Experimentation and Evolution with **Wardley Maps**

@catswetel

October 30, 2019

ticketmaster

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cat 6:59 AM

I hate doing like "Intro to Wardley Mapping" because who cares?

24 replies Last reply 3 months ago

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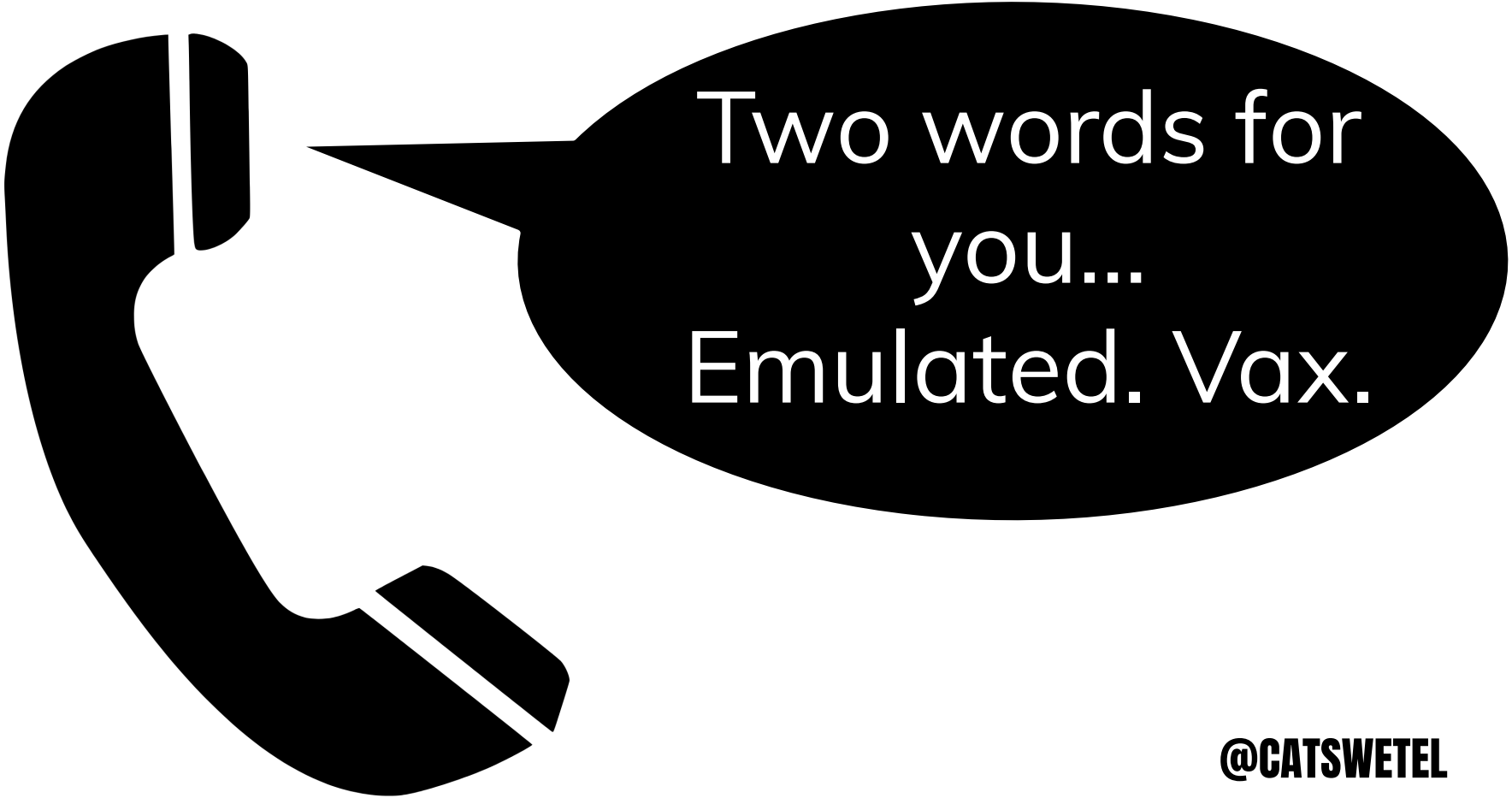

