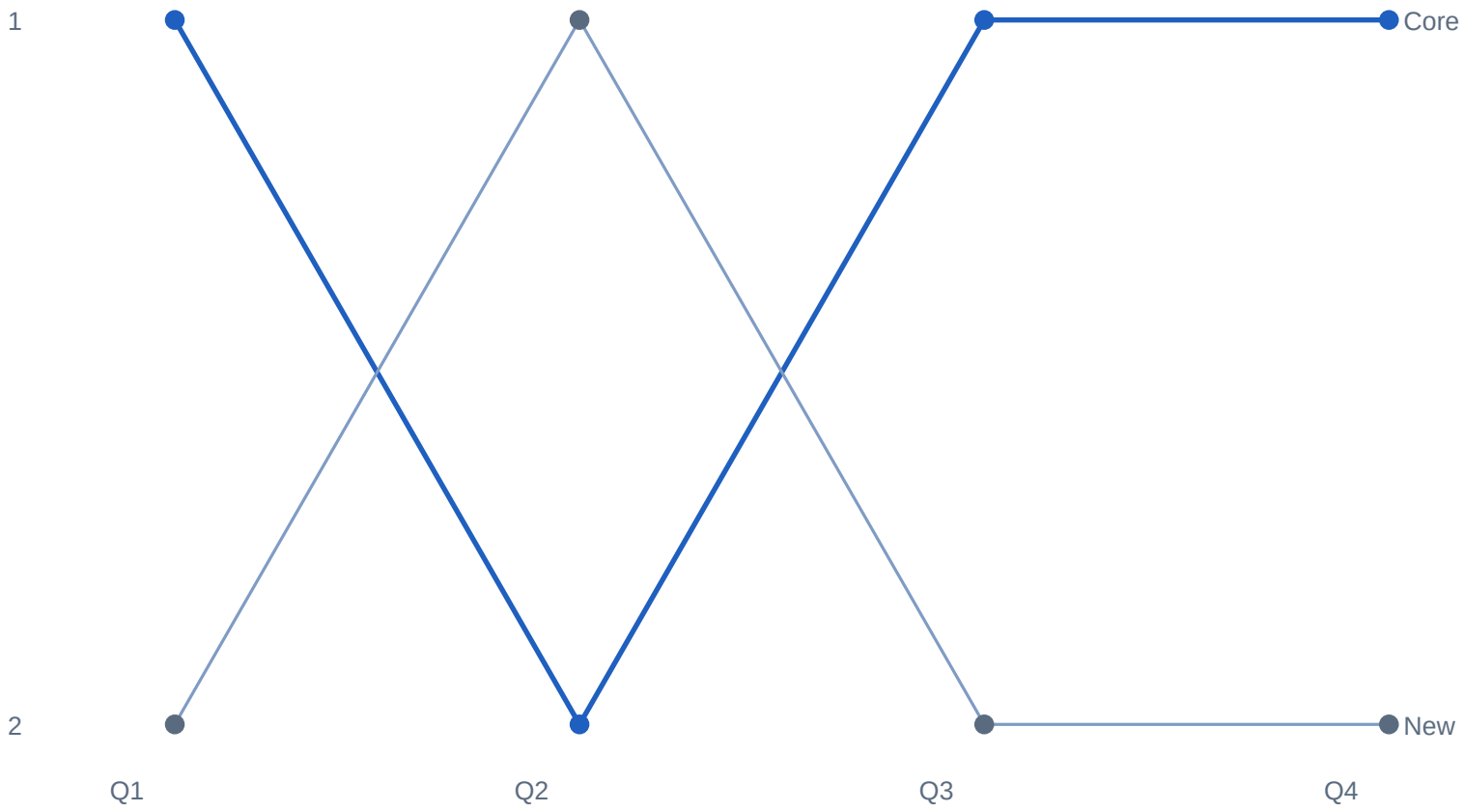
CHART WITH TAKEAWAY

Product adoption ranks change after the launch



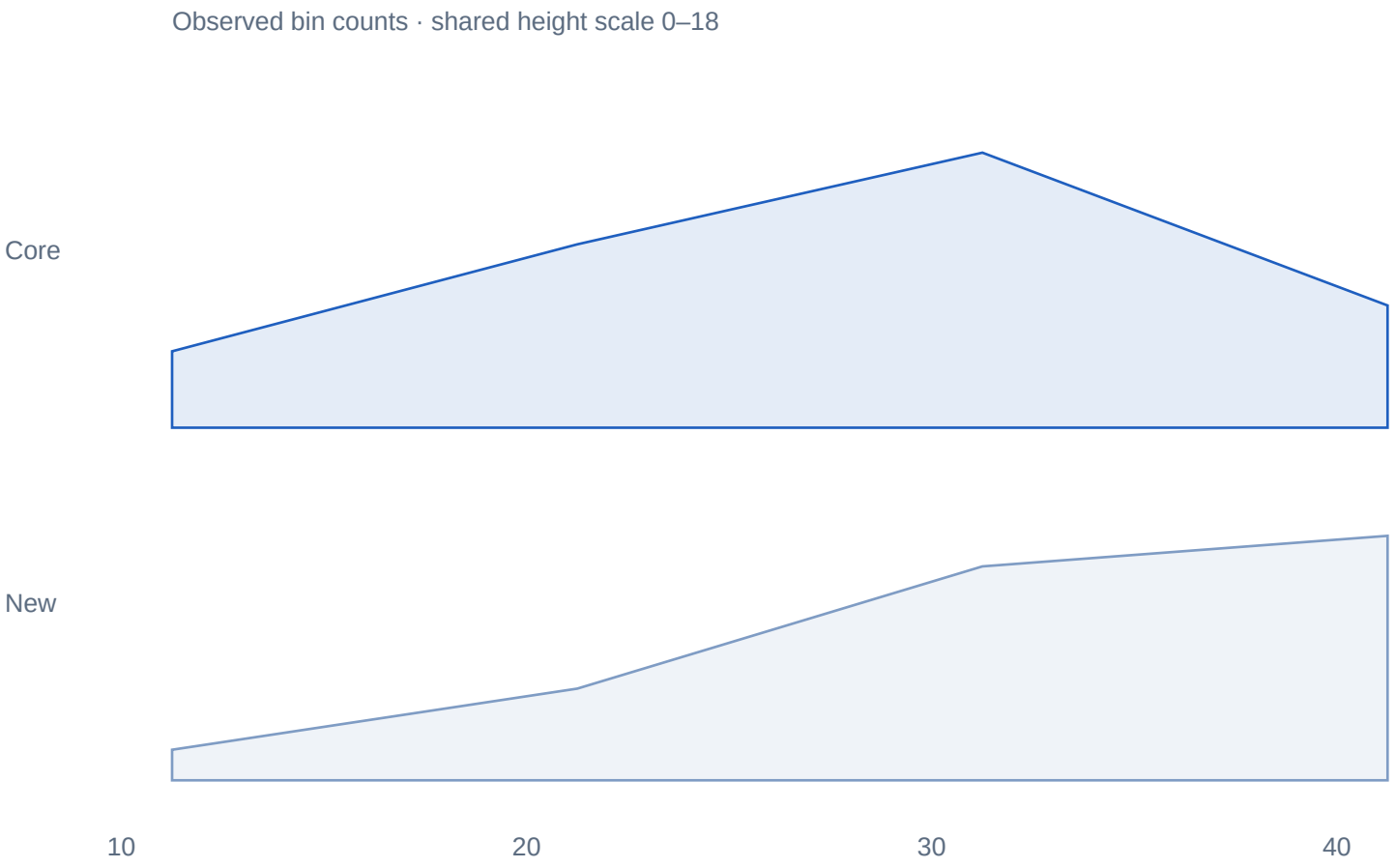
Illustrative data. Source: Illustrative synthetic data — not client observations

The pattern guides the next investigation

- Illustrative observations use the same definition.

