# Wemvula: a visual transformation tool

Map Camp

15th October 2019

Chris Wilber | Ben Righton | Sam Pittam-Smith

wemvula

rainmaker

**Simon Wardley #EEA** @swardley ·

Two things to remind everyone about regarding #wardleymaps ... they are imperfect (all maps are) and they are wrong (being a model). They exist to create debate and discussion ... to encourage that exploration.

2 11 70

# Rainmaker way

An iterative roadmap to success

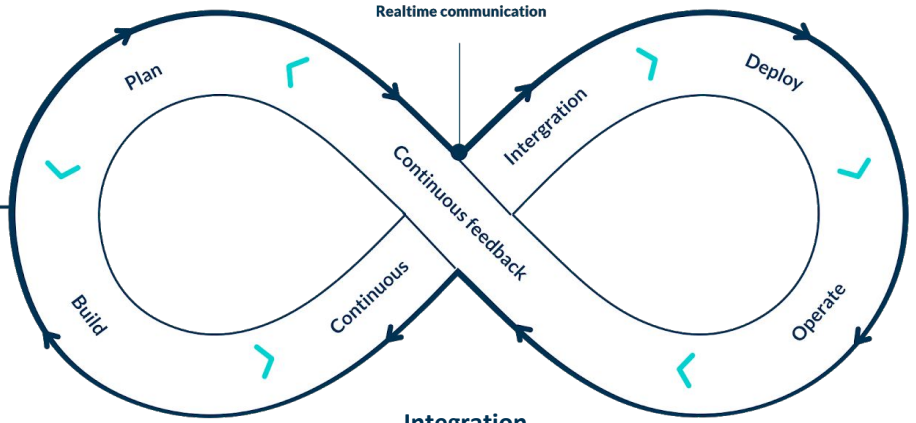
Clarity of purpose



Situational awareness

Strategic Gameplay

Transformation plan




Integration

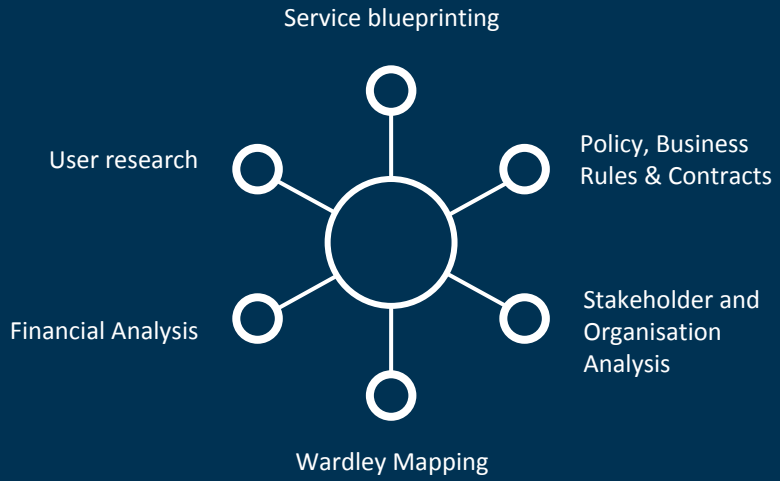
# Mapping Examples & Wemvula Functionality


5 Post Merger
7 Basic Integration
14 Business Transformation
19 Something completely different
21 Play time and questions
22 Competition

Wemvula

# The Organisation

# Situational Awareness




## What

During Situational Awareness we apply service design thinking to analyse your existing technologies, contracts, costs and returns, and your business and user needs in order to identify the best way forward.

## Why

In order to understand how to get there, you also need to understand where you are.

## Who

We will deploy a multi-disciplinary team comprising User Researchers, Business Analysts and Enterprise Architects, managed by a dedicated Delivery Manager.

## How

Key accelerators and techniques include: user research (qualitative & quantitative, internal & external), service blueprinting, Wardley mapping.

Wemvula

# Basic Integration

# Personas

Merged workforce but not integrated together

If it's not working, you feel like you're banging your head against a brick wall.

## Operations Worker

Staff work in front line operations all over the country. They run our production lines, make sure our products are produced in the required volumes, and are our first line of quality control.

They are the lifeblood of the company

Examples: Production line workers, Plant operators, Maintenance technicians

Typically, I...

- USE A SHARED LAPTOP
- USE A DESK PHONE
- REPRESENT 48% OF THE COMPANY WORKFORCE
- AM INTERNALLY FOCUSED

NEEDS

- IT that works so they don't need to spend time fixing it.
- Easy access to IT support.
- To get online so that they can access the basic software they need.
- To feel connected to all of their colleagues through efficient two-way communication.

CHALLENGES

- Poor network and limited mobile connectivity.
- Computer freezes due to network failure leading to loss of work and duplication.
- Time recording in plant done by hand writing in day book.
- Pointless logging issues with helpdesk because nothing ever gets done
- Feel disconnected from the FSA central offices.