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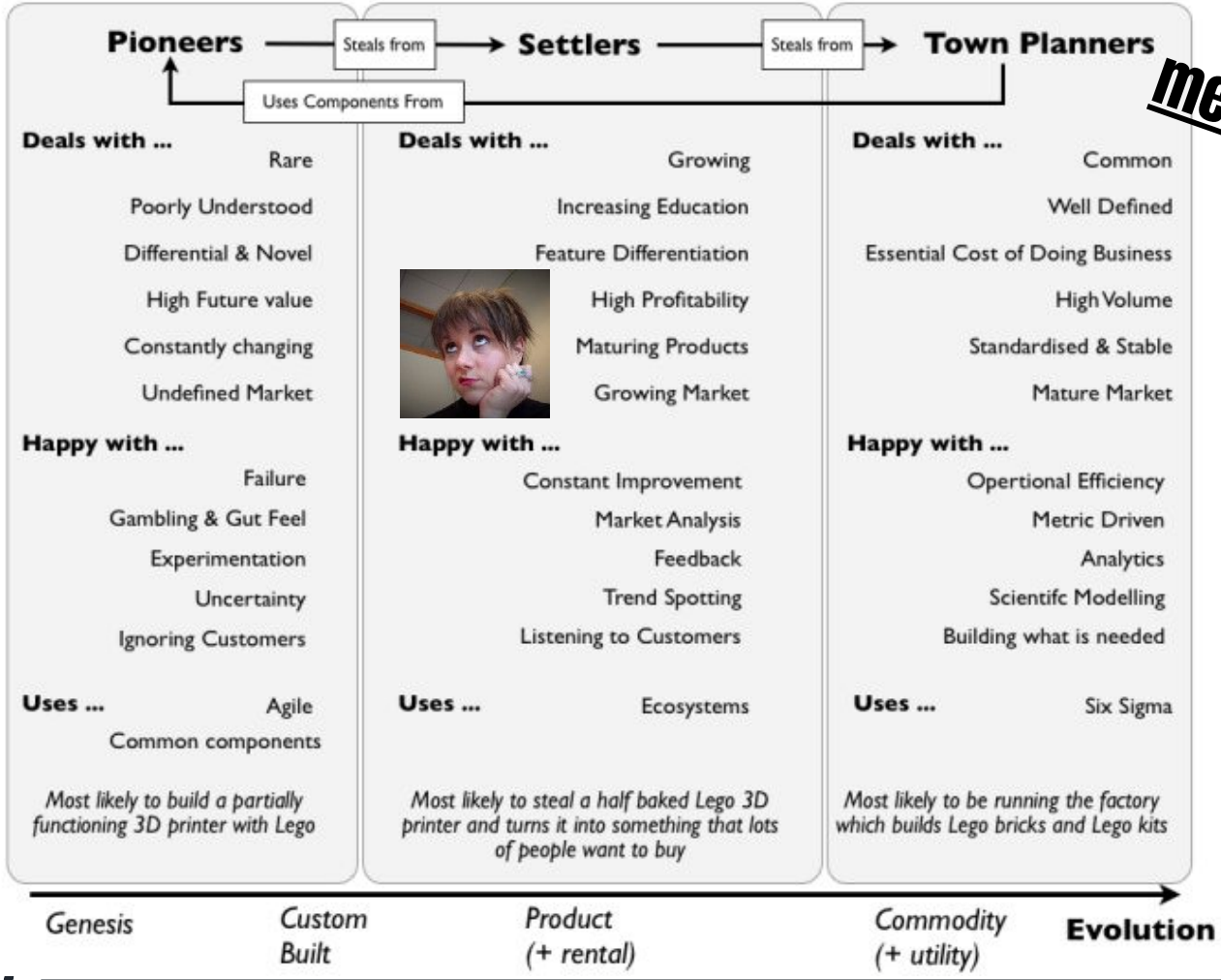


medium.com/wardleymaps

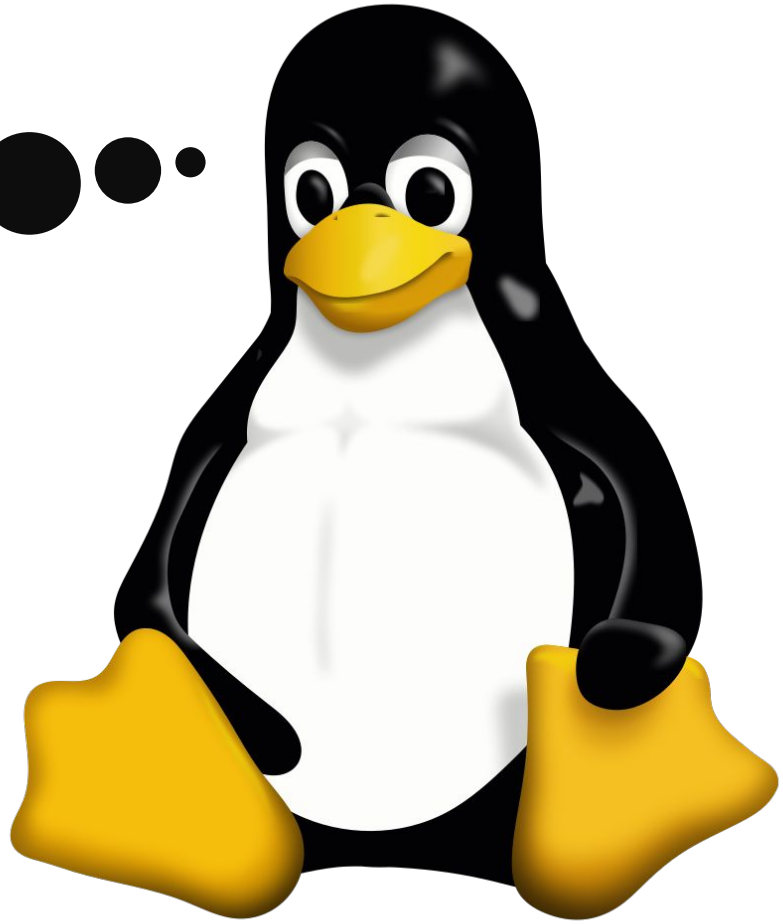
@swardley


Fixed Disk 0
Write Protect
Halt
Run
Ready
Restart
DC OK
digital
MicroVAX
II
@CATSWETEL