CHART WITH TAKEAWAY

Response-time distributions differ across the two service groups



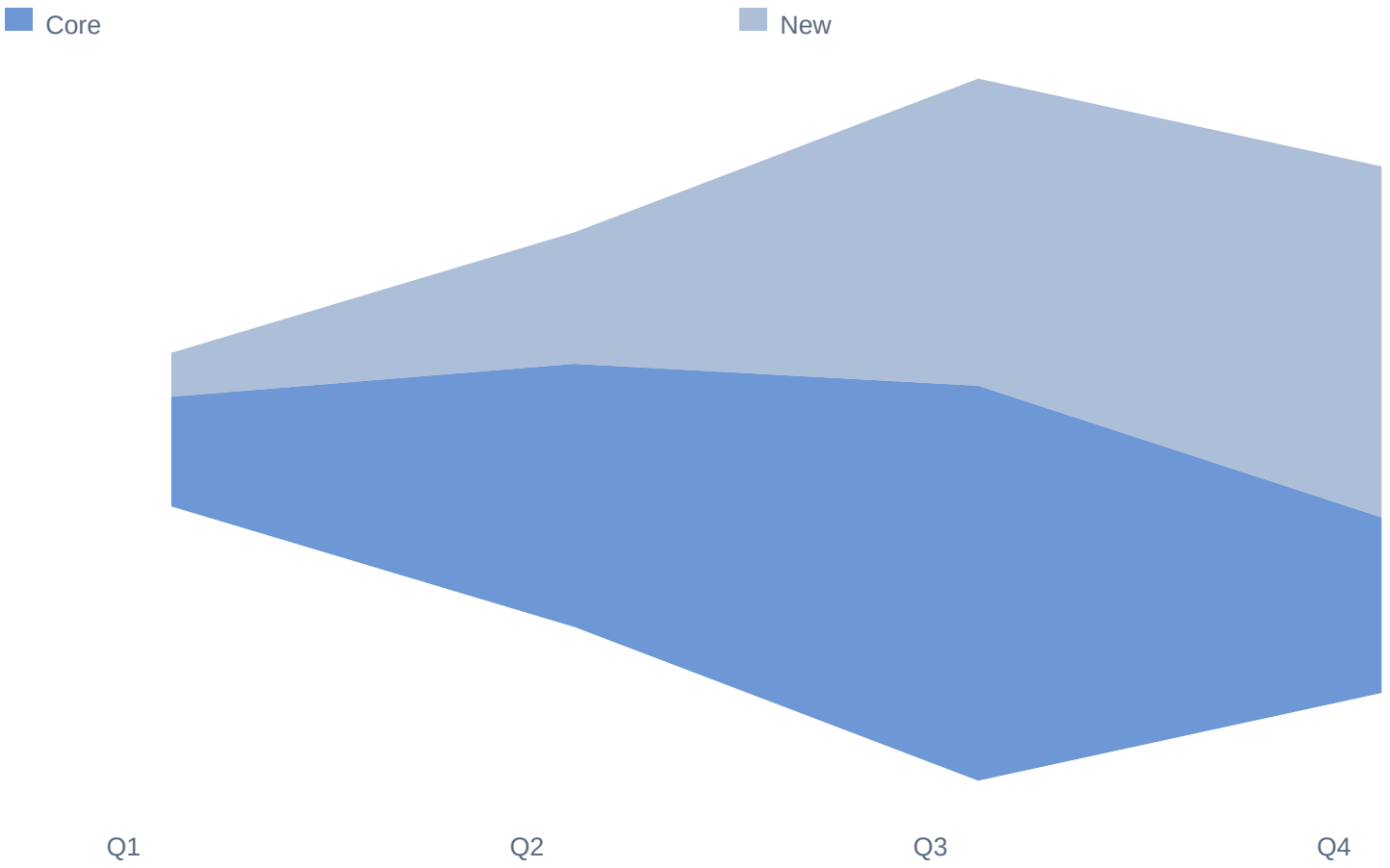
Illustrative data. Source: Illustrative synthetic data — not client observations

The pattern guides the next investigation

- Illustrative observations use the same definition.

CHART WITH TAKEAWAY

The service mix shifts across the observed periods



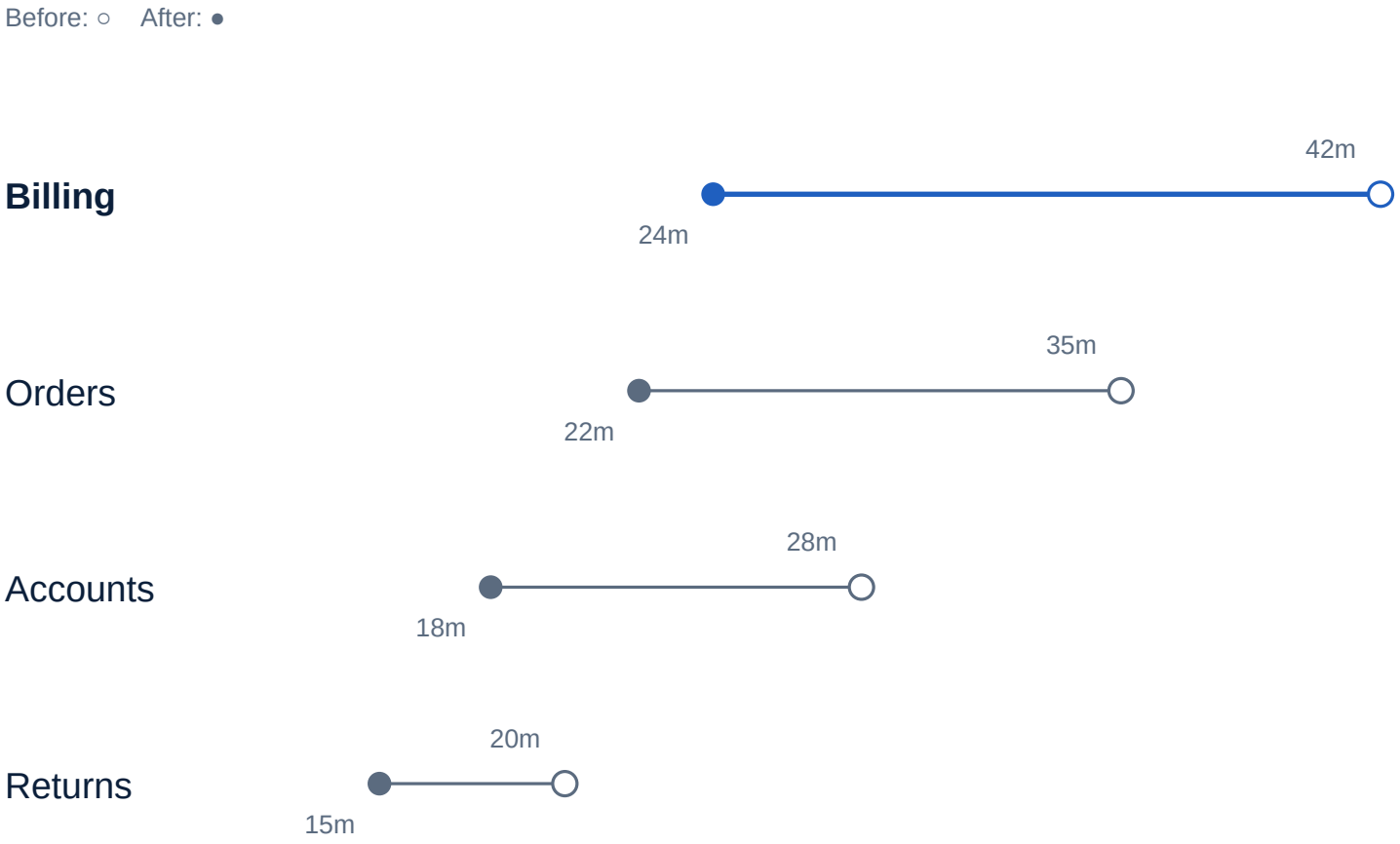
The pattern guides the next investigation

- Illustrative observations use the same definition.

Illustrative data. Source: Illustrative synthetic data — not client observations

CHART WITH TAKEAWAY

Response times fall across every service after the redesign



Billing improves the most

- Both periods use the same definition and scale.

Illustrative data. Source: Illustrative synthetic data — not client observations

CHART WITH TAKEAWAY

Response times fall across every service after the redesign



Billing improves the most

- Both periods use the same definition and scale.

Illustrative data. Source: Illustrative synthetic data — not client observations

NUMERIC HEATMAP

Support delays concentrate in billing and the renewal stage

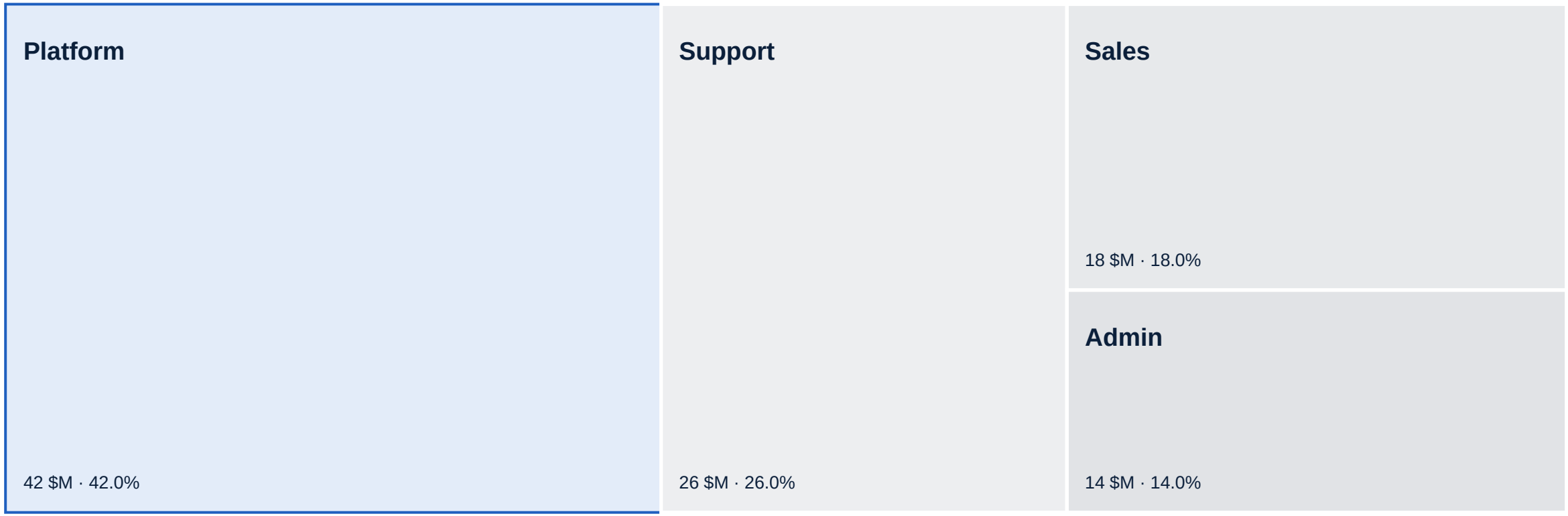
	Email	Chat	Phone	Self-service
Onboarding	12 min	8 min	10 min	3 min
Billing	28 min	15 min	24 min	8 min
Renewal	**34 min**	22 min	18 min	N/A

