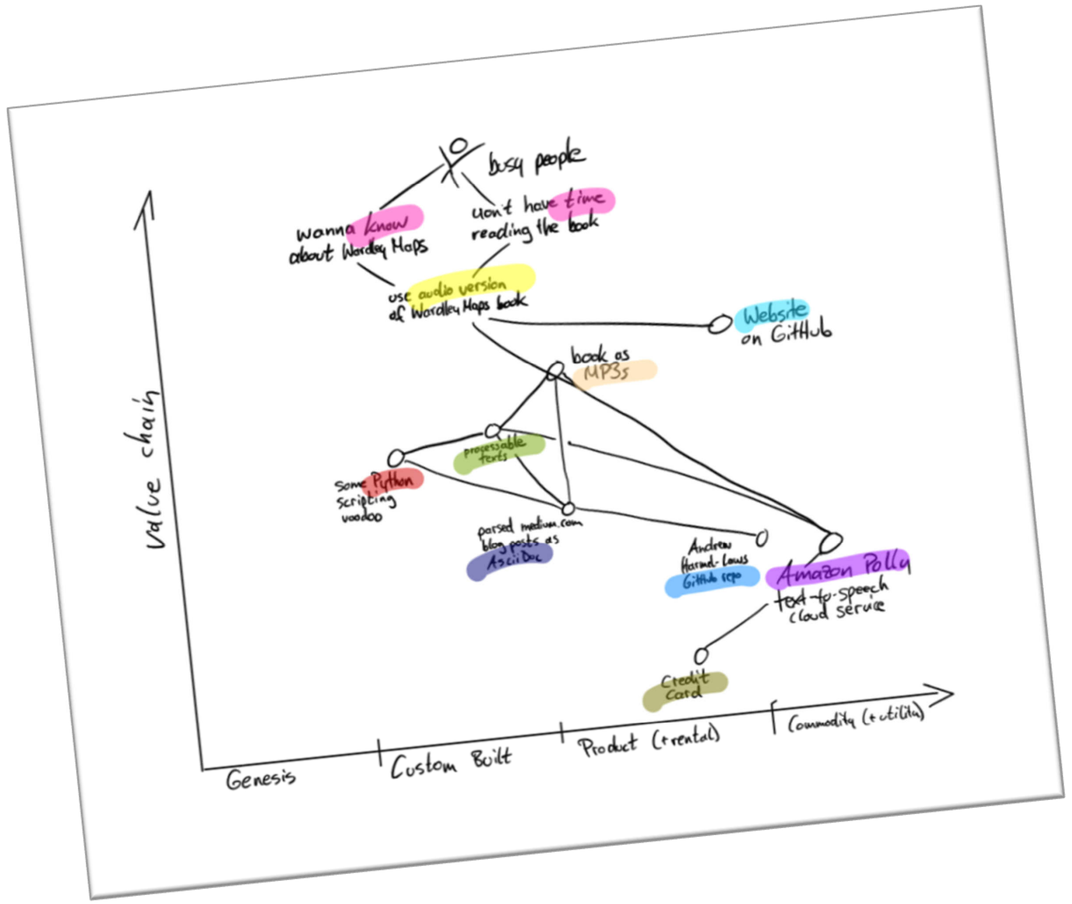
Wardley Maps for Software Developers



Markus Harrer

Senior Consultant /
Software Evolutionist

@feststelltaste

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INNOQ

How familiar are you already with Wardley Maps?

1

No clue at all!

2

Already seen

3

Already used

4

Using it all the time!

"Wardley Maps is hard to learn!"

7 It takes years to learn it!

6 years and
11 months of saying

"I really need to learn this stuff!"

+

1 month learning it!

Based on Simon Wardley's tweet: https://twitter.com/swardley/status/1489445302209814530

What is “Wardley Map” about?

Simon Wardley

Thought Lord, Mapper, Junior DevOpper,
Destroyer of undeserved value.
Lawful / Chaotic Evil, often Good.

Source: https://www.linkedin.com/in/simonwardley/

Lawful / Chaotic Evil, often Good.

1st Goal Create a tool for everybody to be able to work on strategy together

2nd Goal Get rid of management consultants

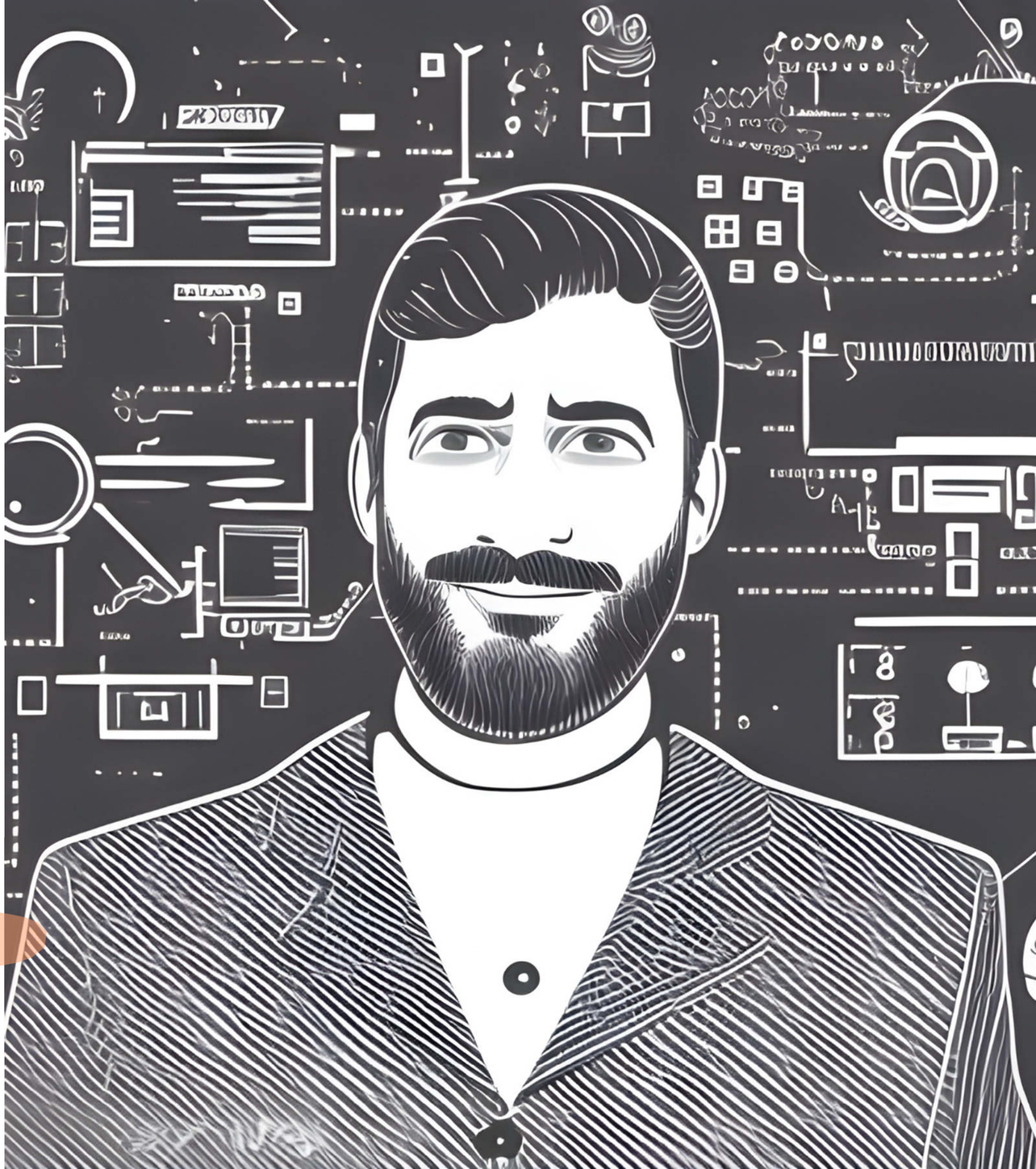
Approach Building an open* community of mappers