VS
@CATSWETEL


VAX
MADE
SLOW
@CATSWETEL


Fixed Disk 0
Write Protect
Halt
Run
Ready
Restart
DC OK
digital
MicroVAX
II



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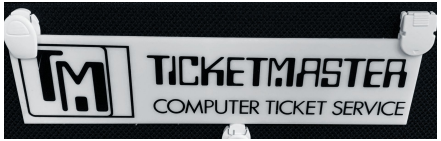

Genesis Custom Product Commodity

EVOLUTION

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digital equipment corporation • maynard, massachusetts
pdp11/70
PAR ERR
ADRS ERR
RUN
PAUSE
MASTER
USER
SUPER
KERNEL
DATA
ADDRESSING 16 18 22
ADDRESS
DATA
USER D
USER I
SUPER D
SUPER I
KERNEL D
KERNEL I
CONS PHY
PROG PHY
POWER
LOCK
OFF
PARITY HIGH LOW
DATA PATHS
BUS REG
μ ADRS FPP/CPU
DISPLAY REGISTER
21 20 19 18 17 16 15 14 13 12 11 10 9 8 7 6 5 4 3 2 1 0
LOAD ADRS
EXAM
DEP
CONT
ENABLE HALT
S INST S BUS CYCLE
START

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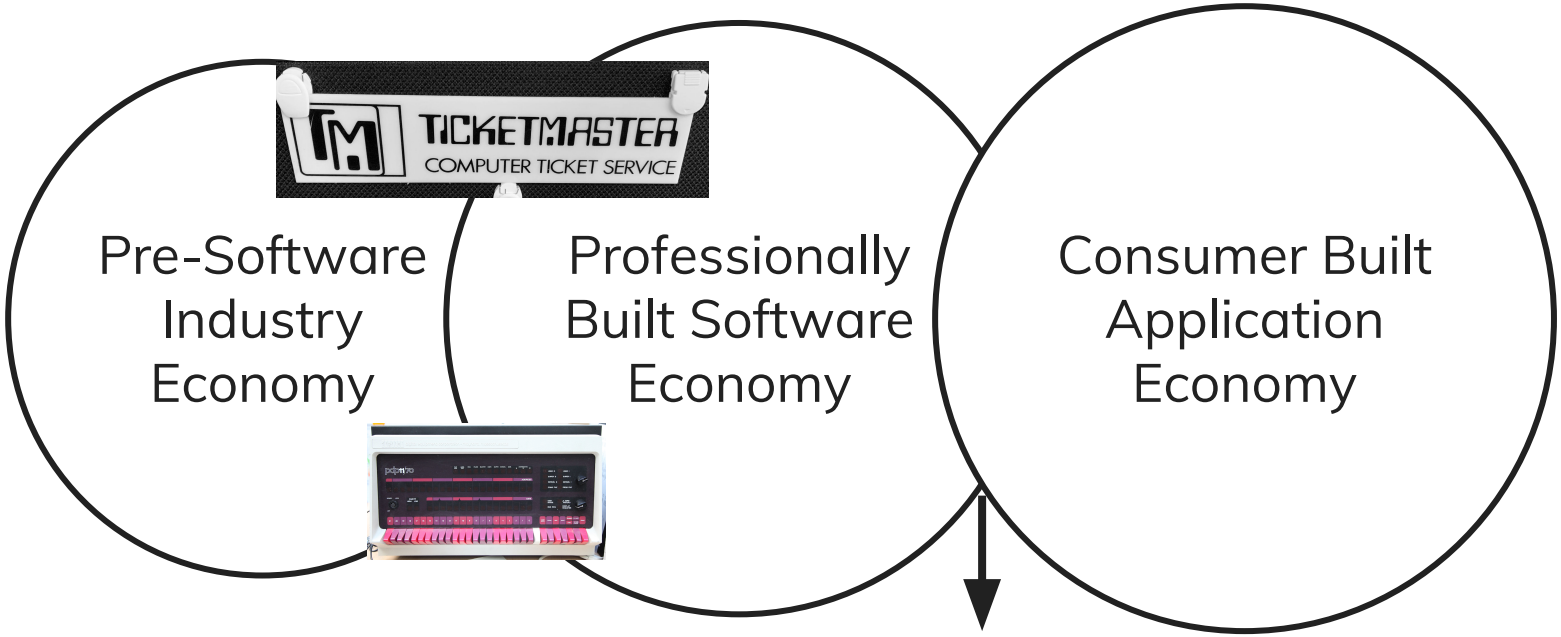

Collaboration Application Model

Developers build domain specific resources

Customers and users build code-free or code-light customized products

@conways_law

Genesis Custom Product Commodity

EVOLUTION

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How do you treat
a component?
How does the rest of the
industry treat the
same component?