sequential · 0 … 34 min · N/A = missing

Illustrative data. Source: Illustrative synthetic data — not client observations

TREEMAP

The platform and support account for most operating spend



Platform: 42 $M

Support: 26 $M

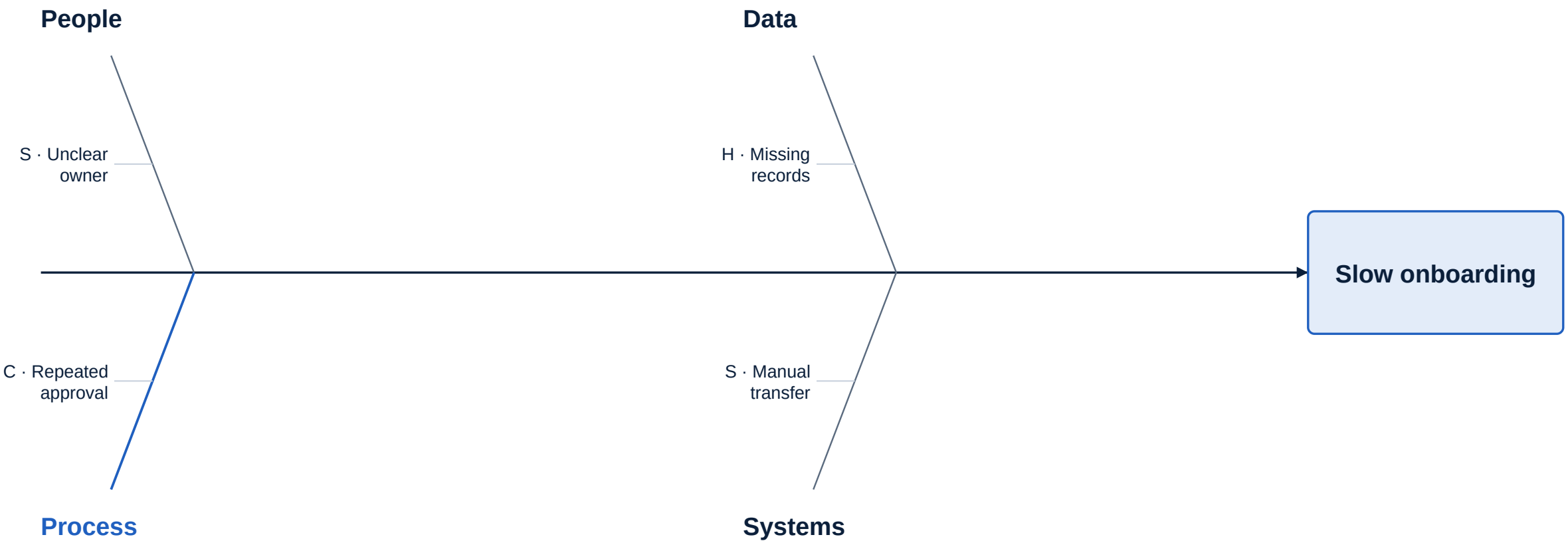
Sales: 18 $M

Admin: 14 $M

Illustrative data. Source: Illustrative synthetic data — not client observations

FISHBONE CAUSE ANALYSIS

Handoff and data gaps explain the onboarding delays

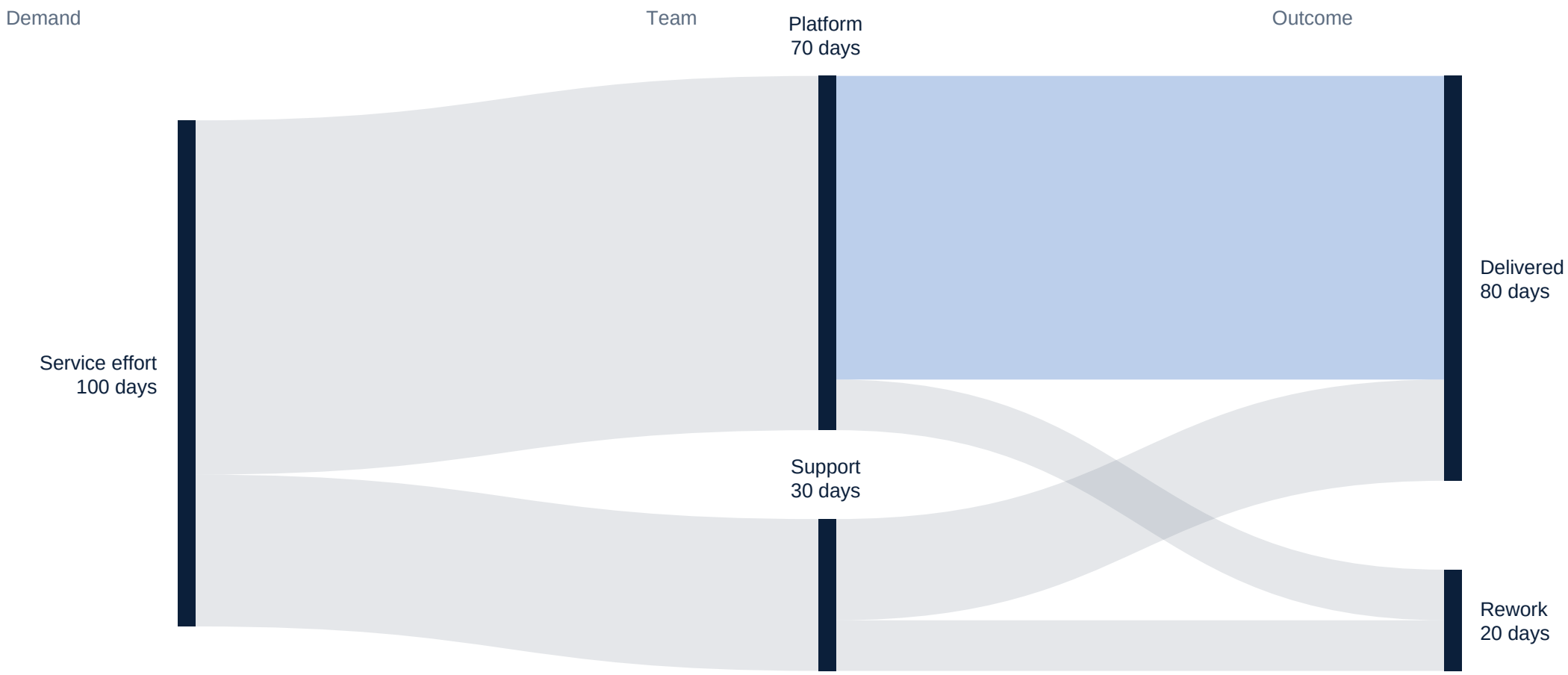


Evidence: H = hypothesis · S = supported · C = confirmed · confirmed categories are accented

