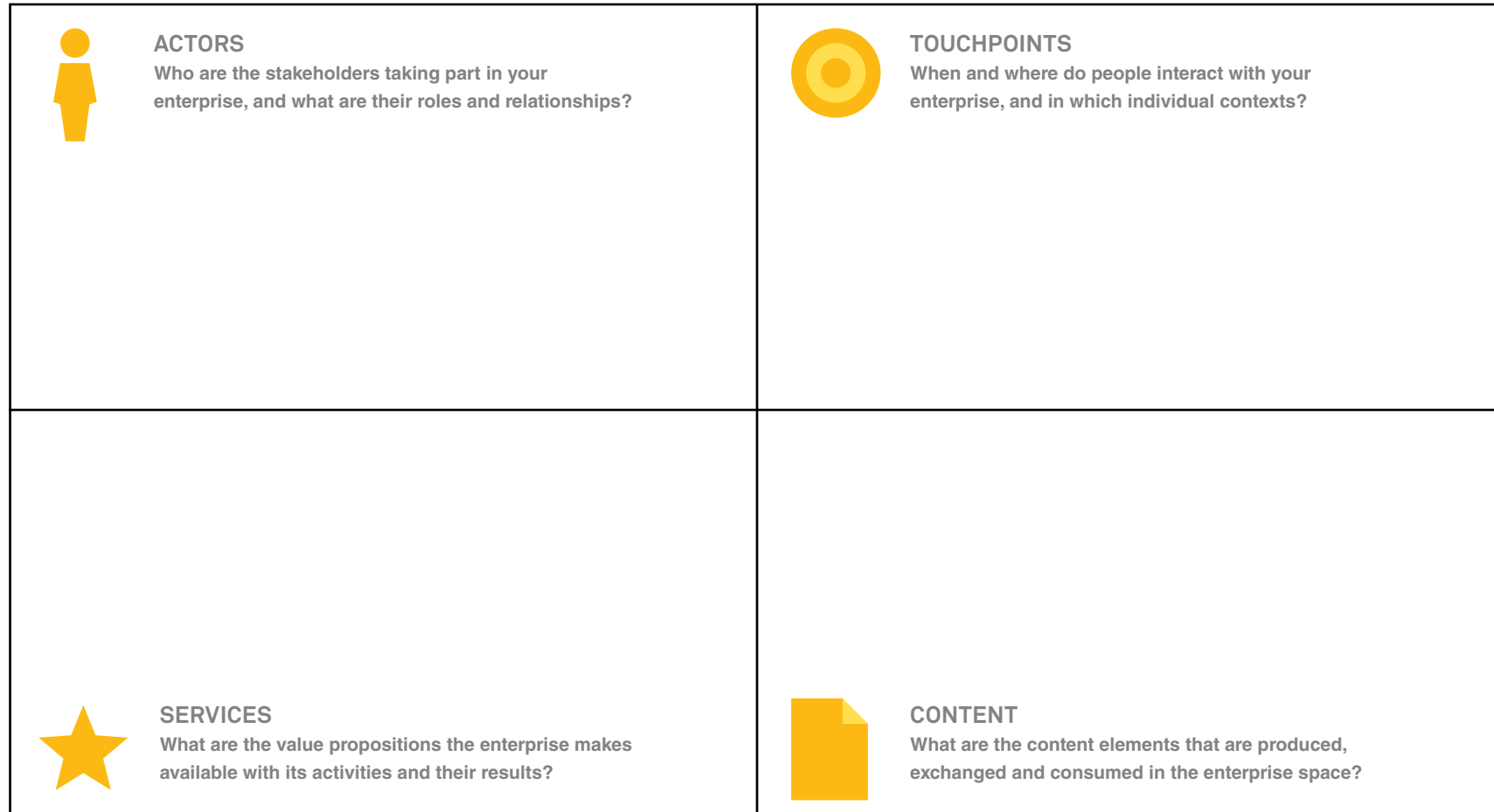**How does your enterprise work and function, and how do its many structures support these activities?**

EXPERIENCE
What do people get out of your enterprise, and what role does it want to play in their lives?