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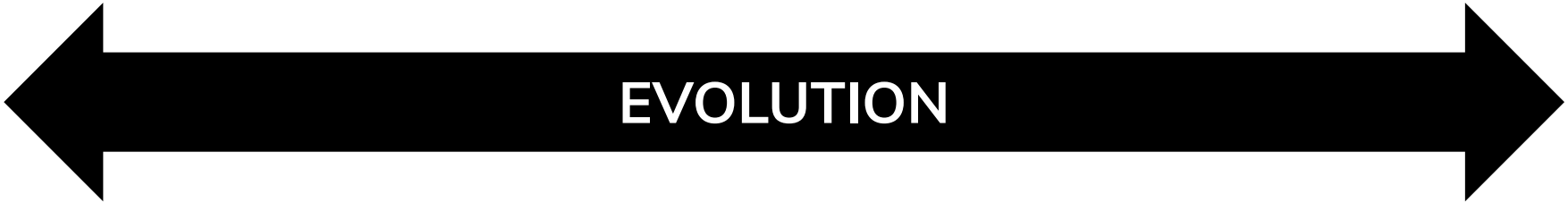
Genesis Custom Product Commodity



CONSPICUOUS

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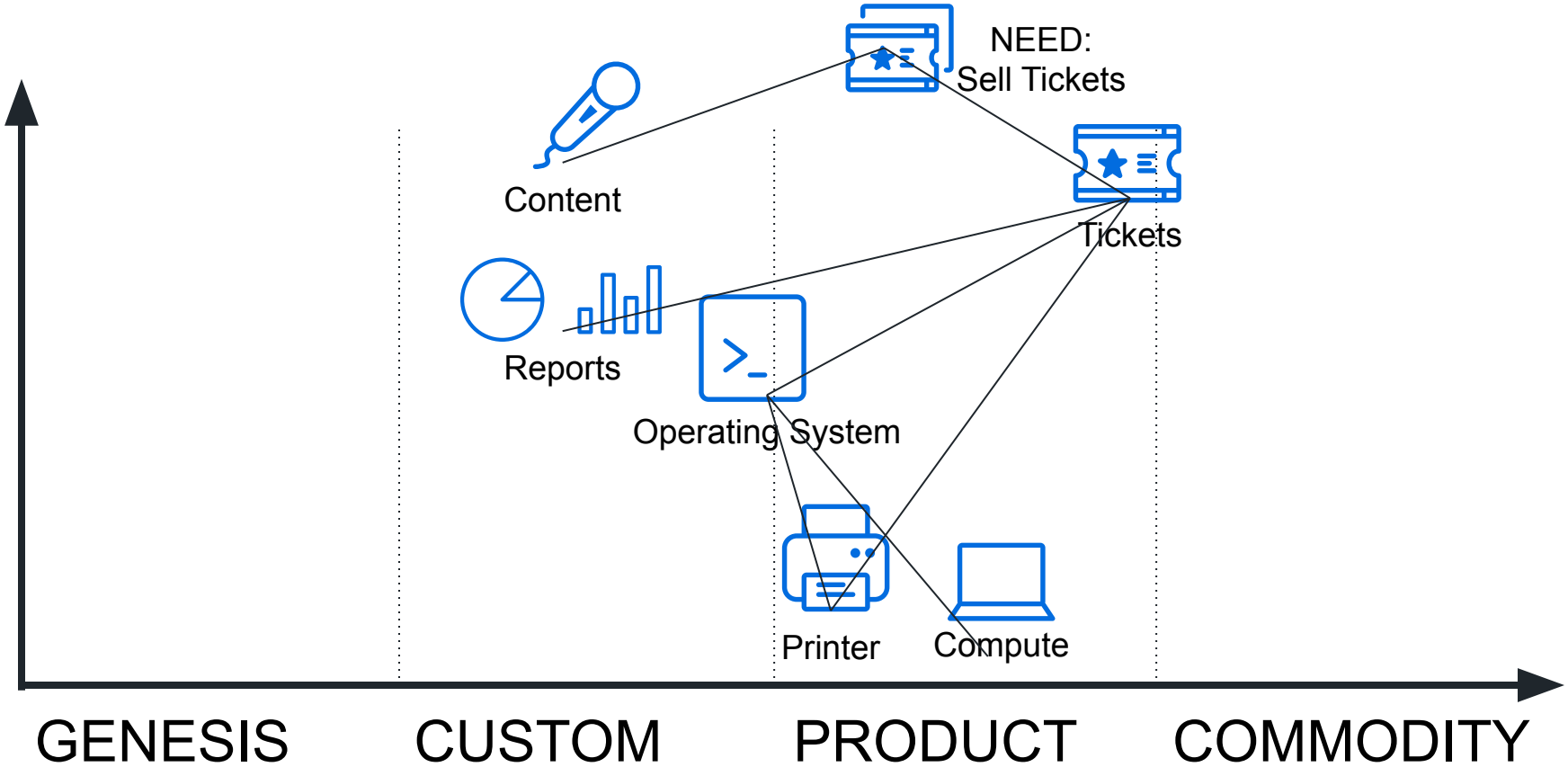
NEED:
Sell Tickets
Content
Tickets
Reports
Operating System
Printer
Compute
GENESIS
CUSTOM
PRODUCT
COMMODITY

t

“The larger the variety of actions available to a system, the larger variety of the perturbations it is able to compensate.”