Illustrative data. Source: Illustrative synthetic data — not client observations

SANKEY FLOW QUANTITIES

Most service effort reaches delivery through the platform team

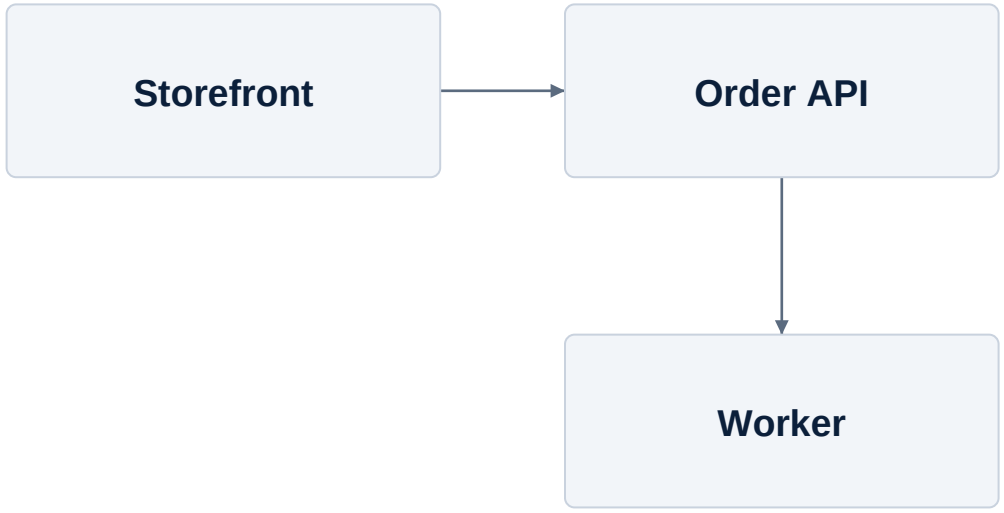


Illustrative data. Source: Illustrative synthetic data — not client observations

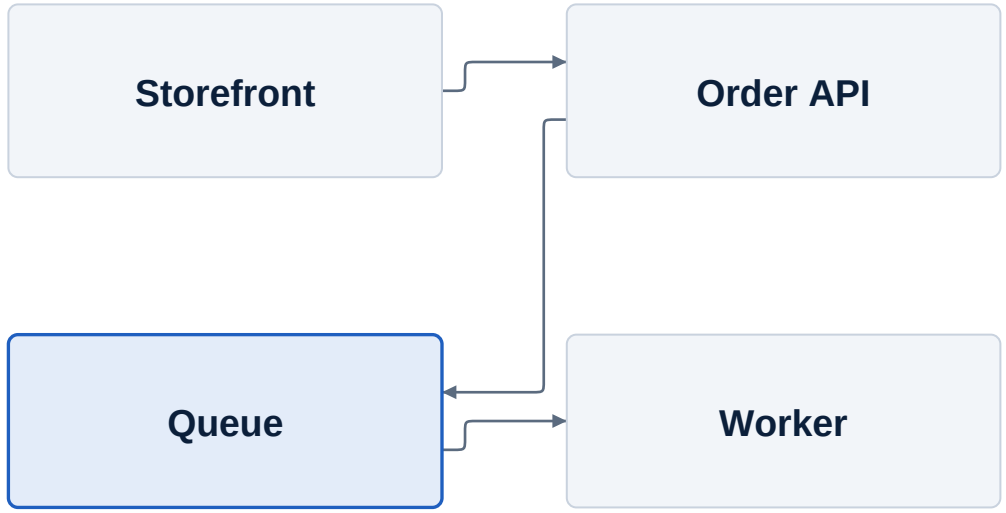
ARCHITECTURE DELTA

A durable queue separates order acceptance from fulfilment

Before



After



ADDED · Queue

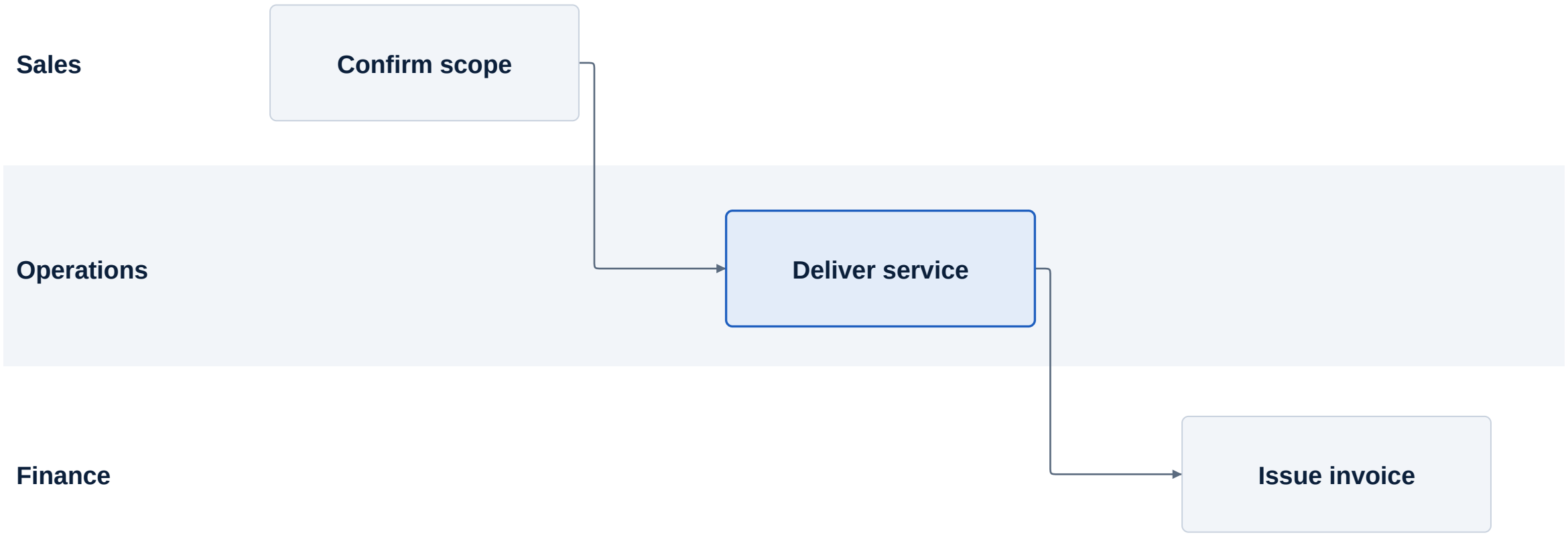
REWIRED · dispatch: api → queue

ADDED · consume

Illustrative data. Source: Illustrative synthetic data — not client observations

CROSS-FUNCTIONAL SWIMLANE

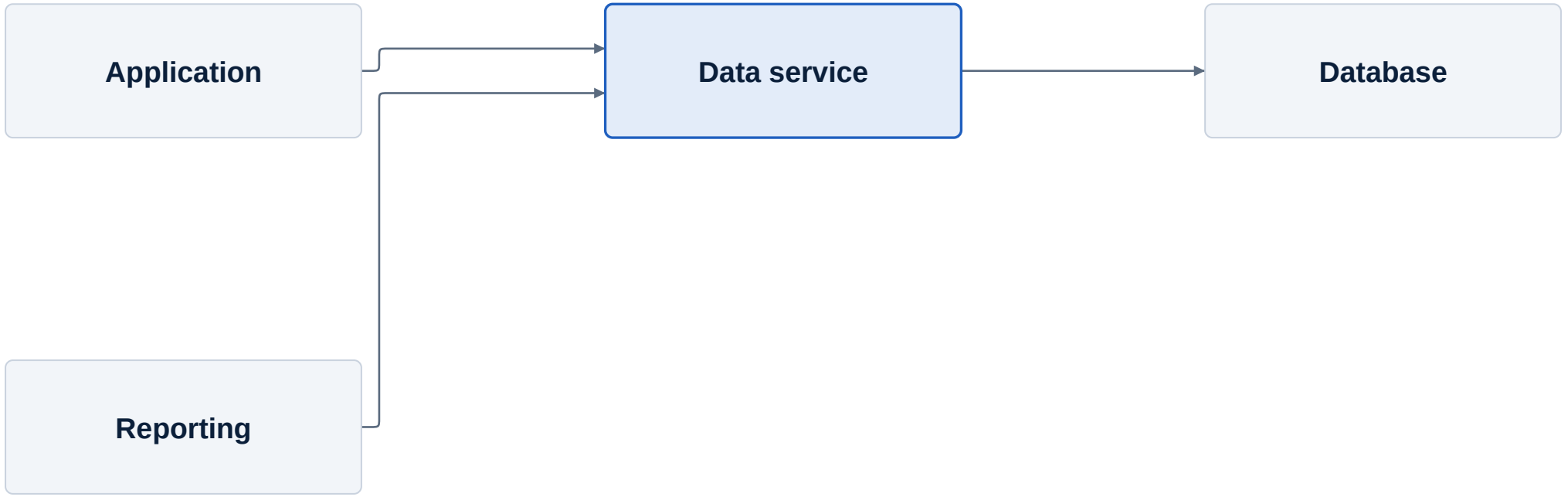
Operations takes ownership after the sales handoff



Illustrative data. Source: Illustrative synthetic data — not client observations

DEPENDENCY GRAPH

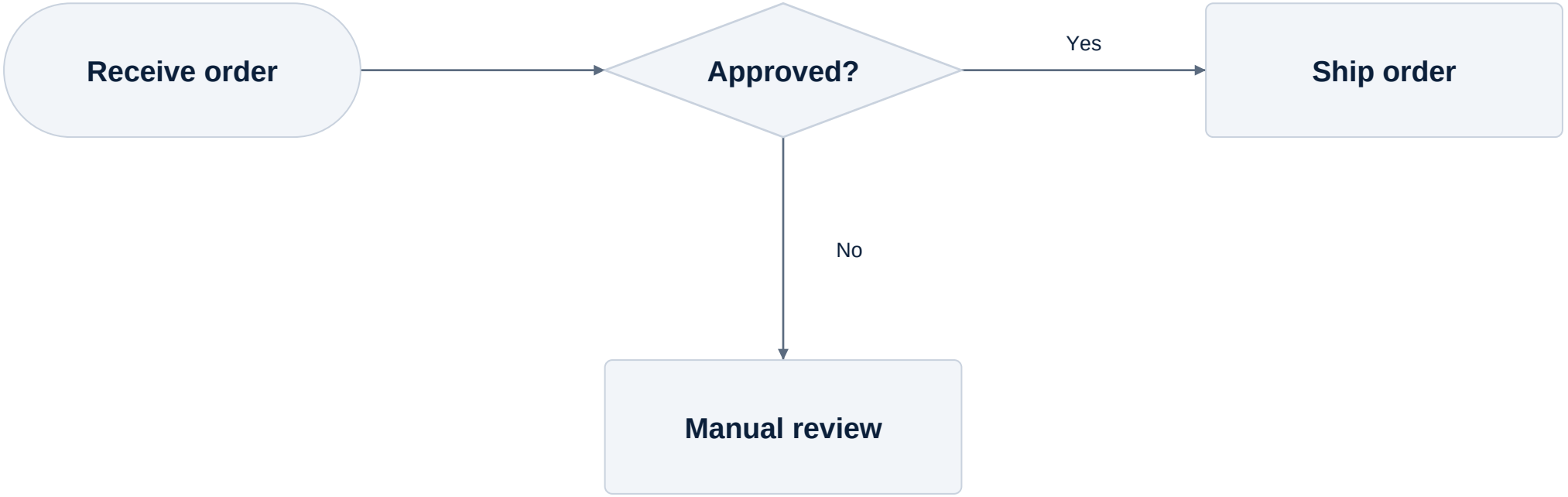
The application and reporting both depend on the shared data service