*almost everything from Simon Wardley is licensed under Creative Commons BY-SA 4.0

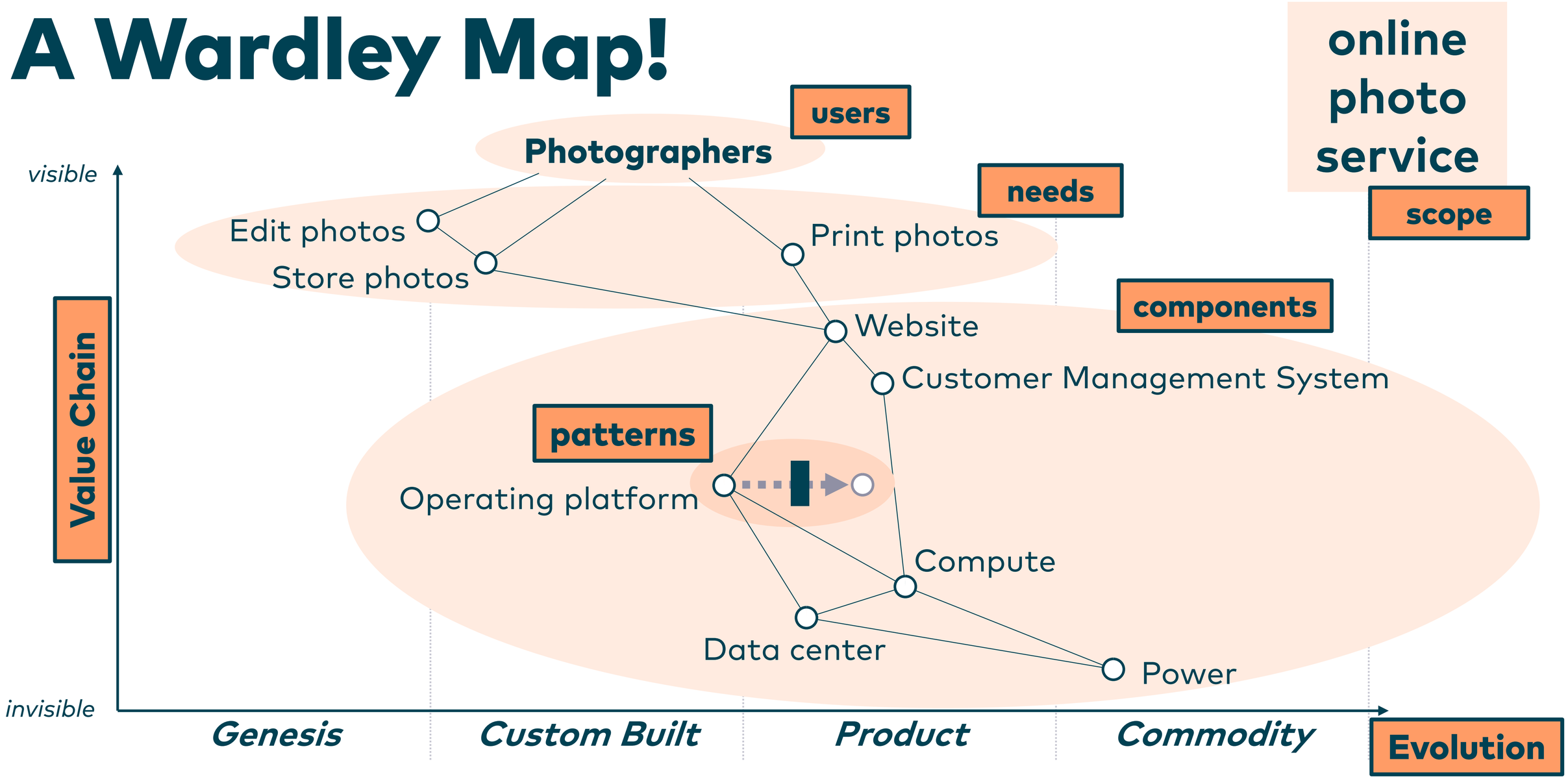
What's in for me as developer?

- strategic planning
- decision making
- improve communication

- debuzzwording
- avoid wasting time
- play games with others



A Wardley Map!