Ashby’s Law of Requisite Variety

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“[organisms] are finely balanced between metabolism and maintenance costs”

Scale
by Geoffrey West

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PAST EVENTS

2019

APRIL

Apr 9 - 10: Tokyo
Apr 9 - 10: Atlanta
Apr 10 - 11: Jakarta
Apr 10 - 11: São Paulo
Apr 16 - 17: Houston
Apr 23 - 24: Seattle
Apr 24 - 25: Baltimore
Apr 29 - 30: Denver

MAY

May 2 - 3: Austin
May 2 - 3: Des Moines
May 9 - 10: Nashville
May 11 - 12: Beijing
May 14 - 15: Zürich
May 14 - 15: Salt Lake City
May 17 - 18: Kyiv
May 20: Poznań
May 24 - 25: Porto Alegre
May 25 - 26: Bogotá
May 29 - 30: Toronto
May 30: Boise

APR 9 - 10, 2019

Tokyo

APR 9 - 10, 201

Atlanta

APR 16 - 17, 2019

Houston

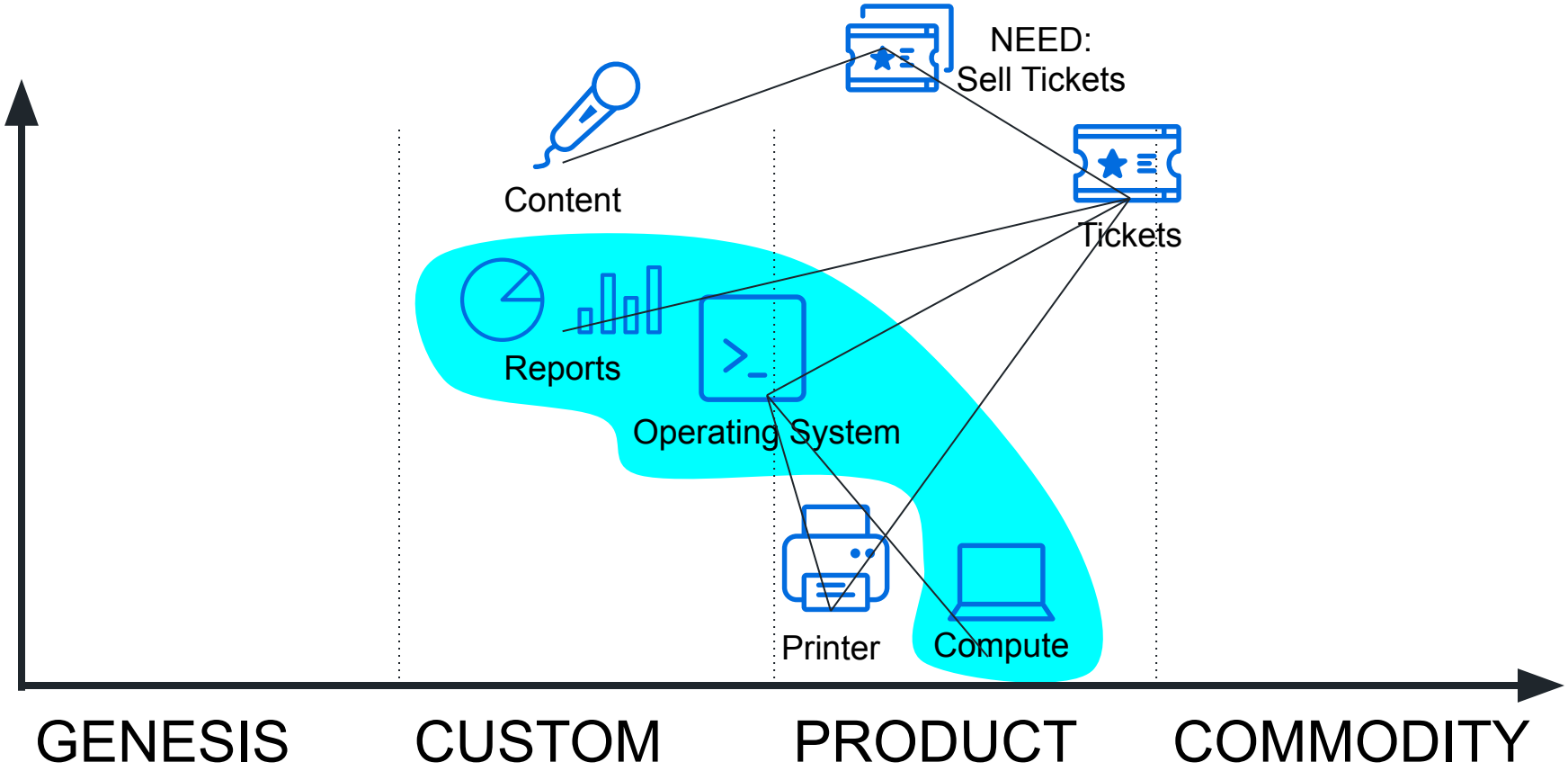
APR 23 - 24, 201

Seattle

“The larger the variety of actions available to a system, the larger variety of the perturbations it is able to compensate.”