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INTERSECTION

Anatomy

Explore the elements constituting the relationships and day-to-day interactions in your enterprise. Who is involved, and what is happening where, when and how?
Which elements are inside your problem space, which are outside?

ACTORS
Who are the stakeholders taking part in your enterprise, and what are their roles and relationships?

TOUCHPOINTS
When and where do people interact with your enterprise, and in which individual contexts?

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

CONTENT
What are the content elements that are produced, exchanged and consumed in the enterprise space?

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INTERSECTION

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Frames

BUSINESS
What business model drives your enterprise, and how will your design work contribute to its success?

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

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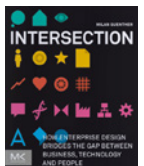
FUNCTION
What are the goals and activities your enterprise supports, and what is required to make this happen?

STRUCTURE
What things are relevant to your enterprise as a design context, and how are they interrelated?

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INTERSECTION

Design Space

COMMUNICATION
How will people exchange in your enterprise, via what channels and in what particular business contexts?

INFORMATION
How will information be used in your enterprise, and how can it be organized to represent the overall structure?

INTERACTION
What interactions and behaviors will be happening in your enterprise, and how to best facilitate them?

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

OPERATION
What are the business processes that make your enterprise run, and how are its capabilities being used?

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

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

The Enterprise Design Framework is portrayed in detail in the book
INTERSECTION - How Enterprise Design Bridges the Gap Between Business, Technology and People
by Milan Guenther, Published 2012 with Morgan
Kaufmann Publishers / Elsevier, Boston, MA, USA / www.intersectionbook.com

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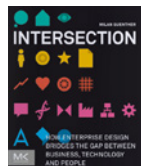
Rendering

A SIGNS
What media, messages and symbols should your enterprise produce to connect to its audiences?

What are the outcomes you envision for your design initiative? What new or transformed visible and tangible elements will bring your enterprise to life? How will they be delivered and introduced?
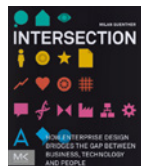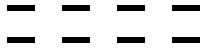
THINGS
What products, devices, tools or other artefacts does your enterprise make available, and how are they used?

PLACES
Where are people interacting with your enterprise and each other, and what paths will they take?

INTERSECTION

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about the enterprise design framework

Applied strategically, the design competency can help enterprises tackle holistically the complex challenges they are facing in transforming their relationships to people. The framework portrayed in the book Intersection describes a set of 20 aspects together with 24 approaches to design work and illustrated in 9 case studies, helping practitioners to navigate a space of intermingled concerns.

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what is an enterprise?

The idea of the enterprise as subject to design work is following a basic premise: that the key challenges companies and other organizations face are best tackled by addressing them in a holistic and coherent fashion. In this context, an enterprise can be seen as a purposeful endeavor, an idea shared by the various people involved, and a set of identities, architectures and experiences to be designed.

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our book

Many organizations struggle with the dynamics and the complexity of today's social ecosystems connecting everyone and everything, everywhere and all the time. Facing challenges at the intersection of business models, technical developments and human needs, enterprises must overcome the siloed thinking and isolated efforts of the past, and instead address relationships to people holistically.

In Intersection, Milan Guenther introduces a Strategic Design approach that aligns the overarching efforts of Branding, Enterprise Architecture and Experience Design on common course to shape tomorrow's enterprises. This book gives designers, entrepreneurs, innovators and leaders a holistic model and a comprehensive vocabulary to tackle such challenges.

The book portrays the Enterprise Design Framework, a set of interrelated aspects that cuts through the complexity of Strategic Design work and explains how to navigate key aspects and bridge diverging viewpoints. In 9 examples, the author looks at the way companies like Apple, SAP, BBVA, and Jeppesen (a Boeing Company) apply design thinking and practice to shape their enterprises. Moving from strategy to conceptual design and concrete results, Intersection shows what is relevant at which point, and what expertise to involve.

— Part I introduces strategic relationship challenges, multidisciplinary Design Thinking and the design-minded enterprise
— Part II describes the Enterprise Design framework to guide across the aspects of Strategic Design work, looking at approaches such as Branding, Service Design, Business Architecture or Interaction Design
— Part III looks at implementing Strategic Design practice in programs, initiatives and organizational reality

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