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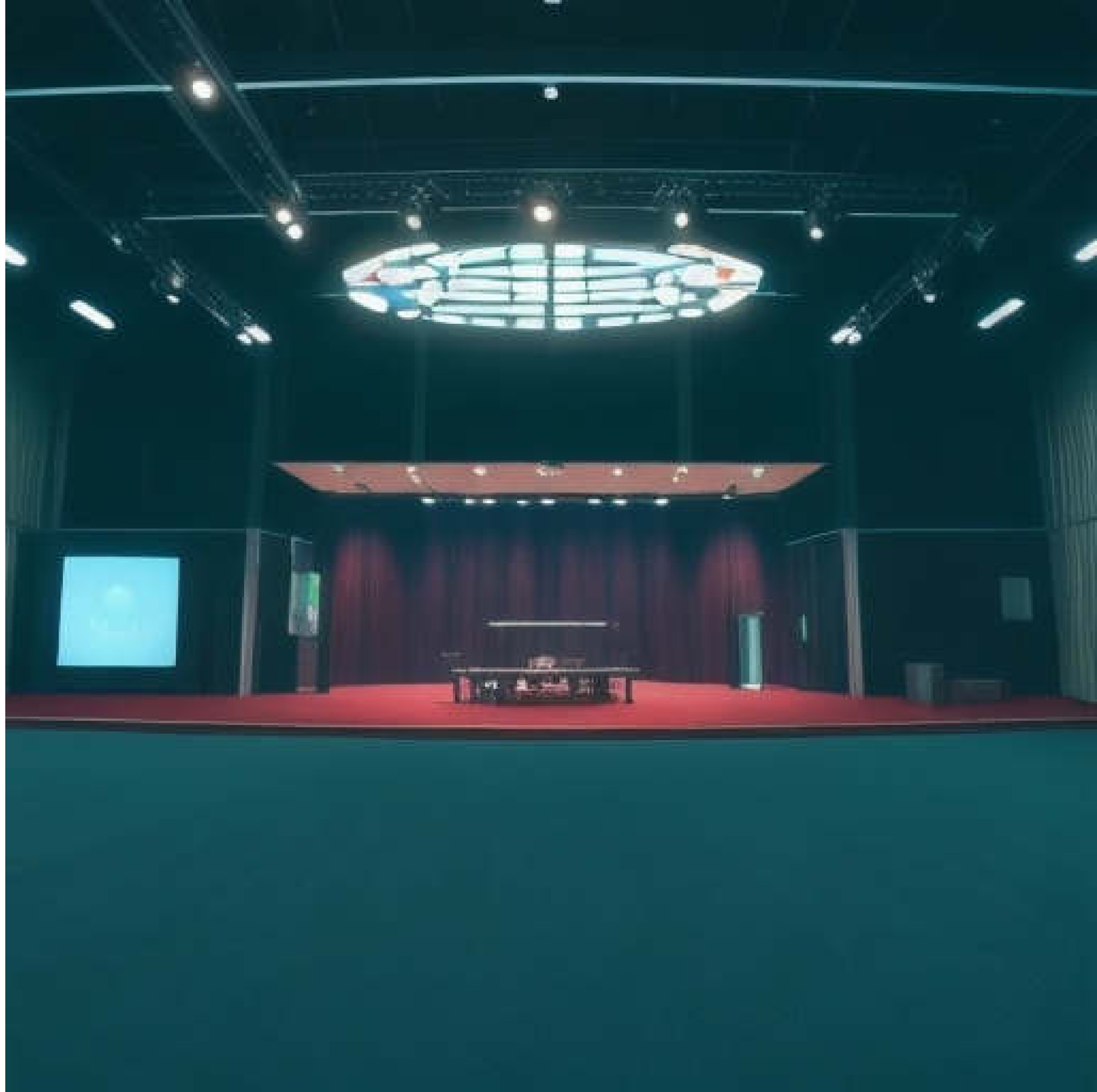
Let's map!

Let's map!
→ Scope

How can we deliver a great developer conference?