# Mission: Develop Digital Strategy

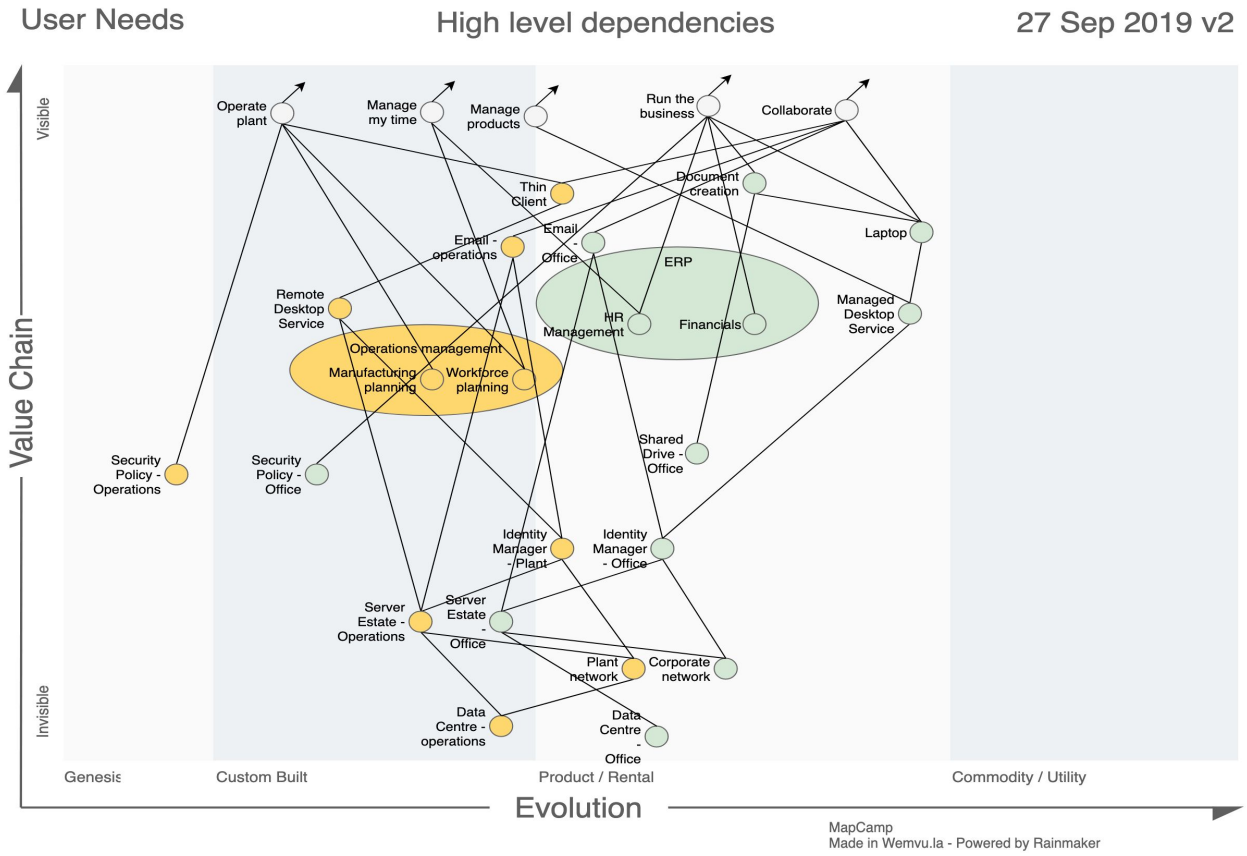
## Situational Awareness

User research helped us identify the key pain points for people in different roles and different geographic locations.

We linked the personas to the blueprints and so the pain points could also be seen at the right point in the process.