Illustrative data. Source: Illustrative synthetic data — not client observations

DECISION FLOWCHART

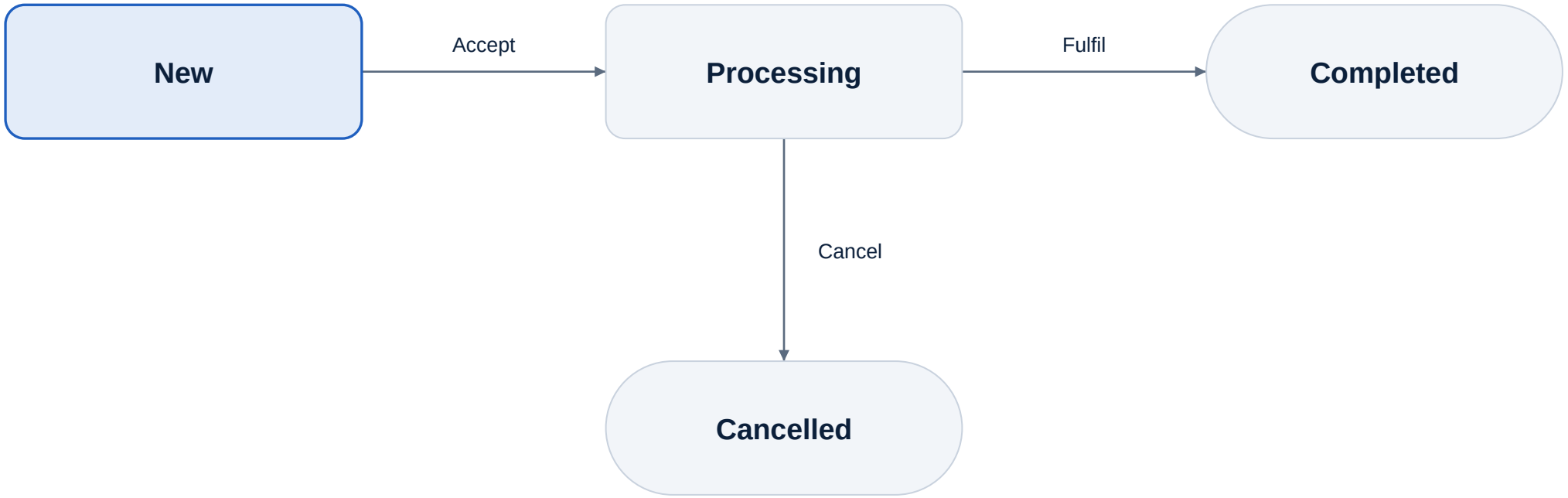
An explicit approval decision separates standard and exceptional orders



Illustrative data. Source: Illustrative synthetic data — not client observations

STATE MACHINE

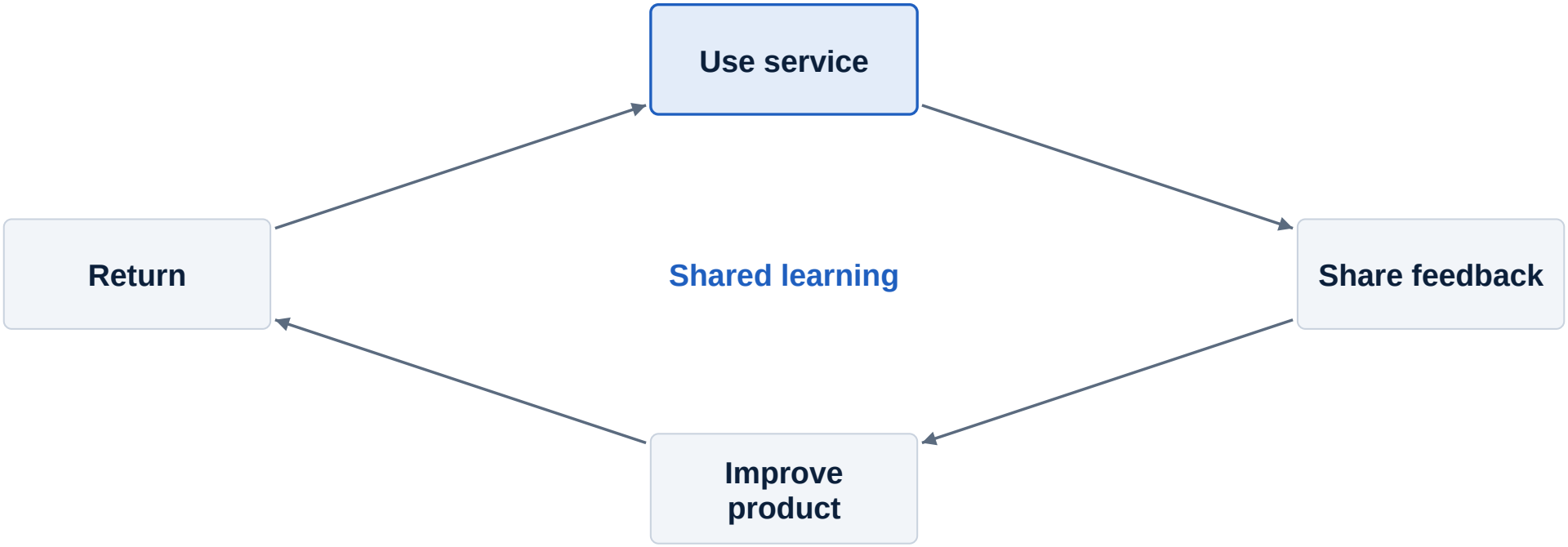
An order ends only after fulfilment or explicit cancellation



Illustrative data. Source: Illustrative synthetic data — not client observations

LOOP AND FLYWHEEL

Customer learning improves the service and encourages repeat use



Illustrative hypothesis

Illustrative data. Source: Illustrative synthetic data — not client observations

LAYER STACK

Shared controls support every layer of the service

Experience	Customer channels and service interactions
Services	Business capabilities and orchestration
Data	Trusted records and governed access
Platform	Identity, observability and infrastructure

Higher layers depend on the foundation

Illustrative data. Source: Illustrative synthetic data — not client observations

KANBAN SNAPSHOT

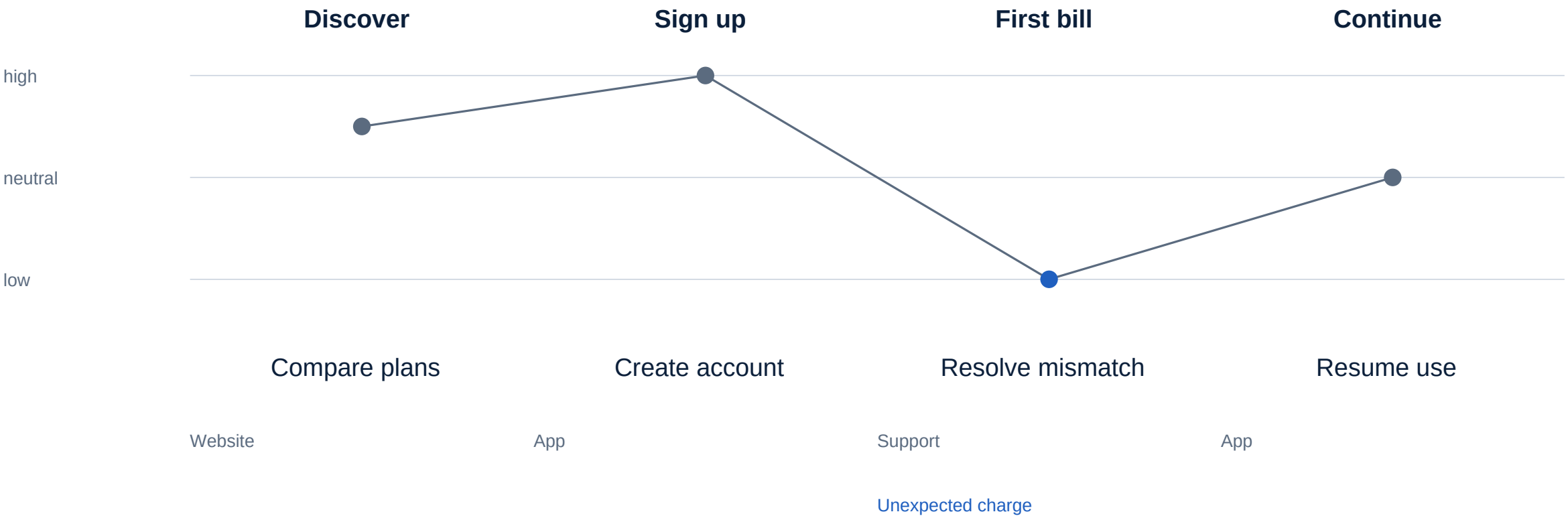
Blocked review work constrains the next delivery batch