Ashby’s Law of Requisite Variety

From transactions to relationships


NEED:
Sell Tickets
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Reports
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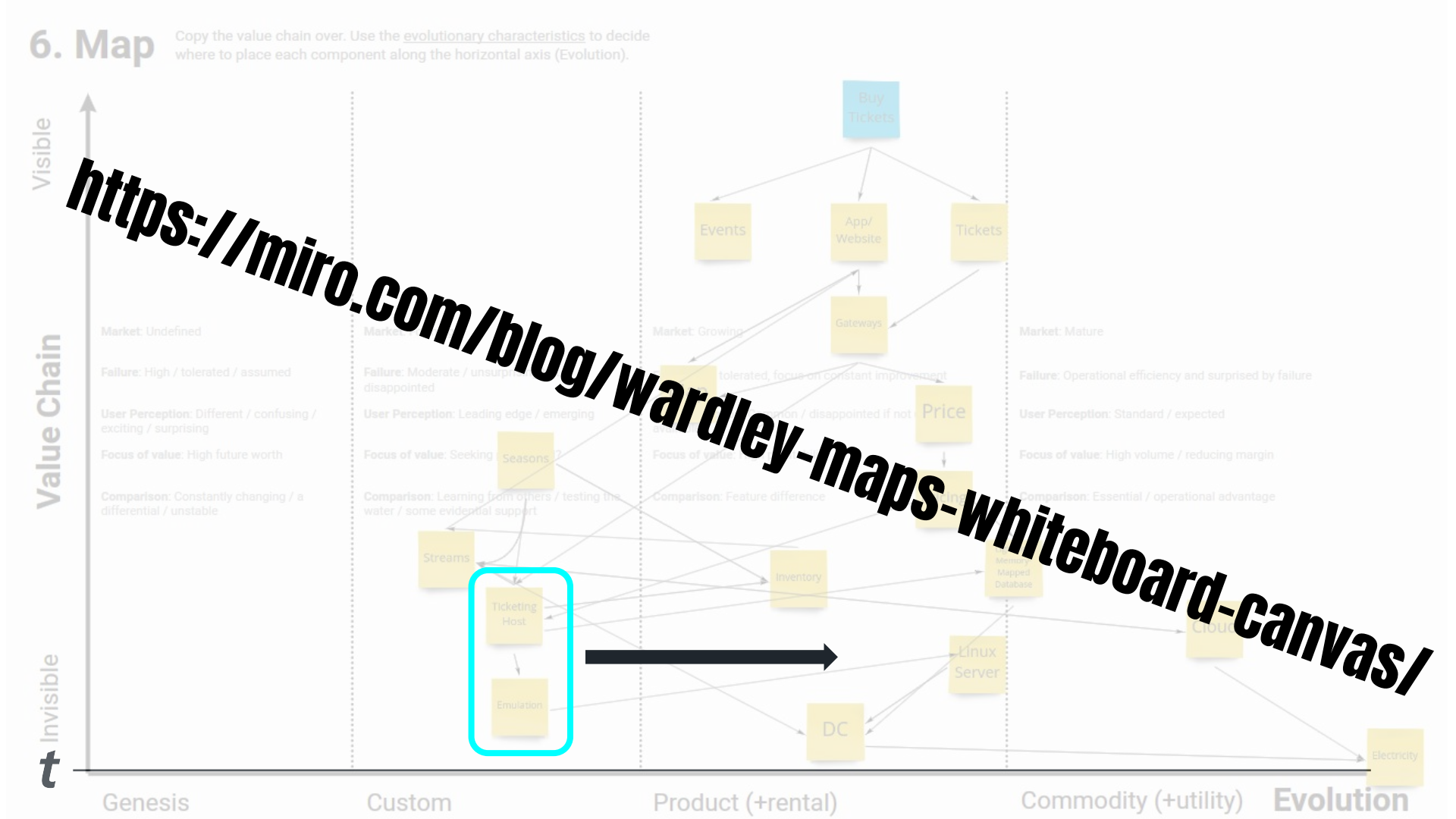
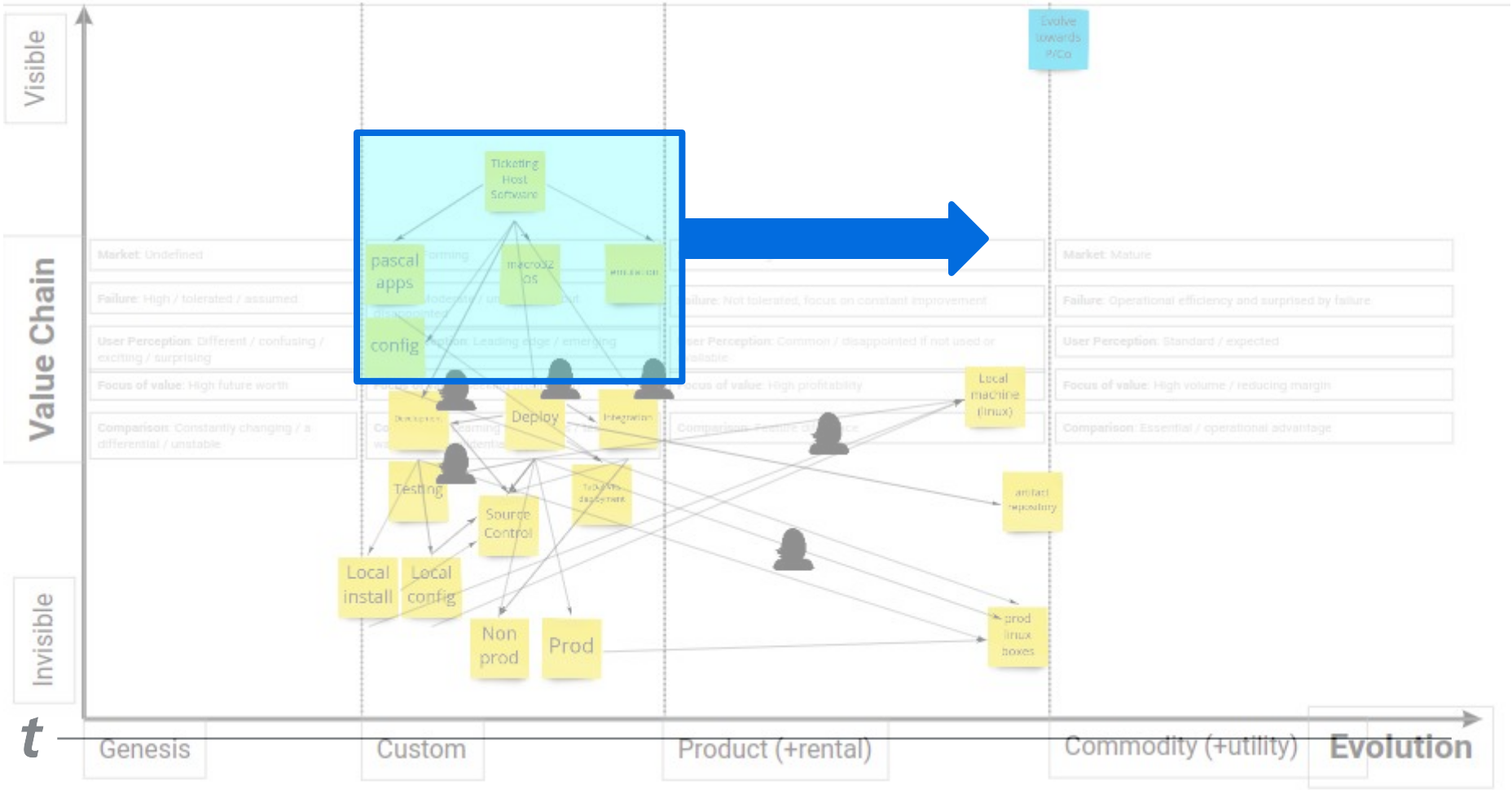