# Initial Mapping

Merged but not integrated




## Mission:

## Develop Digital Strategy

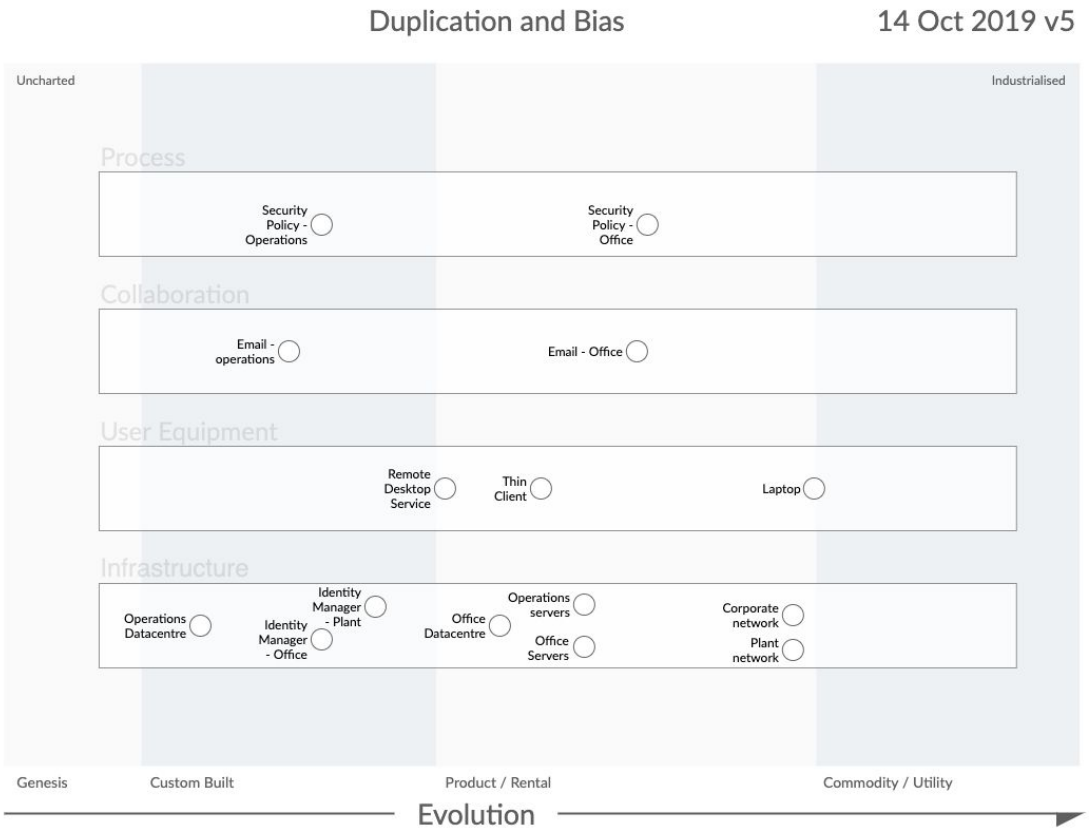
### Situational Awareness

Found the evidence through mapping of a merger that had taken place many years before.

Through user interviews, blueprinting and developing personas we found that the limited integration was a cause of pain to staff on a daily basis.

# Duplication Map

Alternative view of the duplication, but more clearly showing the differing bias




## Duplications throughout

Process

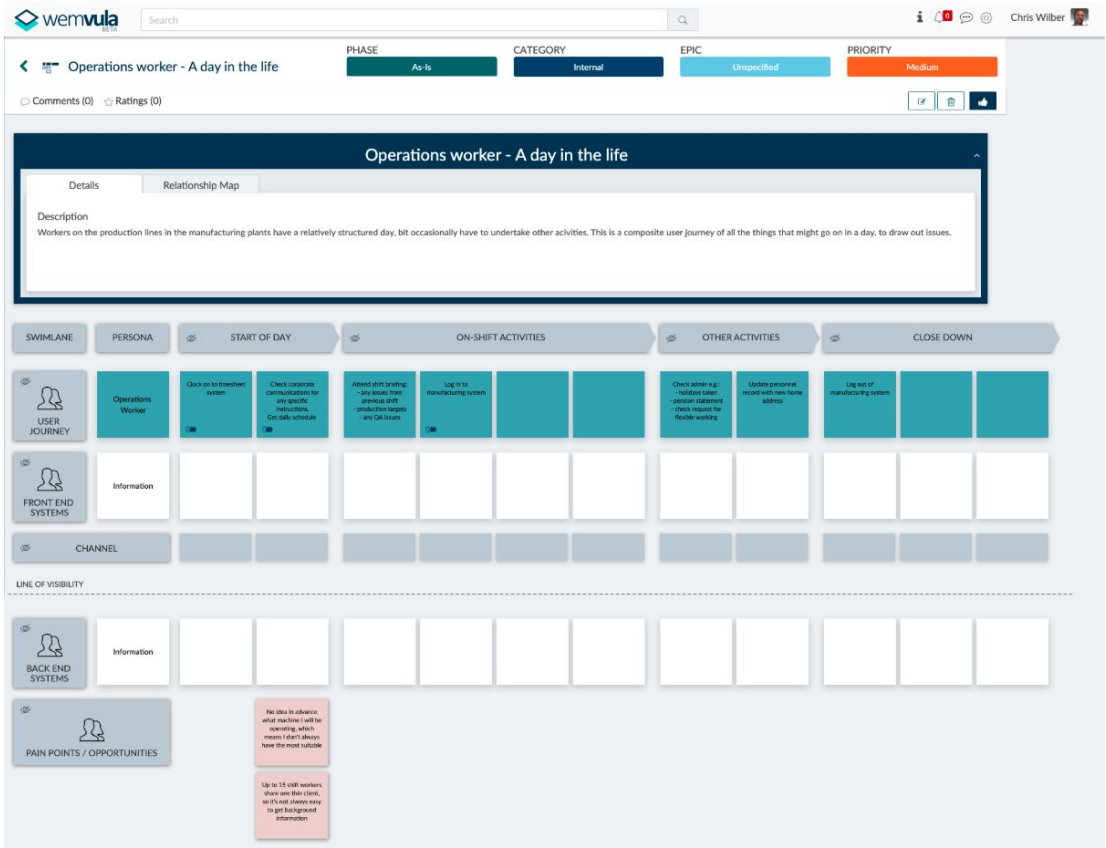
Collaboration

User equipment

Basic infrastructure

# Blueprint

Blueprint under construction




## Wemvula

**Blueprint functionality:**

- Record blueprints
- Link components with the components in Wardley Maps & component descriptions
- Links to personas
- Links to ideas

# What are they and why are they important?

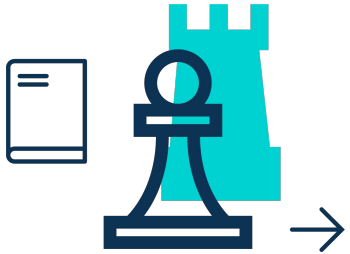
Gameplays and Experiments

## Strategic Gameplays

Gameplays bring together the future vision (clarity of purpose) with the current position (situational awareness), and help determine **where** to act and **why** for best effect in achieving the vision.

