Enterprise Design System

Repository Content per Stack Aspect

Stack aspects	Principles	Patterns	Assets
Big Picture			
Identity	Brand Values and Principles	Brand Behaviour Patterns	Brand Assets & Resources
Architecture	Architecture Principles	Architecture Patterns	Architecture Repository
Experience	Experience Design Principles	Experience Design Patterns	Platforms for Engagement
Anatomy			
Actors	Ecosystem Engangement Principles	Actor Ecosystem Patterns	Stakeholder Relationships
Touchpoints	Touchpoint/Channel Principles	Customer/Staff/... Journey Patterns	Channel/Touchpoint Inventory
Services	Service Design Principles	Service Design Patterns	Service (Resource) Inventory
Content	Content Strategy Principles	Content Design Patterns	Content Inventory
Frames			
Business	Performance indicators, Annual goals	Business Model Patterns	Products, Resources
People	Pains/Gains, Personal Goals	Social / Behaviour Change Patterns	Persona & Insight Library
Function	Functional Standards/Requirements	System Behavioural/Functional Patterns	Functional Areas, API Reference...
Structure	Data/Domain Related Principles	System Structural Patterns	Domain / (Master) Data Models
Design Space			
Communication	Tone of Voice Principles	Social Communication Patterns	Key messages, channels
Information	Information Architecture Principles	Information Architecture Patterns	Search, Navigation, Collections
Interaction	Interaction Design Principles	Interaction Design Patterns	Interactive channels or platforms
Operation	Operations Design Principles	Operating Model Patterns	Operational Resources
Organization	Organization Design Principles	Organization Design Patterns	Organization/Team Inventory
Technology	Technology Design Principles	Technology Design Patterns	Key Technologies
Rendering			
Signs	Visual / Media Design Principles	Visual Pattern Language	Visuals, messages, media
Things	Product Design Principles	Product Design Patterns	Product names, products, apps
Places	Spatial Design Principles	Spatial Pattern Language	Places inventory / key sites

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System Types per Stack Layer

Stack layers	Systems	Examples
Big Picture Systems of Engagement	Systems for engaging and connecting your community of enterprise stakeholders such as staff, clients and partners. Enabling exchange, collective thinking and self-organization around Big Picture challenges and ideas.	Internal/external social media Collaboration platforms
Anatomy Systems of Intelligence	Systems for tracing and managing the interplay of Anatomy elements, the various moving parts of the enterprise. Making well-informed decisions based on live observation through data and metrics.	Reporting and analytics Content management systems Inventories, repositories
Frames Systems of Reference	Systems representing the shared knowledge of the enterprise about itself and its environment. Using Frames to establish base models that capture people, transactions, records and rules.	Transactional systems (ERP, SCM, CRM...) Master Data, Ledgers (Blockchain), Stores Business Process Management
Design Space Systems of Design	Systems that enable reinventing and redesigning parts of the enterprise translating insight and knowledge into action. Collaboratively making conceptual decisions in a Design Space of challenges and opportunities.	Design Systems, Pattern Libraries Product Design (CAD, Specification, ...) Agile Backlog Management Roadmaps and Planning Collaborative mapping and modelling
Rendering Systems of Delivery	Systems that accelerate and automate the Rendering of enterprise elements to its various audiences. Bringing the enterprise design to live in tangible, usable artefacts.	Websites, Apps, Chatbots, Digital Channels Physical Infrastructure Management