



### Customers & Stakeholders



### Business Architecture

**Social Context**

**Segments & Classifications**

- Desires & Demands
- Influences & Needs
- Expectations

- Vision & Strategy
- Products & Services
- Initiatives & Projects

- Perceptions
- Experiences & Emotion
- Knowledge

- Brand Promise \*
- Decisions & Events
- Information

- Outcomes
- Journeys
- Interactions

- Capabilities
- Value Streams
- Organization

**KEY BENEFITS**

- Expand actionable information
- Effectively align capabilities across value streams
- Identify and eliminate redundant efforts
- Enhance value proposition
- Expand language to include customer terminology
- Increase speed to market & agility
- Expand perspectives across stakeholders

SOURCE: "Business Architecture and Customer Experience: A Comprehensive Approach for Turning Customer Needs Into Action" by the Business Architecture Guild®

\* Note: All domains listed are included within the business architecture ecosystem except for brand promise.