Let's map! → Users

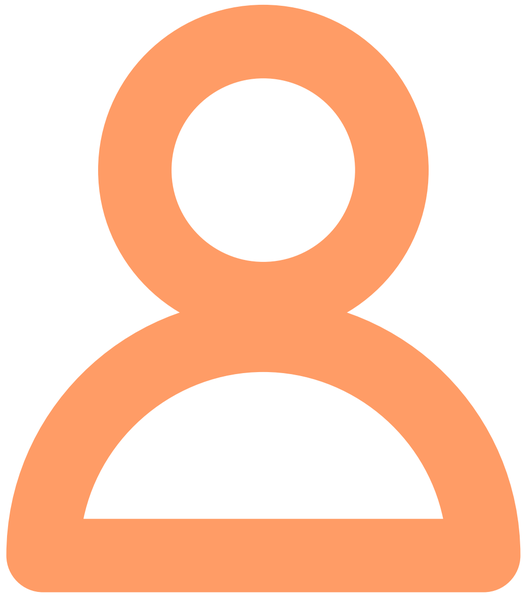
user

stakeholder

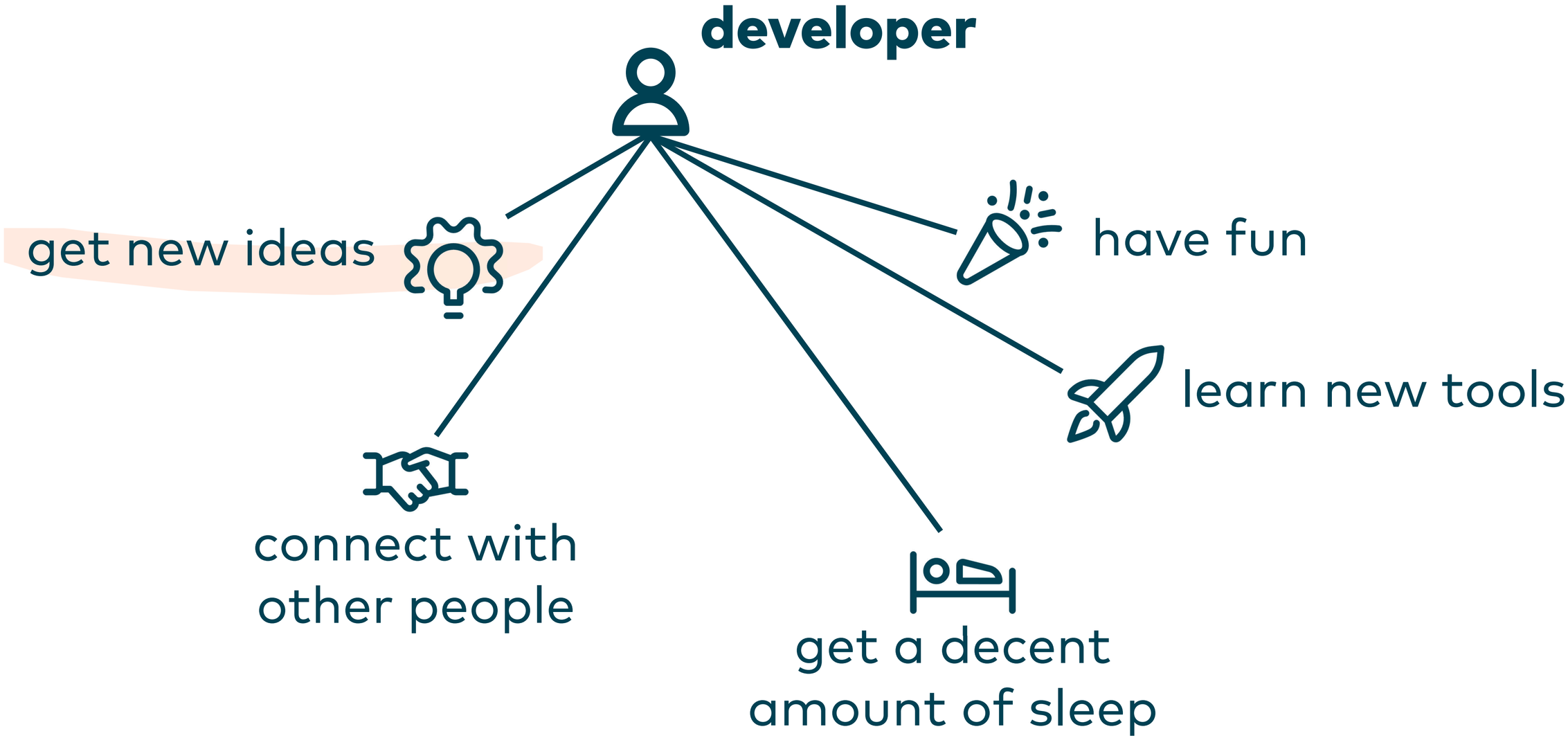
visitor

attendee

developer