Ready	In progress	Review	Done
1	2 / WIP 2	1 / WIP 2	1
Update guide	API contract	Blocked · Security review	Agreed scope
	Integration tests		

Illustrative data. Source: Illustrative synthetic data — not client observations

USER JOURNEY

Billing friction interrupts an otherwise smooth customer journey



New subscriber · Illustrative research hypothesis

Illustrative data. Source: Illustrative synthetic data — not client observations

SERVICE BLUEPRINT

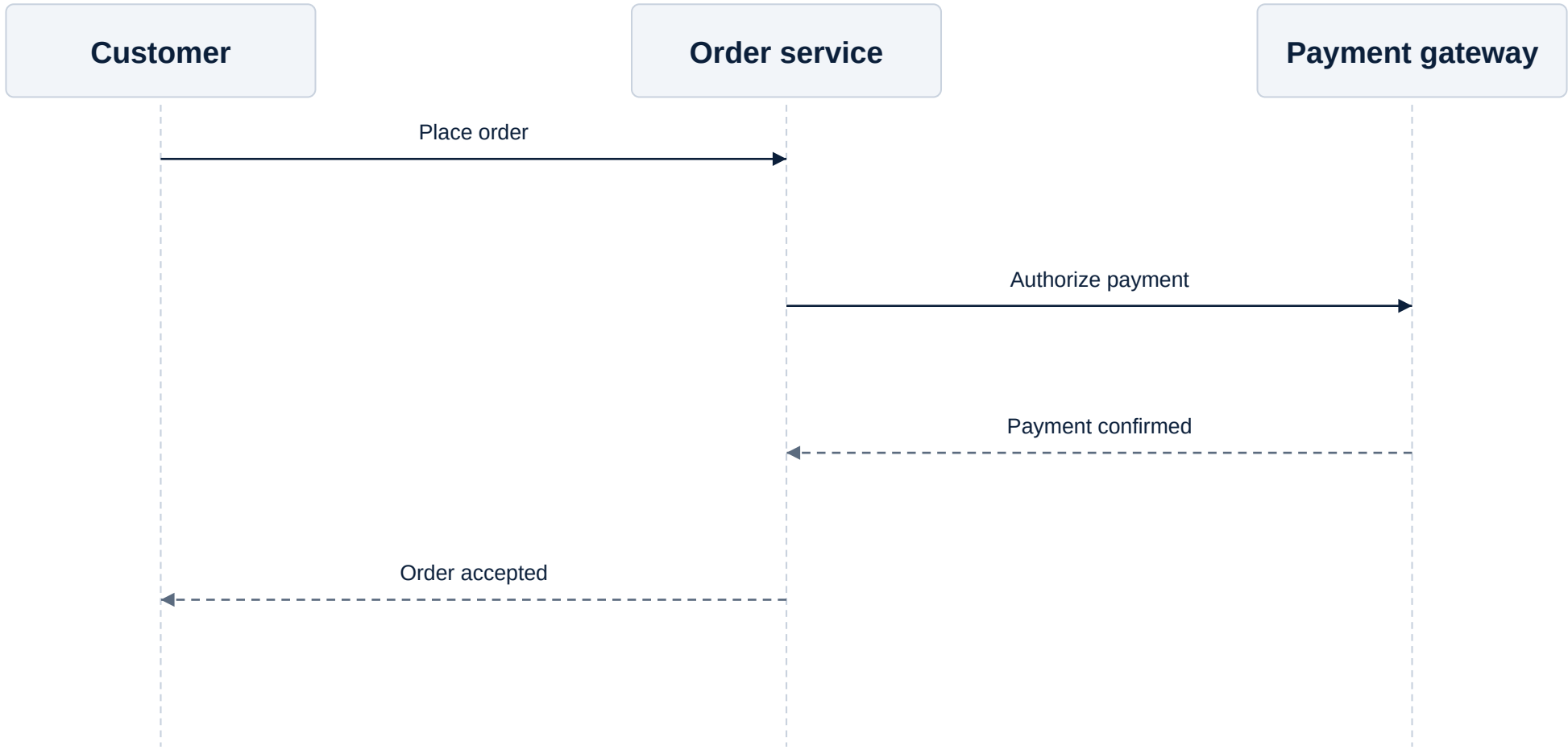
A hidden billing job causes the visible retry experience

	Sign up	Use	Upgrade	First bill
Customer	Create account	Use product	Choose plan	Read bill
Frontstage	Welcome	Usage view	Checkout	Receipt
Backstage	CRM write	Meter usage	Payment check	**Billing job**
Support	Email	Analytics	Card processor	Ledger

Illustrative data. Source: Illustrative synthetic data — not client observations

SEQUENCE DIAGRAM

Payment confirmation precedes order acceptance



Illustrative data. Source: Illustrative synthetic data — not client observations

ENTITY RELATIONSHIP MODEL

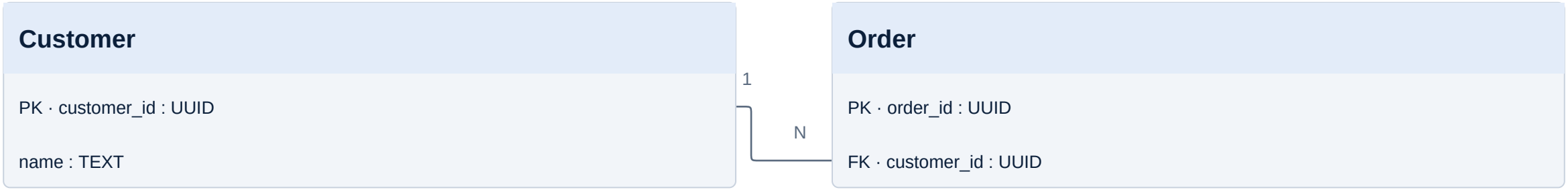
Each order references one customer through its customer key



Illustrative data. Source: Illustrative synthetic data — not client observations

PHYSICAL DATABASE SCHEMA

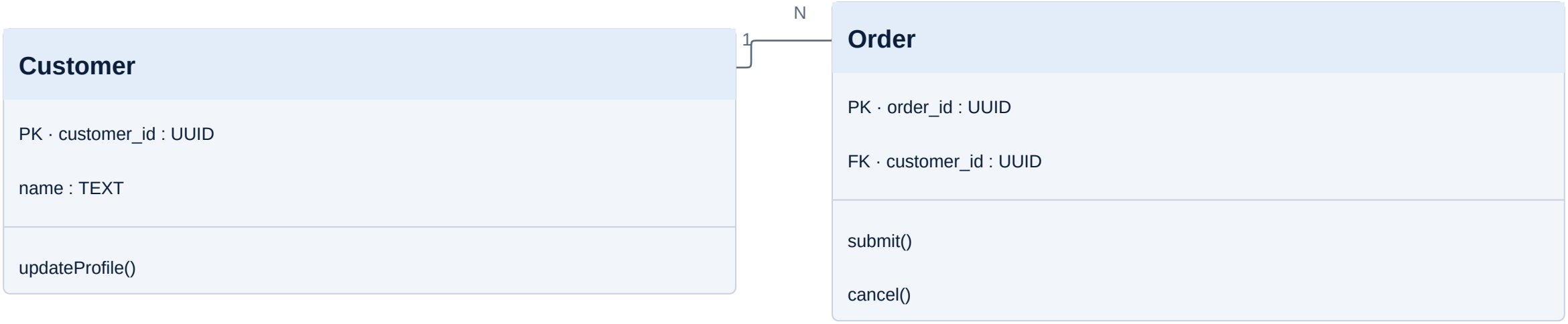
Each order references one customer through its customer key



Illustrative data. Source: Illustrative synthetic data — not client observations

UML CLASS MODEL

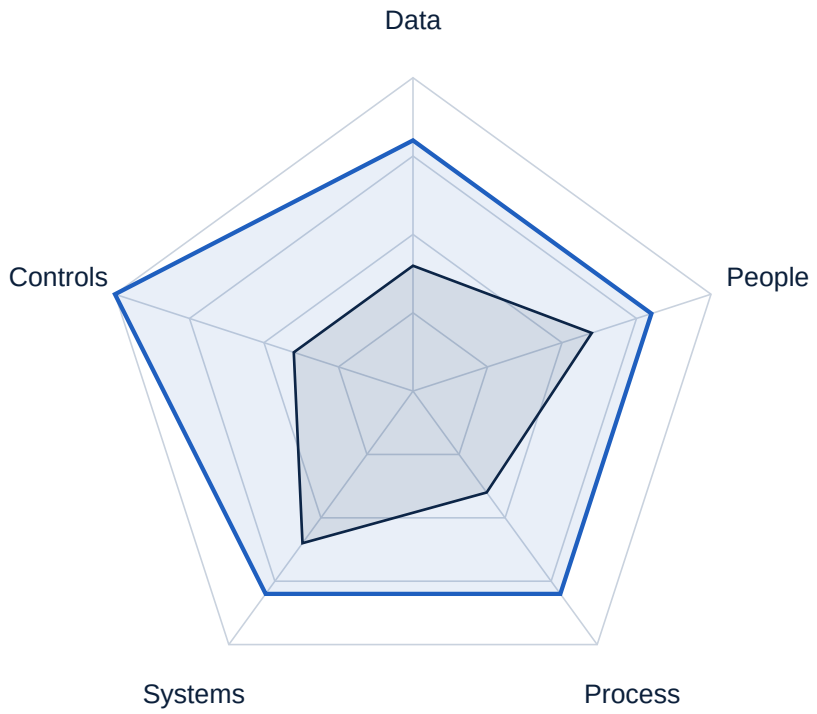
Order and customer classes expose different operations



