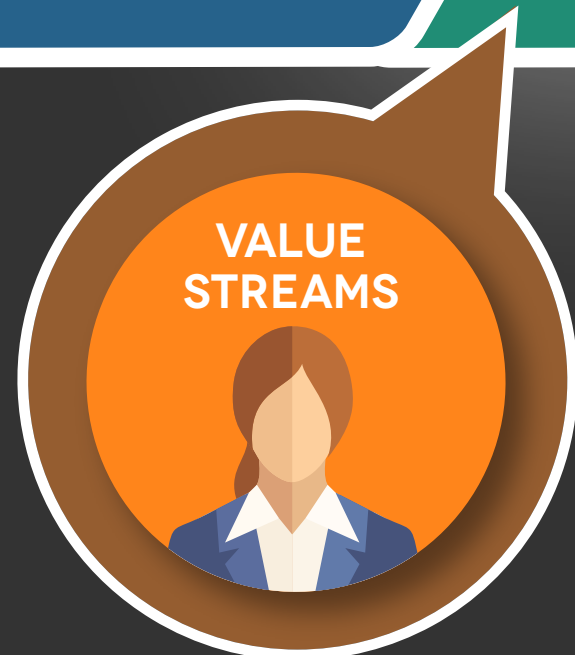


UNTANGLING CUSTOMER JOURNEYS, VALUE STREAMS, VALUE CHAINS & PROCESSES WITHIN A STRATEGY EXECUTION CONTEXT

Created by **customer experience designers** to design, deliver and improve the external experiences customers have as they interact with the organization



Created by **process analysts** or **business analysts** to design, deliver and improve the internal operating environment



Created by **business architects** as a core domain within the business architecture knowledgebase, and used to assess impacts, architect changes and plan the initiatives necessary to translate strategies, customer experiences and other changes to the organization

May be created by **business architects** to provide an additional enterprise level view of the organization and/or assist with strategic conversations



transformation