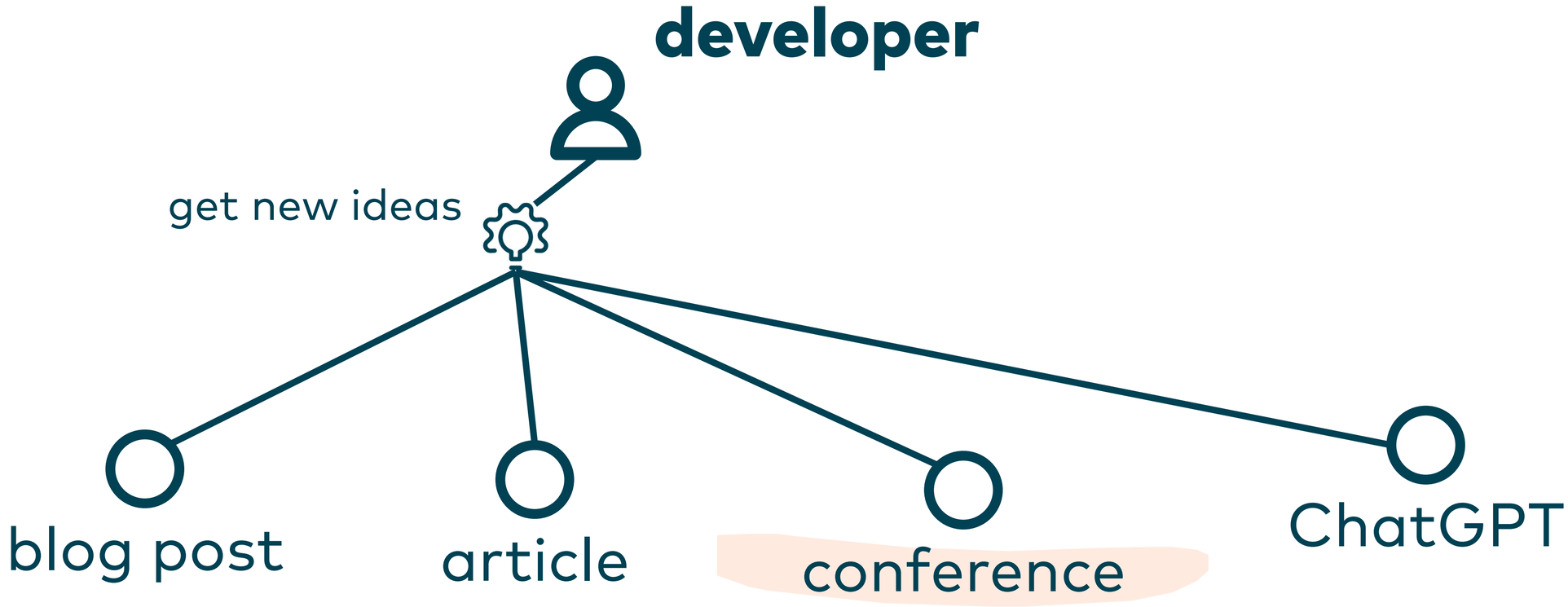


Let's map! → User's needs

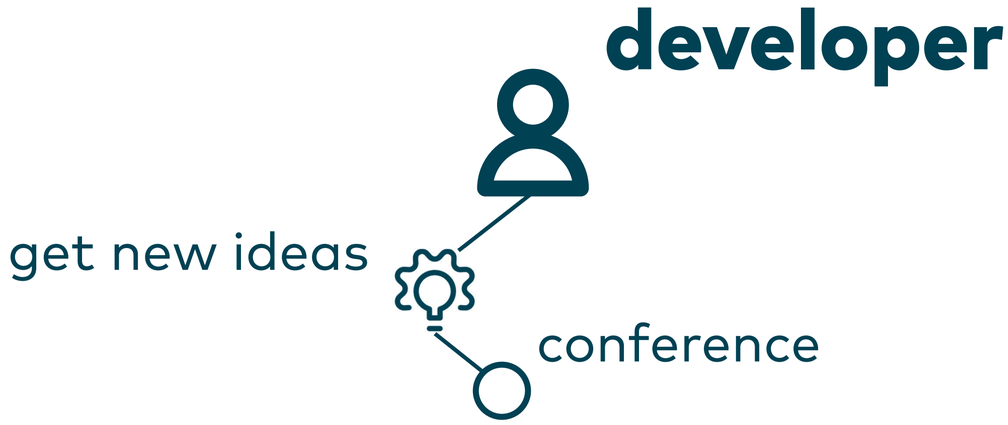


Let's map! → User's needs

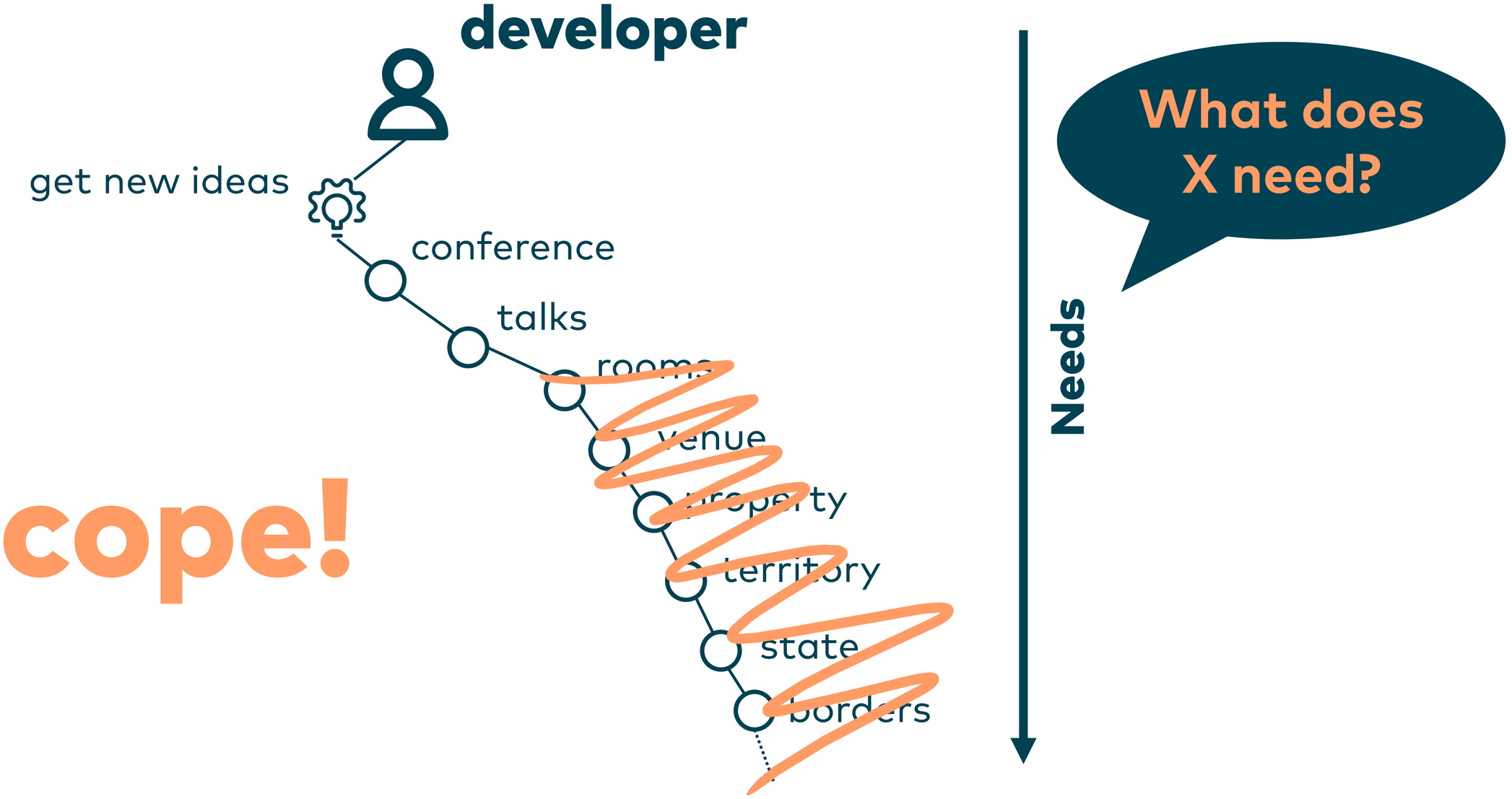