Illustrative data. Source: Illustrative synthetic data — not client observations

RADAR COMPARISON

The target model improves coverage across every assessed capability



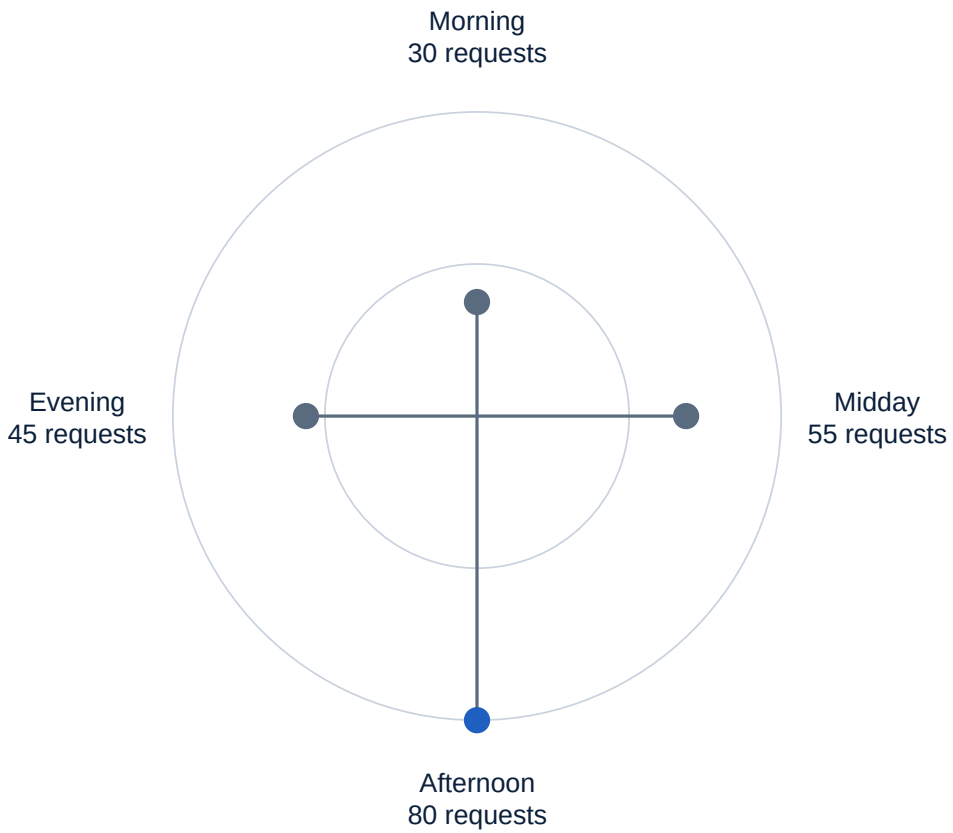
Today: 2 / 3 / 2 / 3 / 2

Target: 4 / 4 / 4 / 4 / 5

Illustrative data. Source: Illustrative synthetic data — not client observations

POLAR RADIAL LOLLIPOP

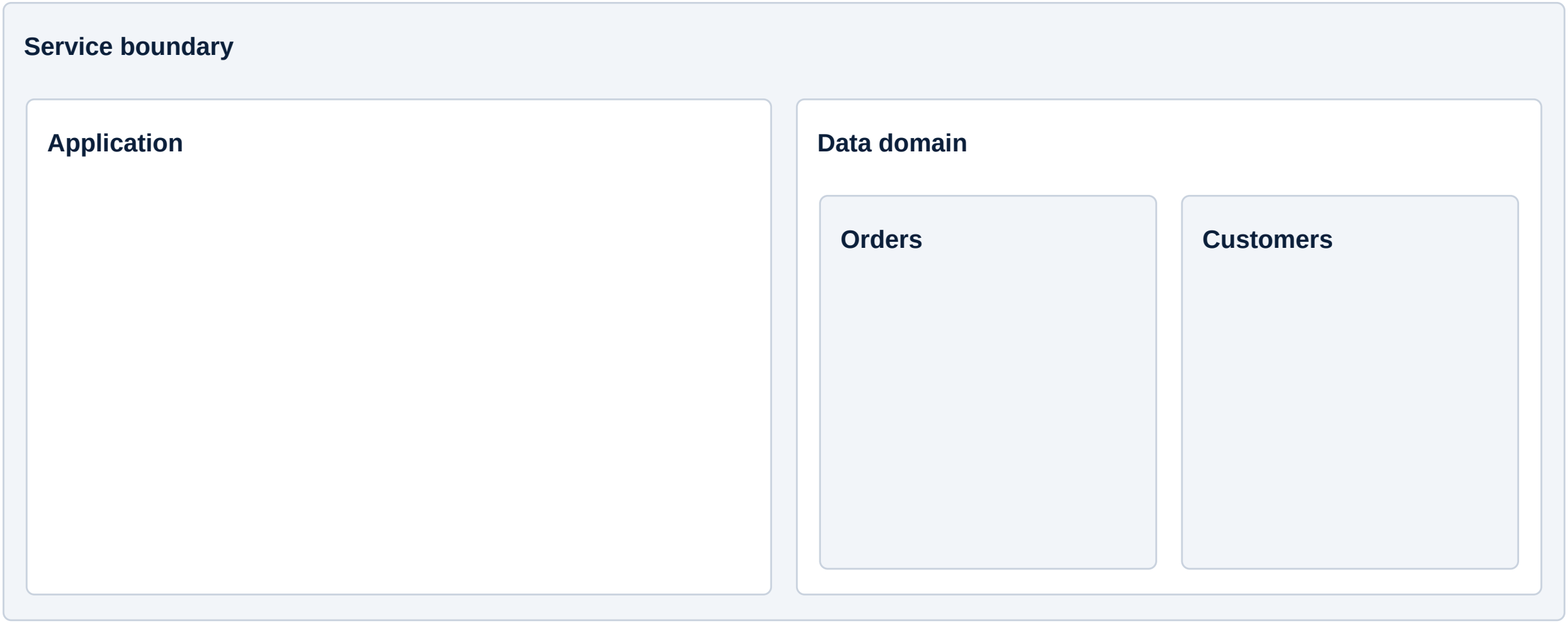
Demand peaks in the afternoon within the daily cycle



Illustrative data. Source: Illustrative synthetic data — not client observations

NESTED CONTAINMENT

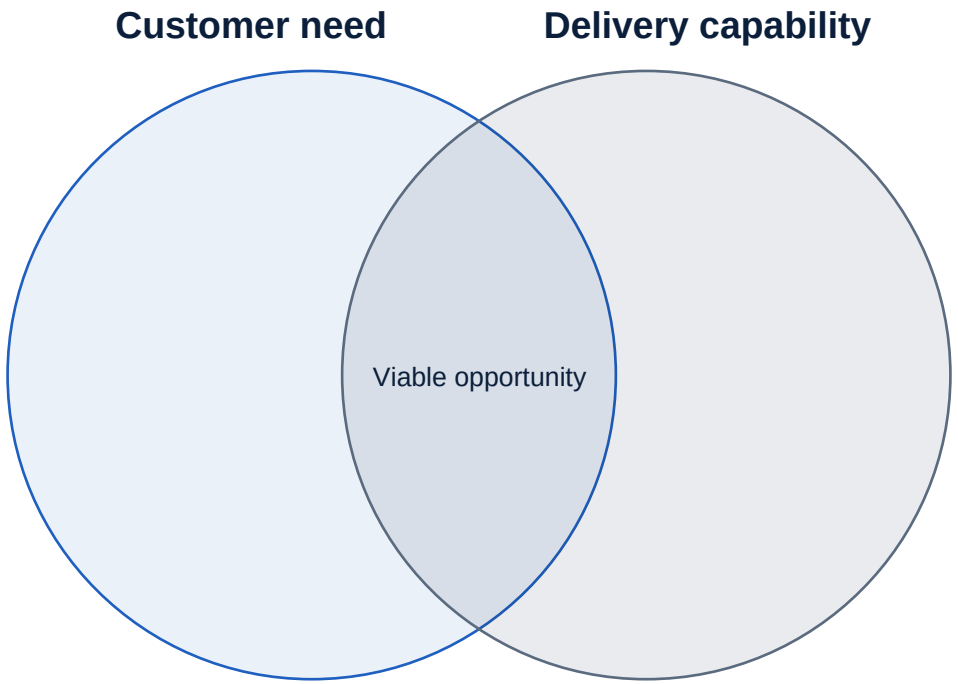
The service boundary contains the application and its data domain