6. Map
Copy the value chain over. Use the evolutionary characteristics to decide where to place each component along the horizontal axis (Evolution).
https://miro.com/blog/wardley-maps-whiteboard-canvas/
Visible
Value Chain
Invisible
t
Buy Tickets
Events
App/ Website
Tickets
Gateways
Price
Seasons
Streams
Inventory
Ticketing Host
Emulation
Linux Server
DC
Electricity
Market: Undefined
Failure: High / tolerated / assumed
User Perception: Different / confusing / exciting / surprising
Focus of value: High future worth
Comparison: Constantly changing / a differential / unstable
Market: Mature
Failure: Operational efficiency and surprised by failure
User Perception: Standard / expected
Focus of value: High volume / reducing margin
Comparison: Essential / operational advantage
Genesis
Custom
Product (+rental)
Commodity (+utility)
Evolution

6. Map

Copy the value chain over. Use the evolutionary characteristics to decide where to place each component along the horizontal axis (Evolution).



Stage (of Evolution)	I	II	III	IV
Activity	Genesis	Custom	Product (+rental)	Commodity (+utility)
Data	Unmodelled	Divergent	Convergent	Modelled
Practice	Novel	Emerging	Good	Best
Knowledge	Concept	Hypothesis	Theory	Universally Accepted
Characteristics				
Ubiquity	Rare	Slowly increasing	Rapidly increasing	Widespread in the applicable market / ecosystem
Certainty	Poorly understood / exploring the unknown	Rapid increases in learning / discovery becomes refining	Rapid increases in use / increasing fit for purpose	Commonly understood (in terms of use)
Publication Types	Describe the wonder of the thing / the discovery of some marvel / a new land / an unknown frontier	Focused on build / construct / awareness and learning / many models of explanation / no accepted forms / a wild west.	Maintenance / operations / installation / comparison between competing forms / feature analysis e.g. merits of one model over another	Focused on use / increasingly an accepted, almost invisible component
General Properties				
Market	Undefined market	Forming market / competing forms and different models of understanding	Growing market / consolidation to a few competing but more accepted forms.	Mature market / stabilised to an accepted form
Knowledge management	Uncertain	Learning on use / focused on testing prediction	Learning on operation / using prediction / verification	known / accepted
Market (Ecosystem) Perception	Chaotic (non linear) / Domain of the "crazy"	Domain of "experts"	Increasing expectation of use / Domain of "professionals"	Ordered (appearance of being linear) / trivial / formula to be applied
User perception	Different / confusing / exciting / surprising / dangerous	Leading edge / emerging / uncertainty over results	Increasingly common / disappointed if not used or available / feeling left behind	Standard / expected / feeling of shock if not used
Perception in Indusry	Future source of competitive advantage / unpredictable / unknown	Seen as a competitive advantage / a differential / looking for ROI and case examples	Advantage through implementation / features / this model is better than that	Cost of doing business / accepted / specific defined models
Focus of value	High future worth but immediate investment	Seeking ways to profit and a ROI / seeking confirmation of value	High profitability per unit / a valuable model / a feeling of understanding / focus on exploitation	High volume / reducing margin / important but invisible / an essential component of something more complex
Understanding	Poorly understood / unpredictable	Increasing understanding / development of measures	Increasing education / constant refinement of needs / measures	Believed to be well defined / stable / measurable
Comparison	Constantly changing / a differential / unstable	Learning from others / testing the water / some evidential support	Competing models / feature difference / evidential support	Essential / any advantage is operational / accepted norm
Failure	High / tolerated / assumed to be wrong	Moderate / unsurprising if wrong but disappointed	Not tolerated /assumed to be in the right direction / resistance to changing	Surprised by failure / focus on operational efficiency
Market action	Gambling / driven by gut	Exploring a "found" value	Market analysis / listening to customers	Metric driven / build what is needed
Efficiency	Reducing the cost of change (experimentation)	Reducing cost of waste (Learning)	Reducing cost of waste (Learning)	Reducing cost of deviation (Volume)
Decision Drivers	Heritage / culture	Analysis & synthesis	Analysis & synthesis	Previous experience