Let's map! → Components



Let's map! → Components

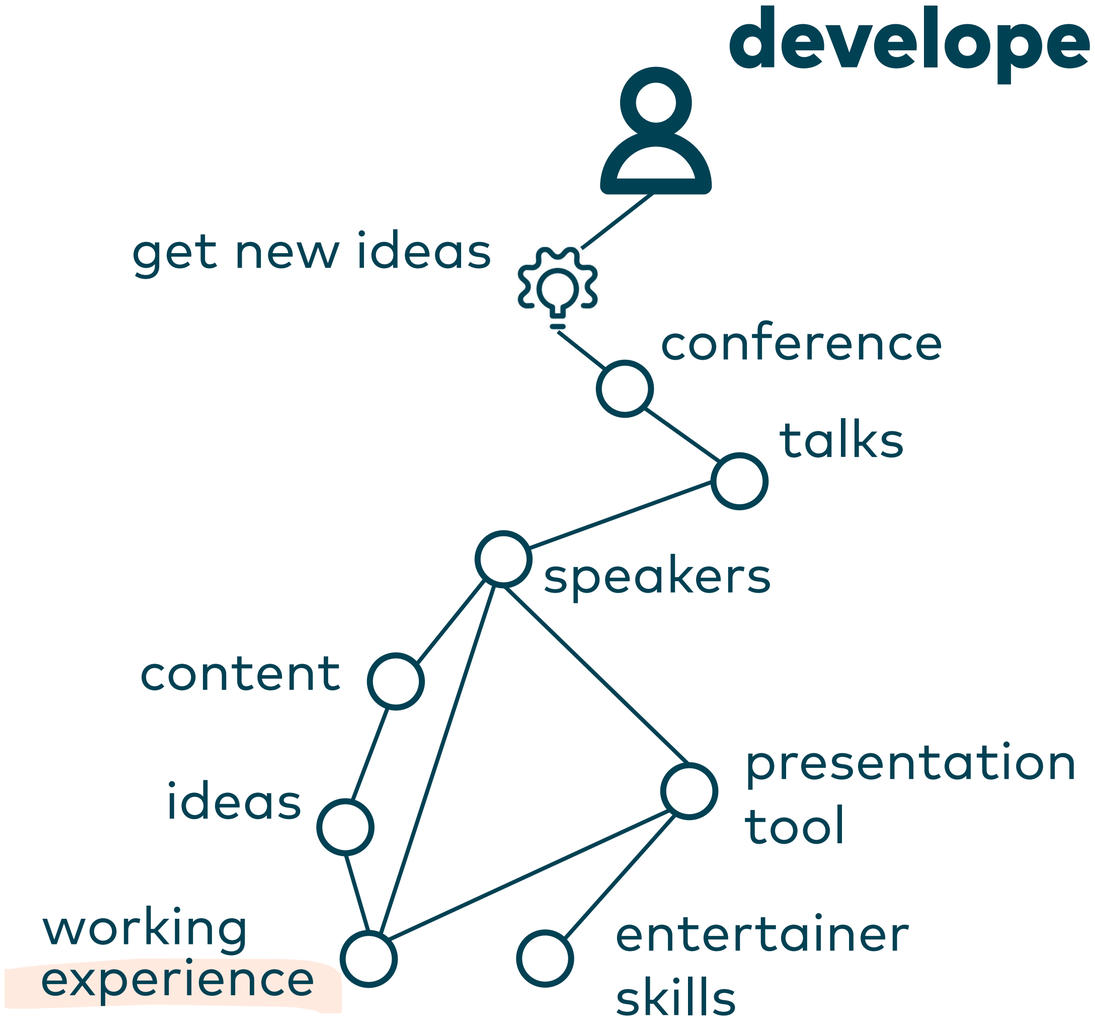


Let's map! → Chain of needs

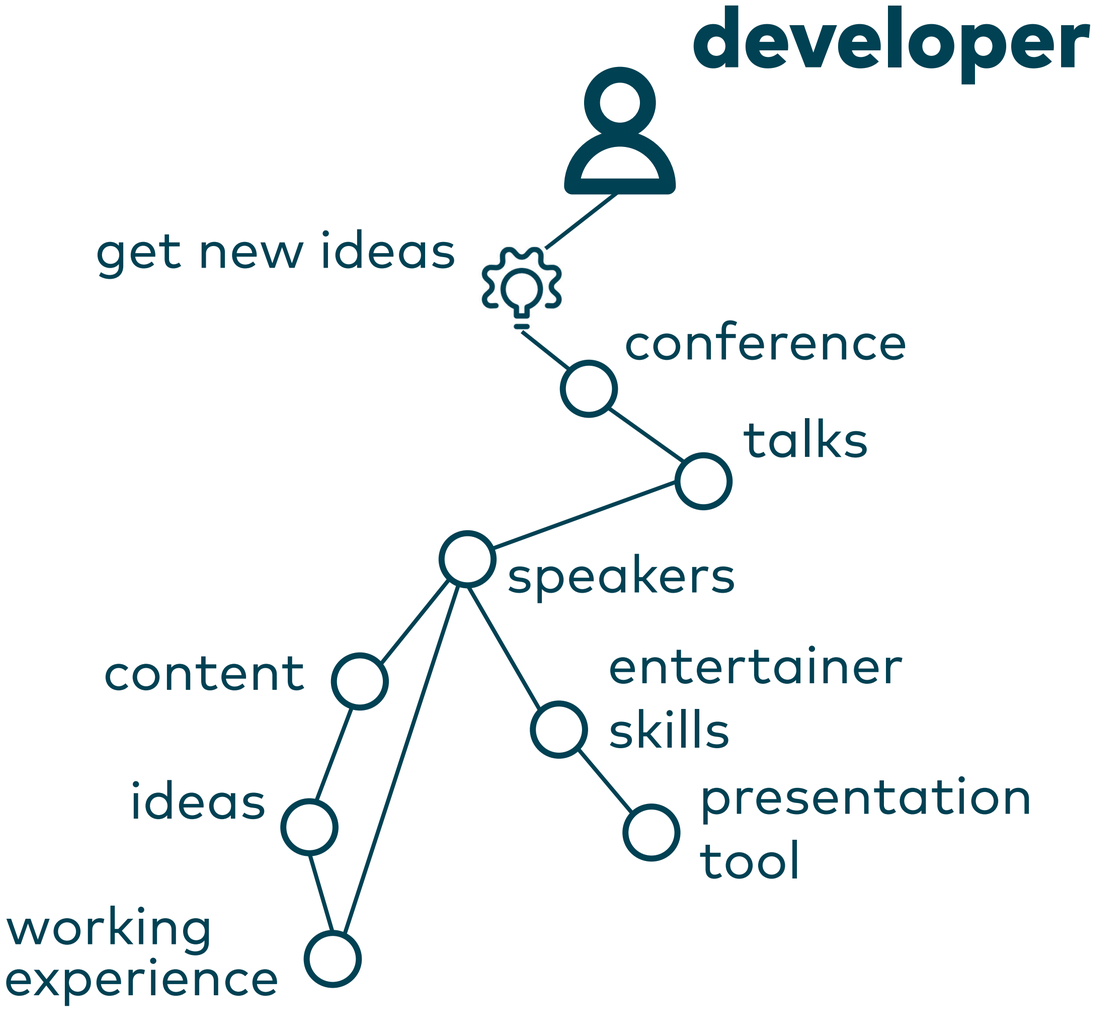


scope!