Illustrative data. Source: Illustrative synthetic data — not client observations

QUALITATIVE SET OVERLAP

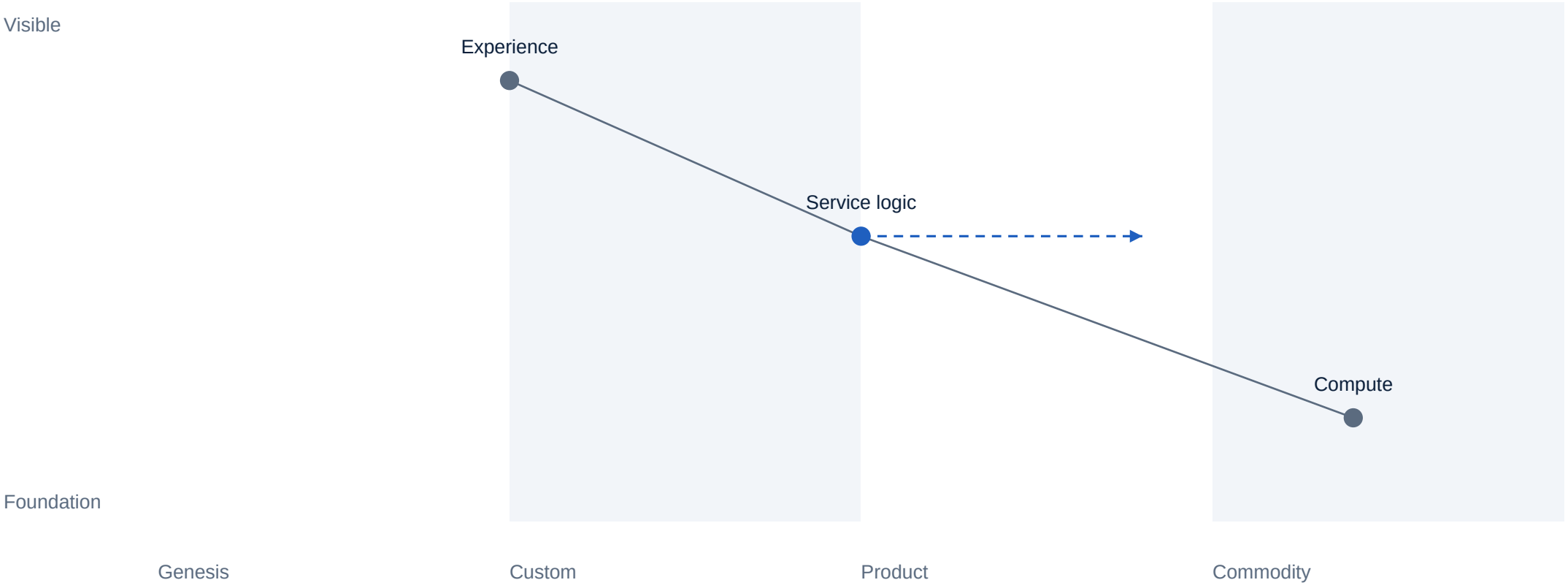
The opportunity combines customer need and delivery capability



Illustrative data. Source: Illustrative synthetic data — not client observations

WARDLEY MAP

Commodity infrastructure supports the differentiated customer experience



Illustrative data. Source: Illustrative synthetic data — not client observations

USER STORY MAP

The first release covers the complete customer backbone at a smaller scope

	Discover	Choose	Buy	Use
Release 1	Search catalogue	Compare options	Basic checkout	Order tracking
Release 2	Saved preferences	Recommendations	Multiple payment methods	Service history

Illustrative data. Source: Illustrative synthetic data — not client observations

ACCESS PERMISSIONS MATRIX

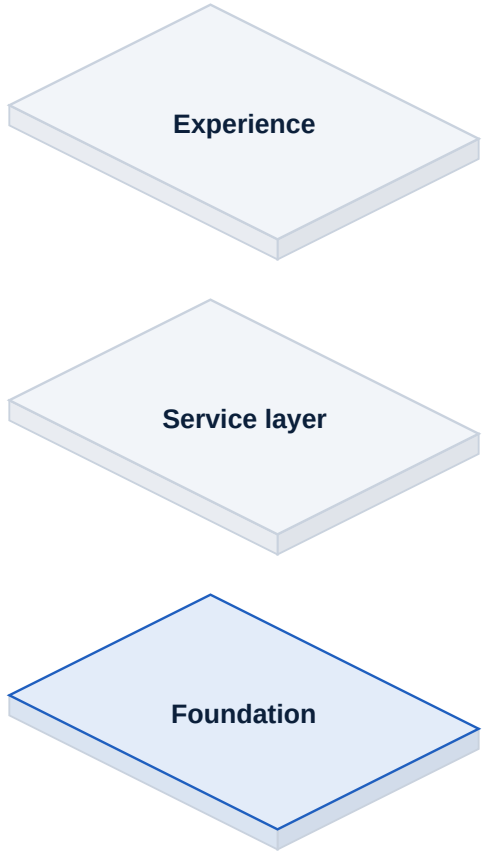
Operational access is limited to the resources each role needs

Role	Reports	Pipeline	Identity
Analyst	read	none	none
Operator	read	write	none
Administrator	admin	admin	admin

Illustrative data. Source: Illustrative synthetic data — not client observations

EXPLODED AXONOMETRIC

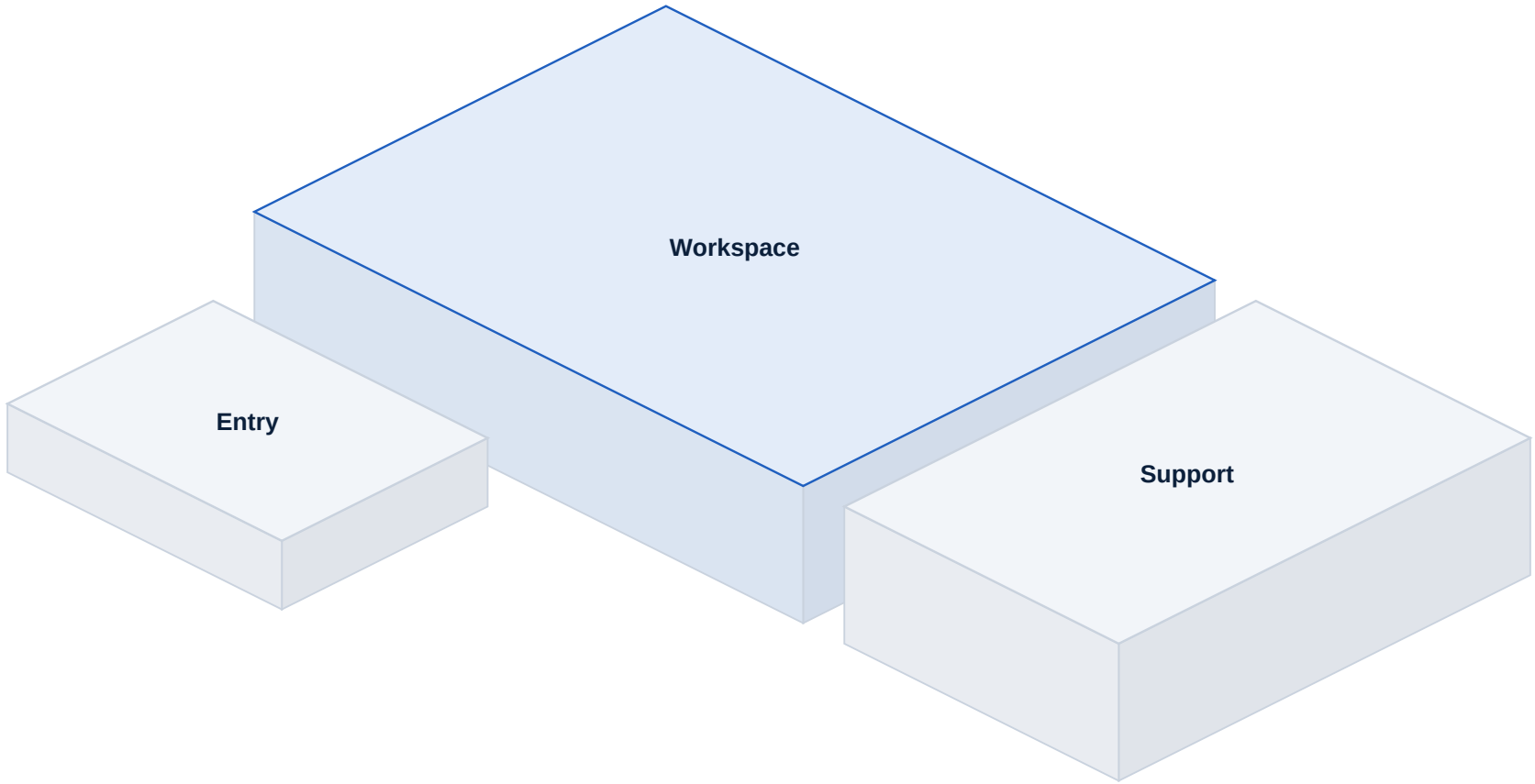
Separate layers make the product assembly easier to inspect



Illustrative data. Source: Illustrative synthetic data — not client observations

AXONOMETRIC PLAN

The plan preserves the relative positions of the service areas



Illustrative data. Source: Illustrative synthetic data — not client observations

BUBBLE AND SCATTER CHART

Most observations cluster around the typical response time

Response time



A: 18.0ms

B: 20.0ms

C: 20.0ms

D: 21.0ms

E: 34.0ms

Illustrative data. Source: Illustrative synthetic data — not client observations