@swardley

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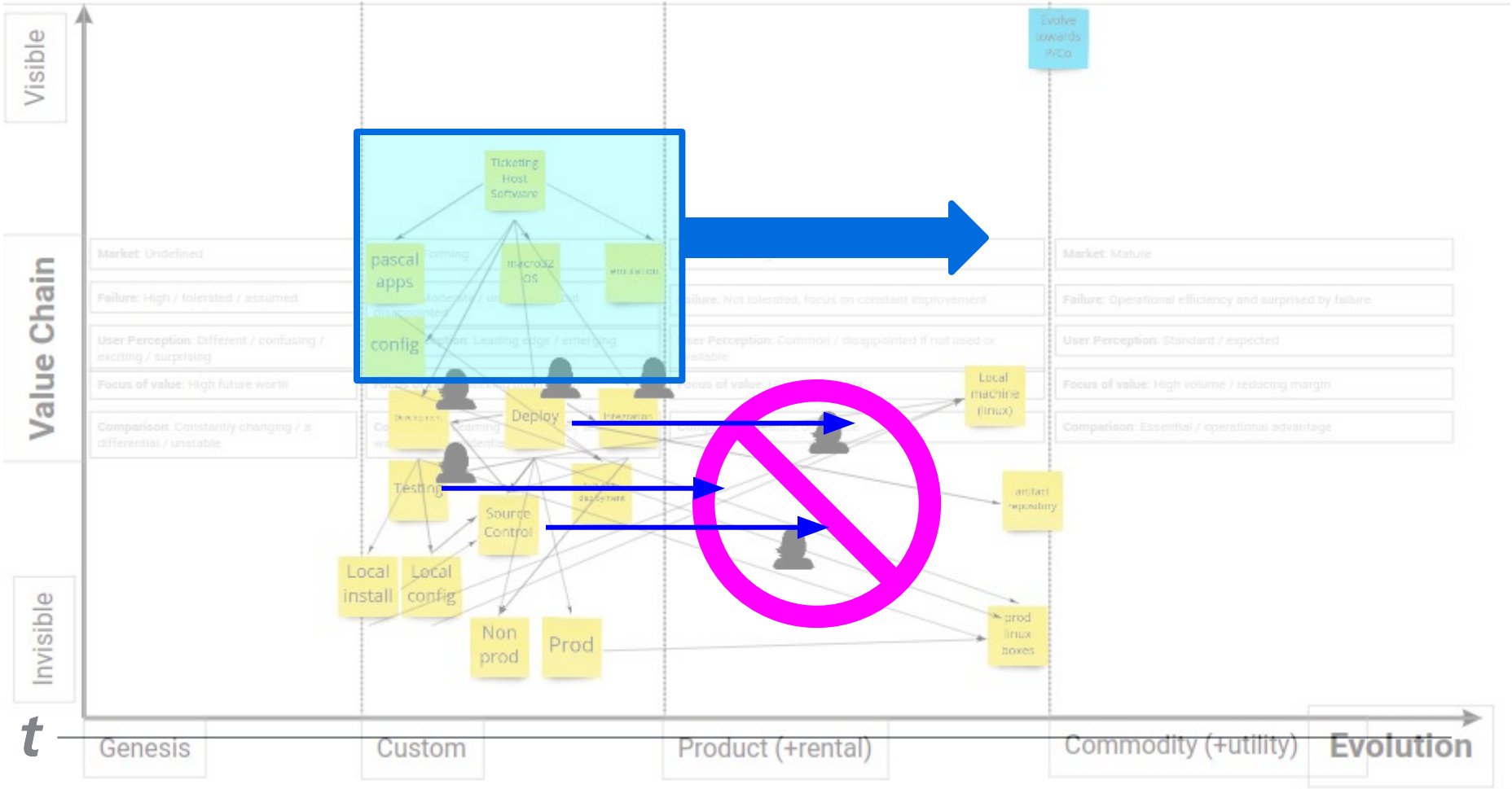

First, respect for history

First, respect for history

Buy, when possible

Visibility is priority

Skills duplication > speed

Standardize, then automate

@CATSWETEL

“The larger the variety of actions available to a system, the larger variety of the perturbations it is able to compensate.”

Ashby’s Law of Requisite Variety

Value ***dis***fluency.

Thanks @TasshinFogleman AKA “Full Stack Monastic”

@CATSWETEL

Where we're going we don't need maps*!

*But we probably need mapping.

@TasshinFogleman AKA "Full Stack Monastic"

What happens to all the “legacy” code?

How do we innovate responsibly?

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