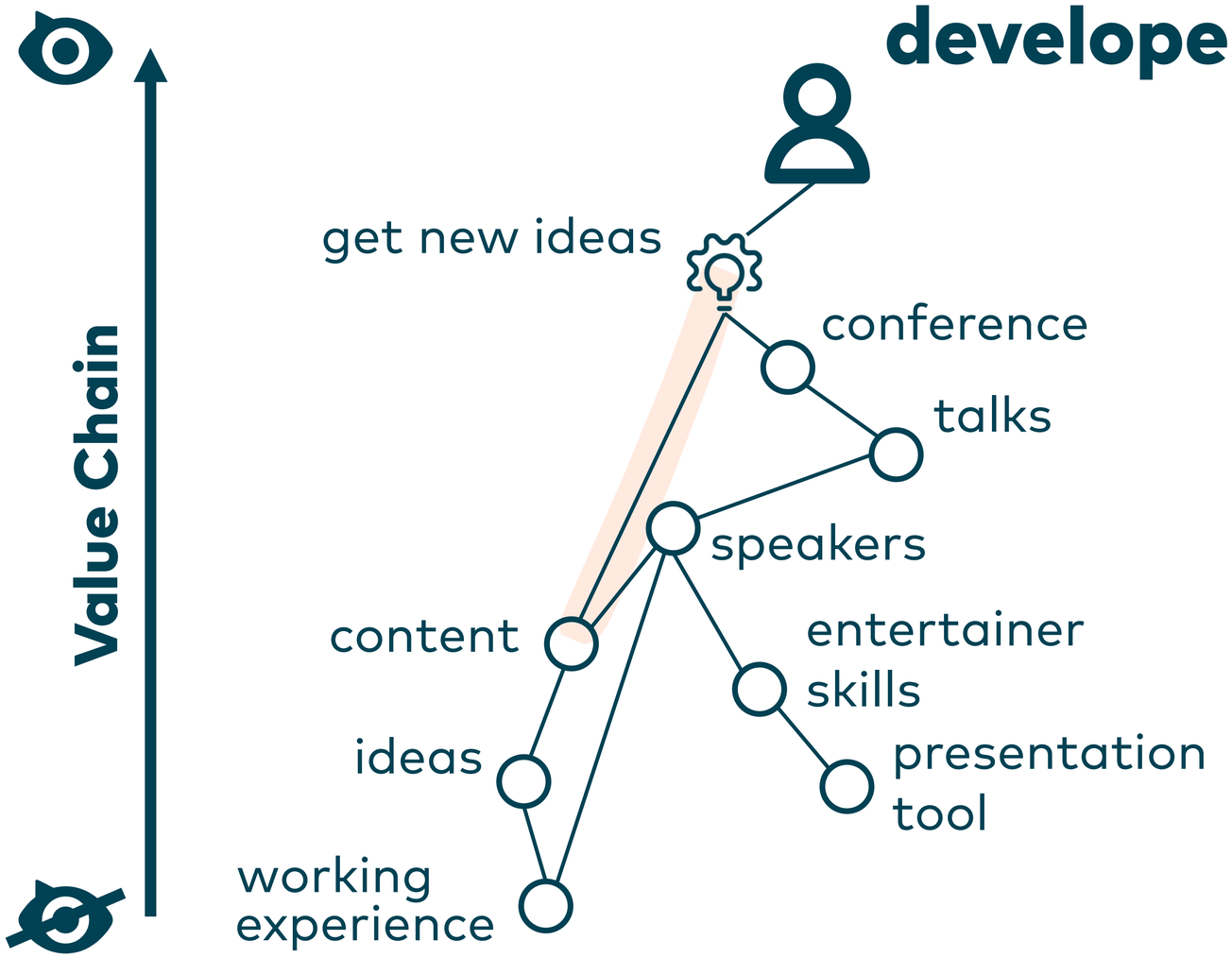
Let's map! → Chain of needs



Let's map! → Chain of needs



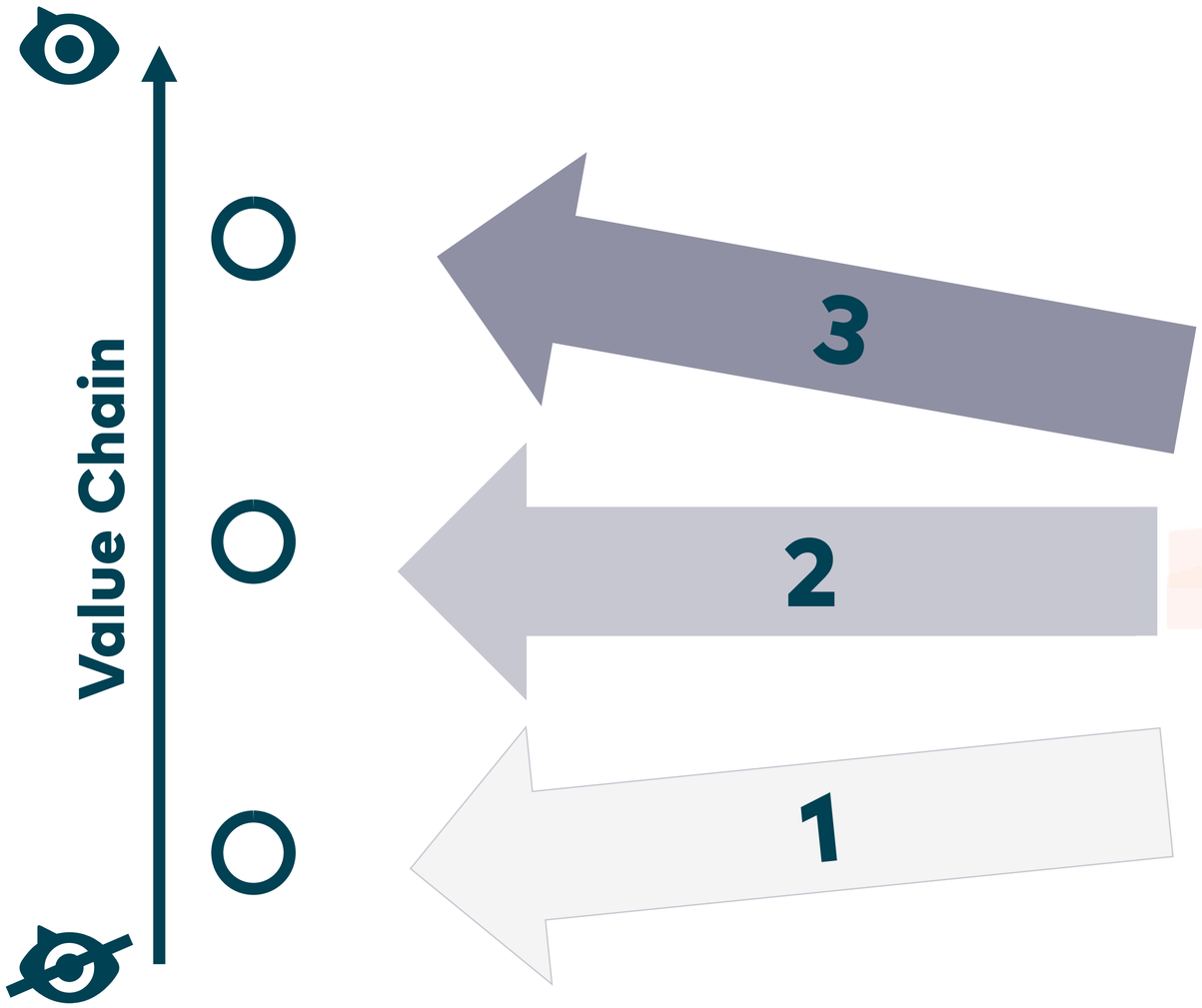
Let's map! → Value Chain



Needs

What does X need?

Your turn!



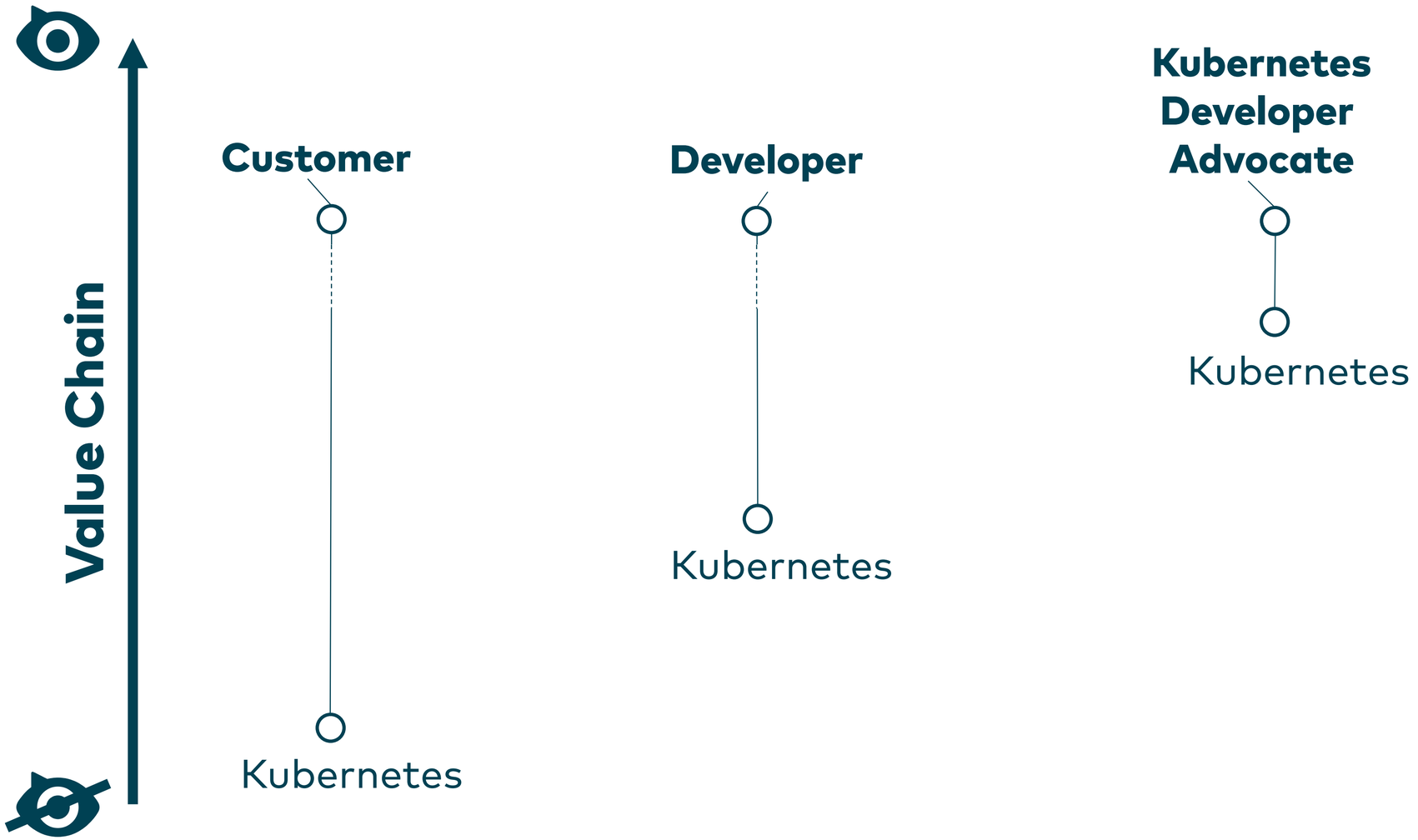
Where would you place this component?

Kubernetes

A platform for deploying, scaling and managing containerized applications.

You were all right!

Value depends on the user!