- Run through co-created playbooks/options for addressing the identified pain points and gaps between the current position and future vision
- Ideas on additional gameplays are encouraged

**Following the gameplay sessions**, the playbooks are refined, the options formed into the experiments necessary to test the hypotheses and assumptions. Additional playbooks may also be created based on session feedback

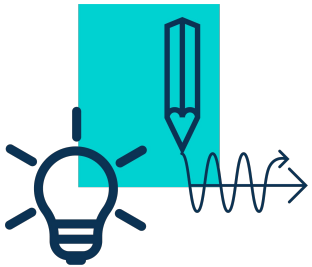


## Experiments

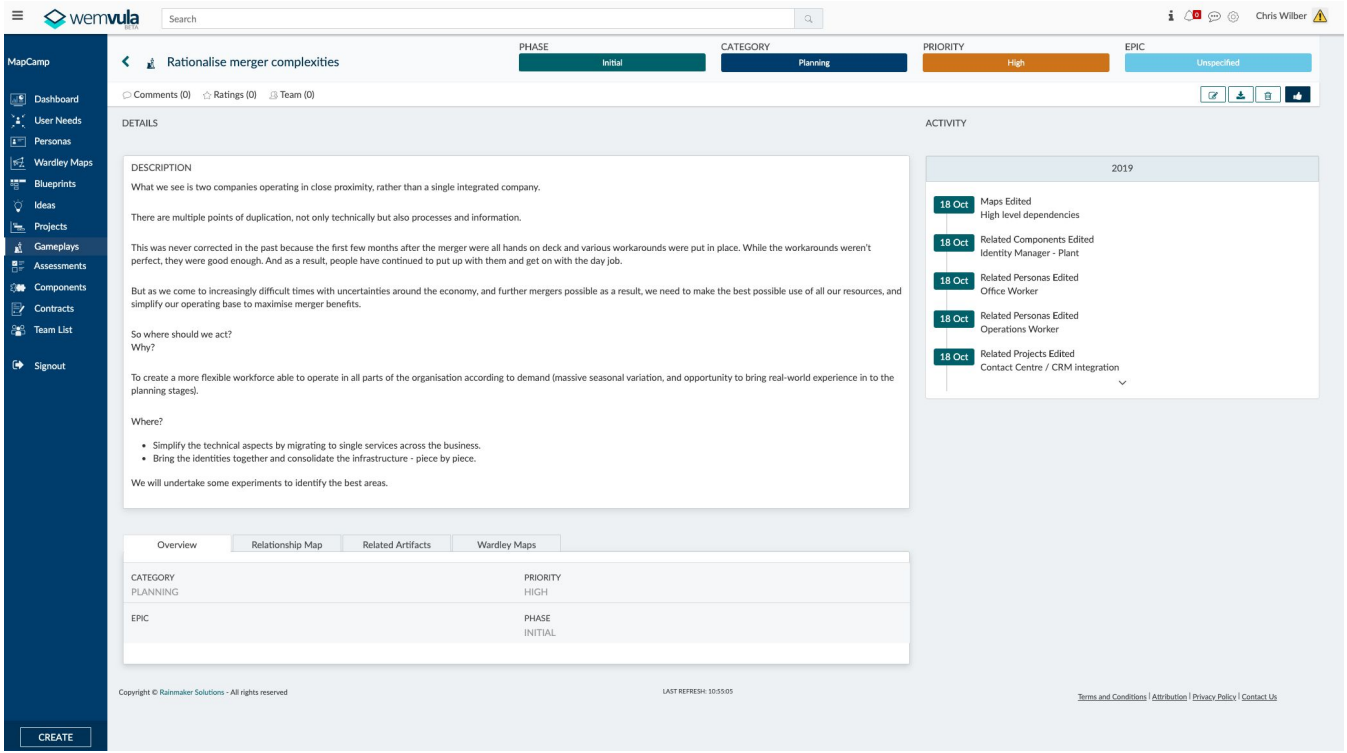
Experiments test the hypotheses and assumptions (co-created in the gameplay sessions) on **what** and/or **how** to act. Experiments can take different forms depending on the subject matter, such as:

- Paper based desktop exercise
- Scenario-based roleplay
- Lightning Sprint
- Minimum Viable Product/Service development and test

Experiments should be iterated as necessary to ensure the move from alpha to beta to live is on a firm evidence base. For complex hypotheses, a modular and/or incremental approach may be taken, with scope and complexity increasing as assumptions are tested and proved. This approach reduces risk and investment.



