

Know Your Users

Principle 1 (Development)



Wardley Maps CC3.0

v1.4



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PRINCIPLES (universally useful ways of operating any organisation can adopt)							
CATEGORY	COMMUNICATION	DEVELOPMENT	OPERATIONS	LEARNING	LEADING	STRUCTURE	
PHASE I <i>TAKE CONTROL</i>	Use a common language	1. Know your users	Think small (as in know the details)	Use a systematic mechanism of learning (bias towards data)			
	Challenge assumptions	Focus on user needs					
	Understand what is being considered (situational awareness)	Remove bias and duplication					
		Use appropriate methods					
PHASE II <i>GET FIT</i>	Be transparent (Bias towards open)	Focus on the outcome not a contract	Manage inertia	Bias towards action (learn by playing the game)	Move fast	Think small (as in teams)	
		Think fast, inexpensive, restrained and elegant (FIRE)	Manage failure		Strategy is iterative not linear	Distribute power and decision making	
		Use appropriate tools	Effectiveness over efficiency			Think aptitude and attitude	
		Be pragmatic					
		Use standards where appropriate					
PHASE III <i>BETTER WITH LESS</i>			Optimise flow (remove bottlenecks)	Bias towards the new (be curious, take appropriate risks)	Commit to the direction, be adaptive along the path	Provide purpose, mastery & autonomy	
					Be the owner		
			Do better with less			Think big, inspire others	Seek the best
			Set exceptional standards (great is just not good enough)		Embrace uncertainty		
					Be humble (listen, be selfless, have fortitude)		
PHASE IV <i>REAL-TIME STRATEGY</i>				Listen to your ecosystems (future sensing engine)	Exploit the landscape	There is no one culture	
					There is no core (everything is transient)	Design for constant evolution	

Most organisations know who
their customers are

**But success requires knowing
who your users are as well.**

SHAREHOLDERS

EMPLOYEES

REGULATORS

NON-BUYERS

COMMUNITIES

RIVALS etc.



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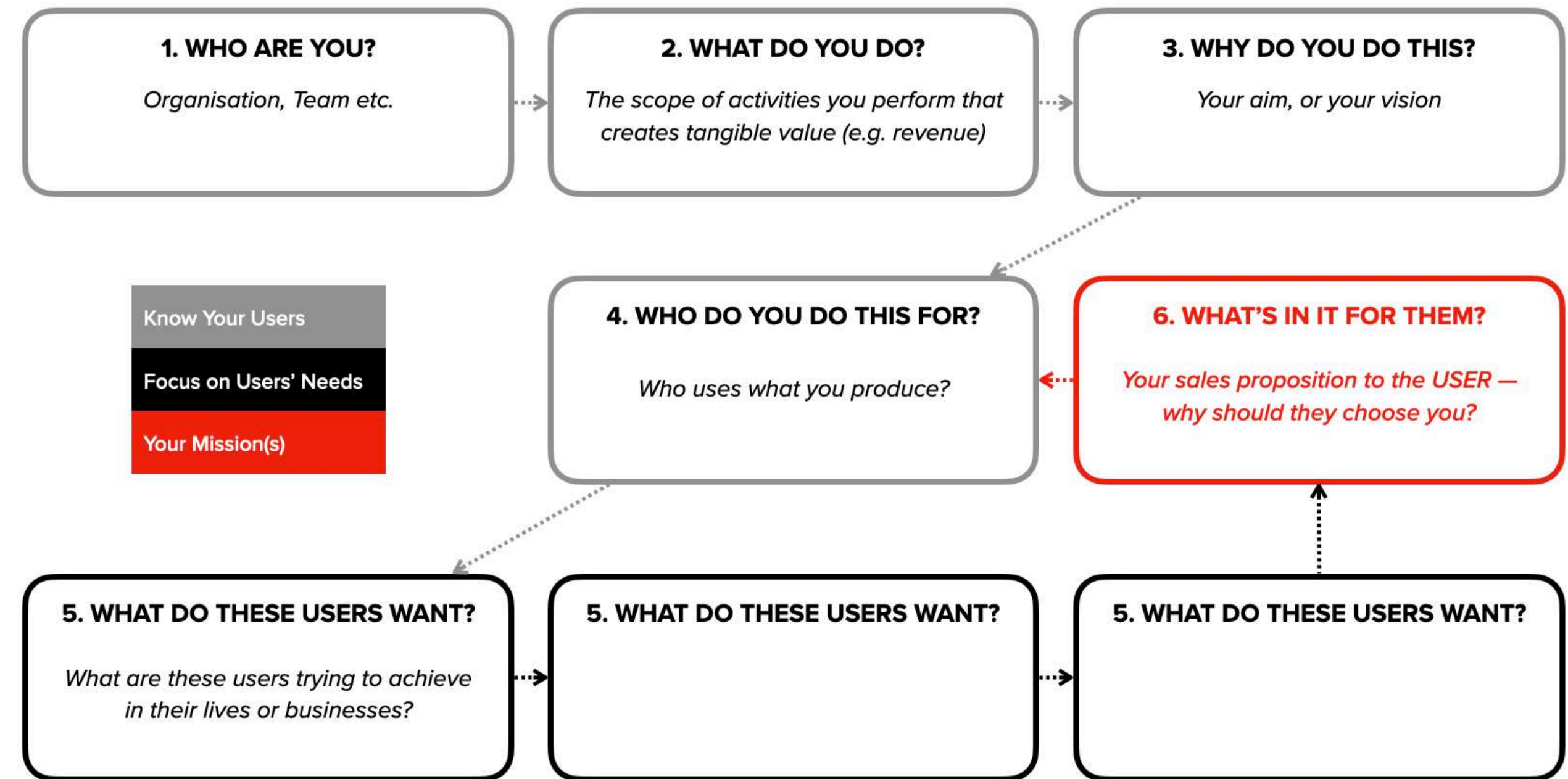
Why do you need to know your users?

- Shareholders can change direction
- Employees can leave to rival firms
- Regulators can change rules of the game
- Non-buyers can influence buyers
- Communities can suddenly exercise power
- Rivals can copy your offerings.



Start by defining your purpose to work out who you need onside

1. Who are you?
2. What do you do?
3. Why do you do this?
4. Who do you do this for?
5. What do these users want?
6. What's in it for them?



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