# Gameplays



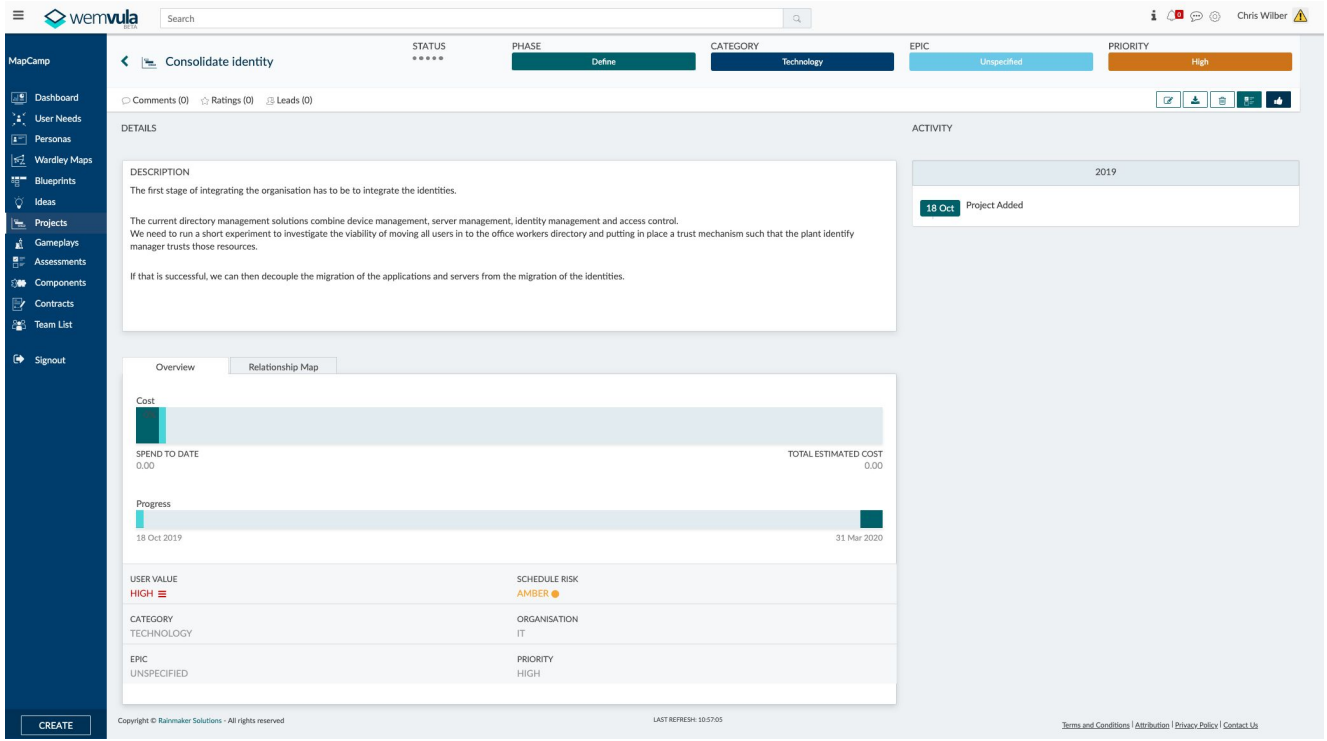

## Wemvula

**Ideas functionality:**

- Key concepts
- Ideas for strategic gameplays
- Linked to maps, blueprints, personas, components and projects

# Gameplays

An experimental project to explore gameplay options



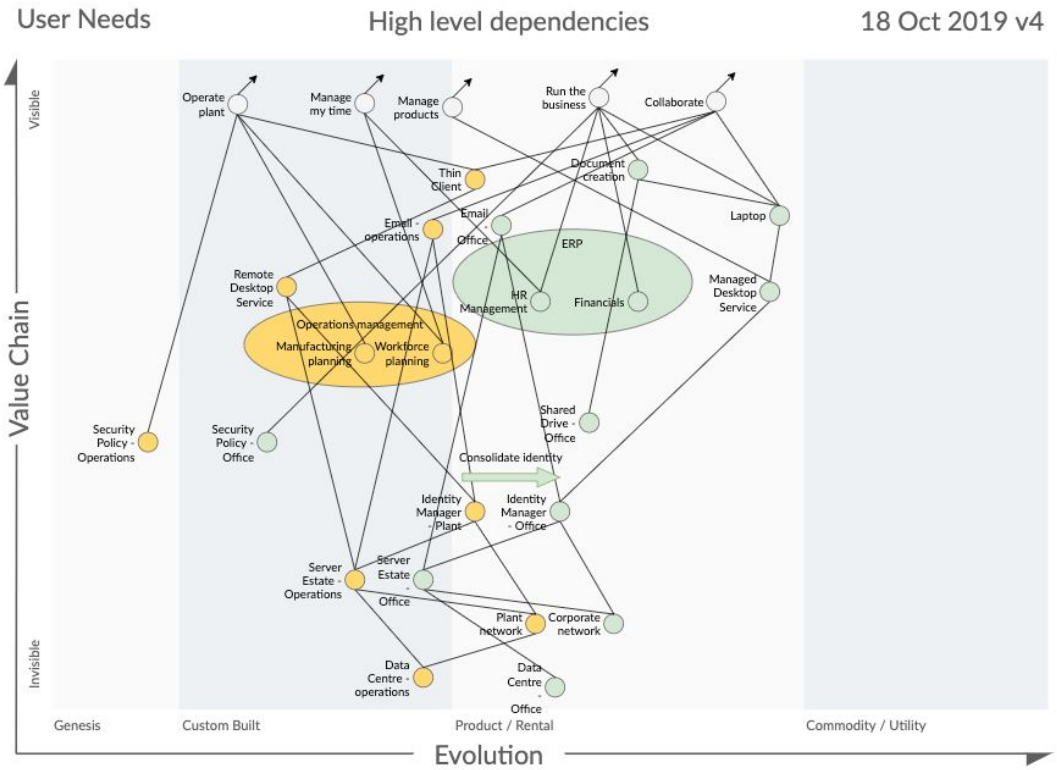

## Wemvula

**Ideas functionality:**

- Key concepts
- Ideas for strategic gameplays
- Linked to maps, blueprints, personas, components and projects

# Gameplays

With the “Consolidate Identity” project now shown on the map




## Wemvula

**Ideas functionality:**

- Key concepts
- Ideas for strategic gameplays
- Linked to maps, blueprints, personas, components and projects

Wemvula

# Business Transformation

# Mission:

Efficiency & Future

### Outcome of Clarity of Purpose:

- Contact centres are a not rewarding,
  - Job satisfaction
  - Career prospects
  - Knowledge retention

### Outcome of Situational Awareness:

- Personalised contact is popular with clients
- Many staff still want to do a good job
- There are a number of pain points from duplication due to the bespoke approach and the commercial model

## Mission:

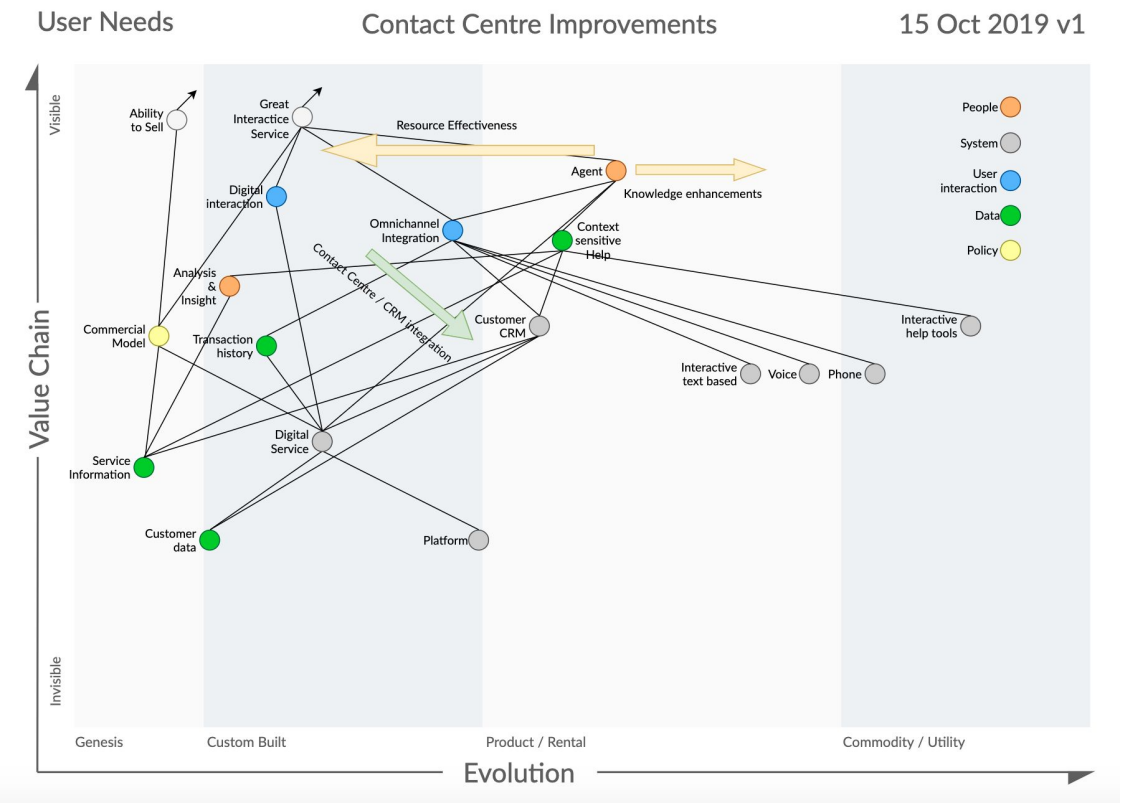
## Short term efficiencies

### Situational Awareness Activity:

- Maps of current infrastructure
- Maps of current services, components, including people, process and infrastructure
- Blueprints of key services
- Personas based on user needs

# Business Process Improvement

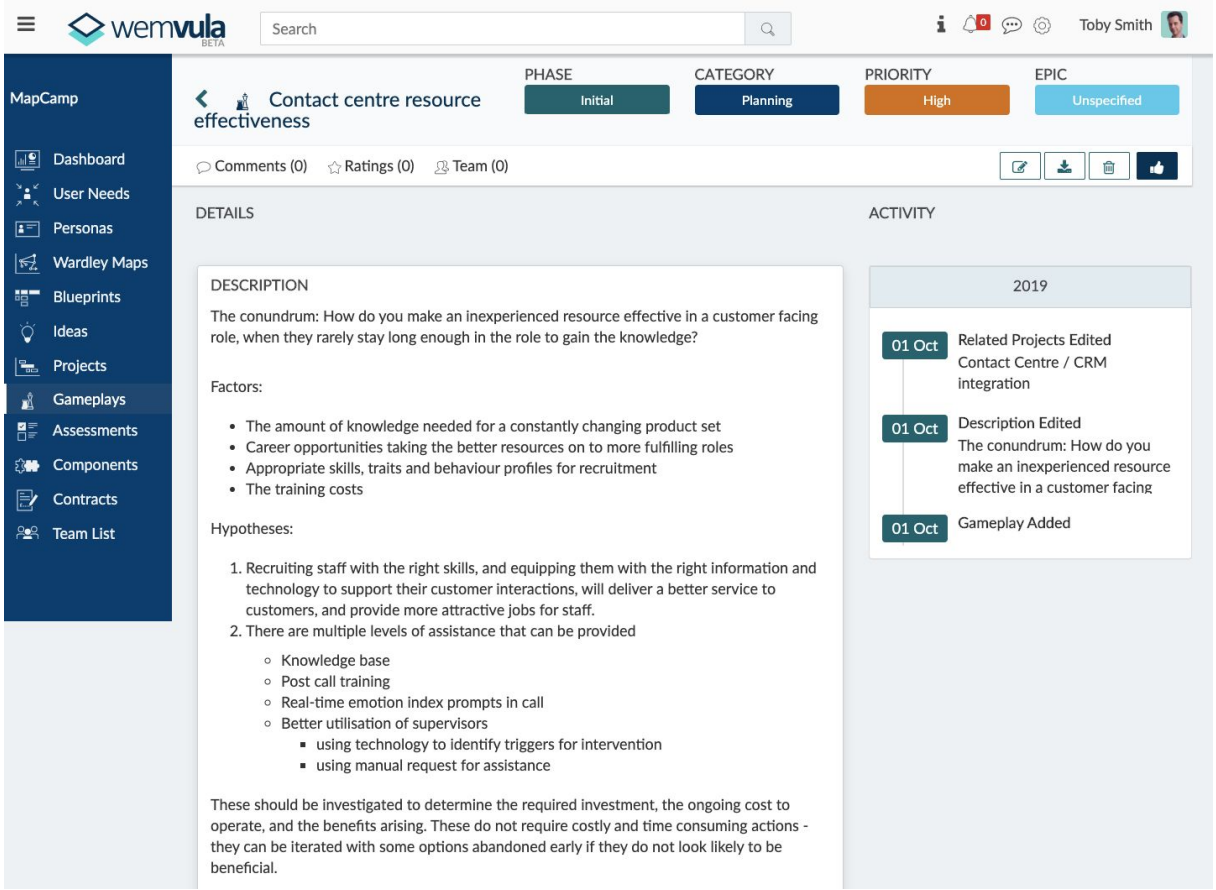
Efficiency & Future




## Map:

Demonstrating key components of the business and the areas to gameplay

# Gameplays



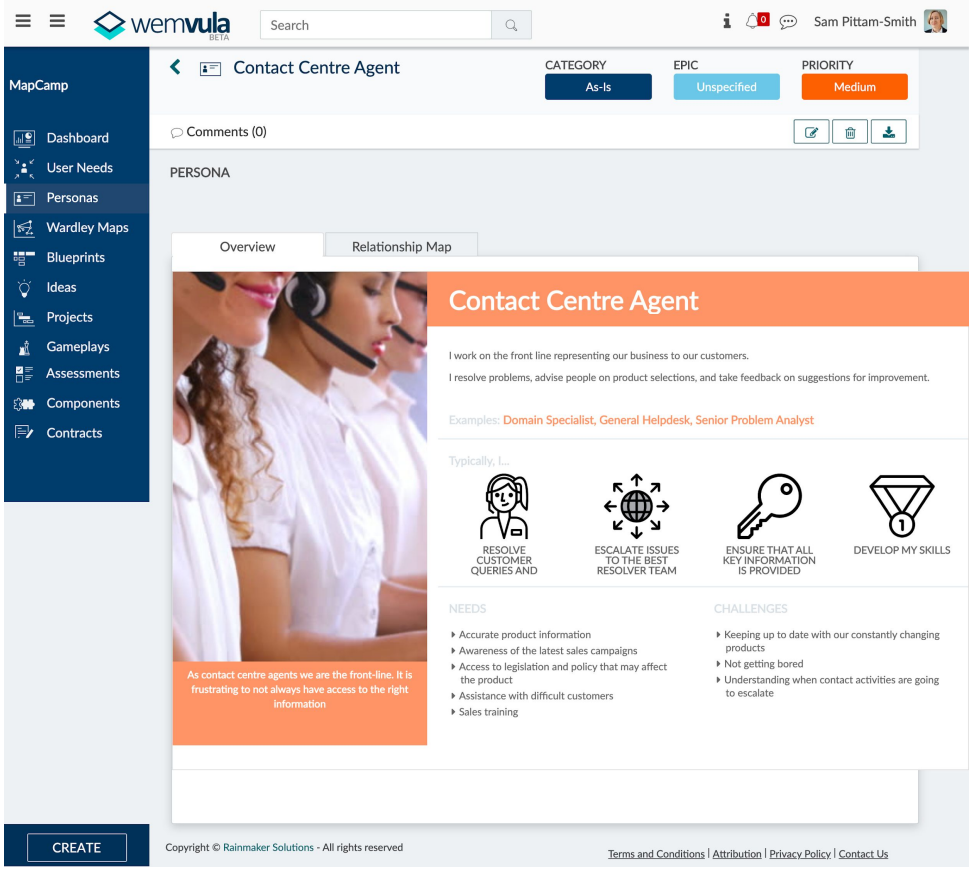

## Wemvula

**Ideas functionality:**

- Key concepts
- Ideas for strategic gameplays
- Linked to maps, blueprints, personas, components and projects

# Continuous iteration

Using Wemvula going forward




## First Phase of Transformation

## Experiments to test hypotheses

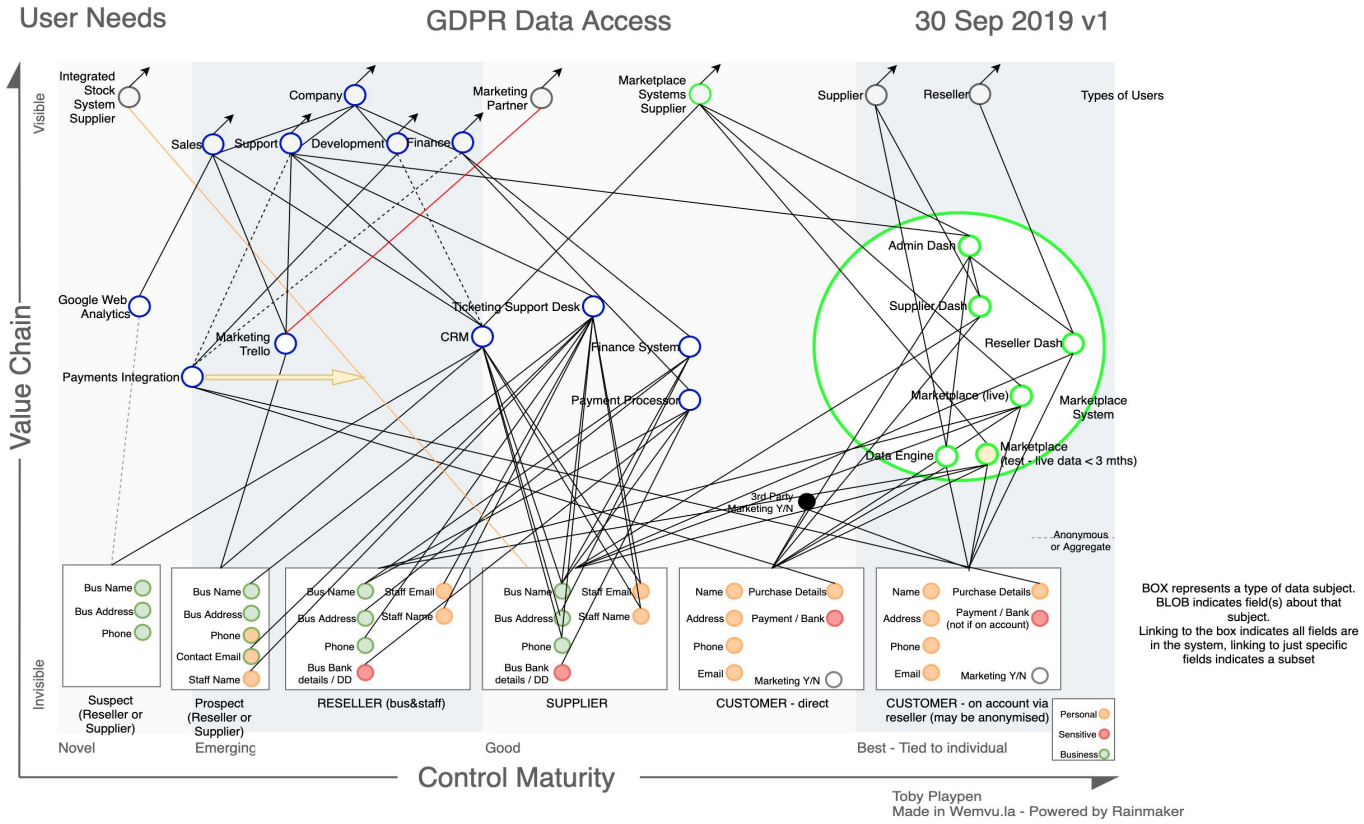
1. Call Centre Agent is not a long term career choice for some so need to have right information and tech to onboard new people efficiently.
2. To make job more interesting automate the mundane so agents can focus on more complex requests and issue resolution.

Wemvula

# Something completely different

# Map of GDPR

Something Different




## What can you map?

- Infrastructure
- Services including people, processes and tech
- Anything with components and processes that has the possibility of change. We've mapped:
  - GDPR
  - Parenting
  - 12 days of Christmas

Wemvula

# Play time & Questions

# Competition:

Inclusivity and diversity in mapping

**Your Mission, should you choose to accept it:**

Is to submit your best ideas on **How to make Map Camp more inclusive in 2020 and beyond.**

Submissions should:

- explain your idea
- include a Wardley Map
- how it would be implemented
- the expected outcome/impact

The prize is a £250 donation to a charity of your choice

The judges will be Simon Wardley and Chris Wilber, CTO Rainmaker Solutions.

**The deadline for submissions is 12 noon Tuesday 29th October. Good luck!**

**https://rainmaker.solutions/mapcamp2019/**

The winner will be announced on 29th November.

## Rainmaker Solutions

### Map Camp Inclusion Sponsors

Wardley mapping is a huge part of Rainmaker's transformation process and we're really proud to be able to support and participate in this excellent community run event.

rainmaker