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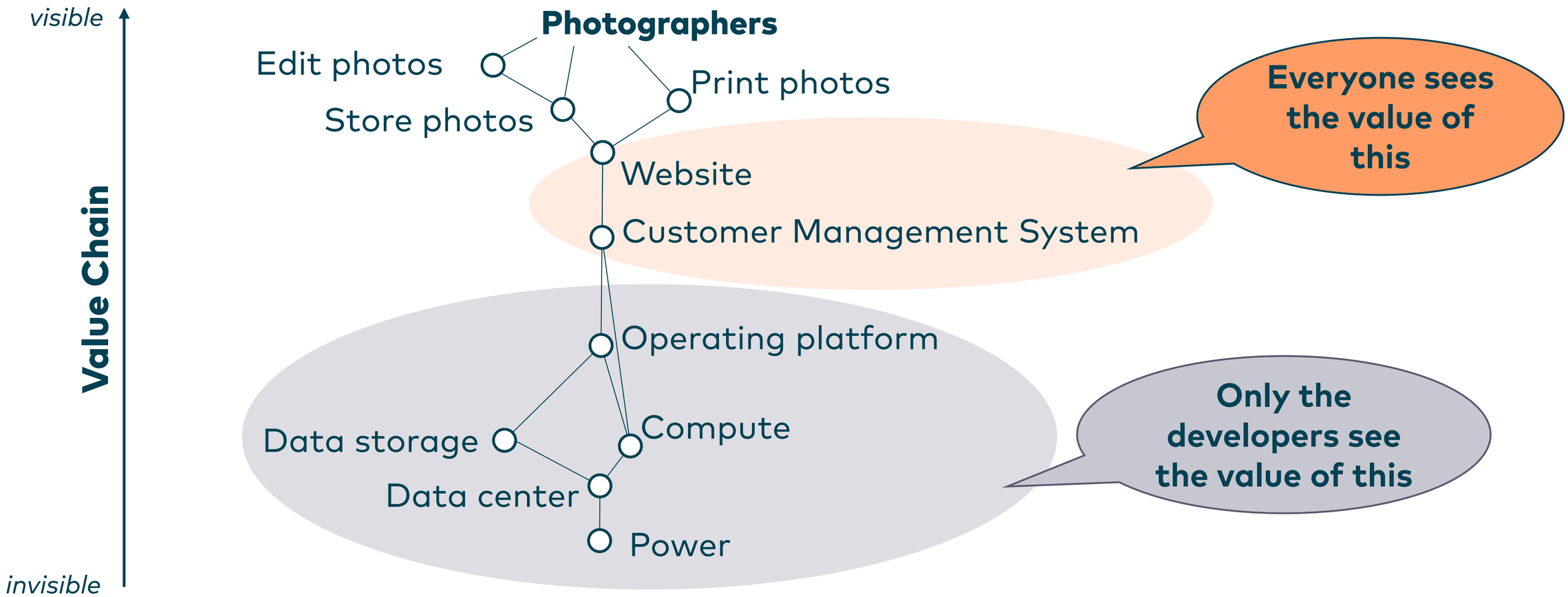
So what?

Create more awareness!



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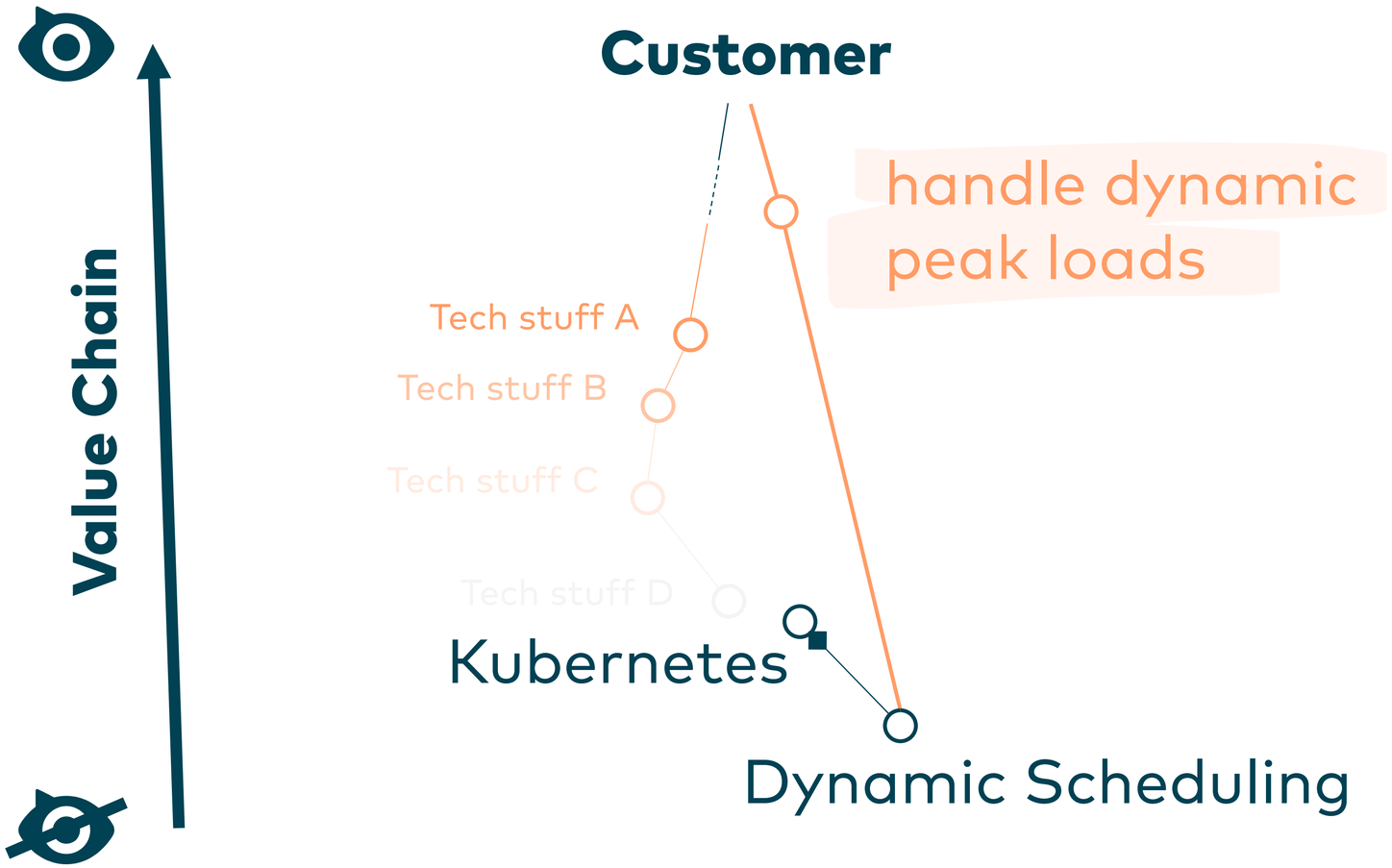
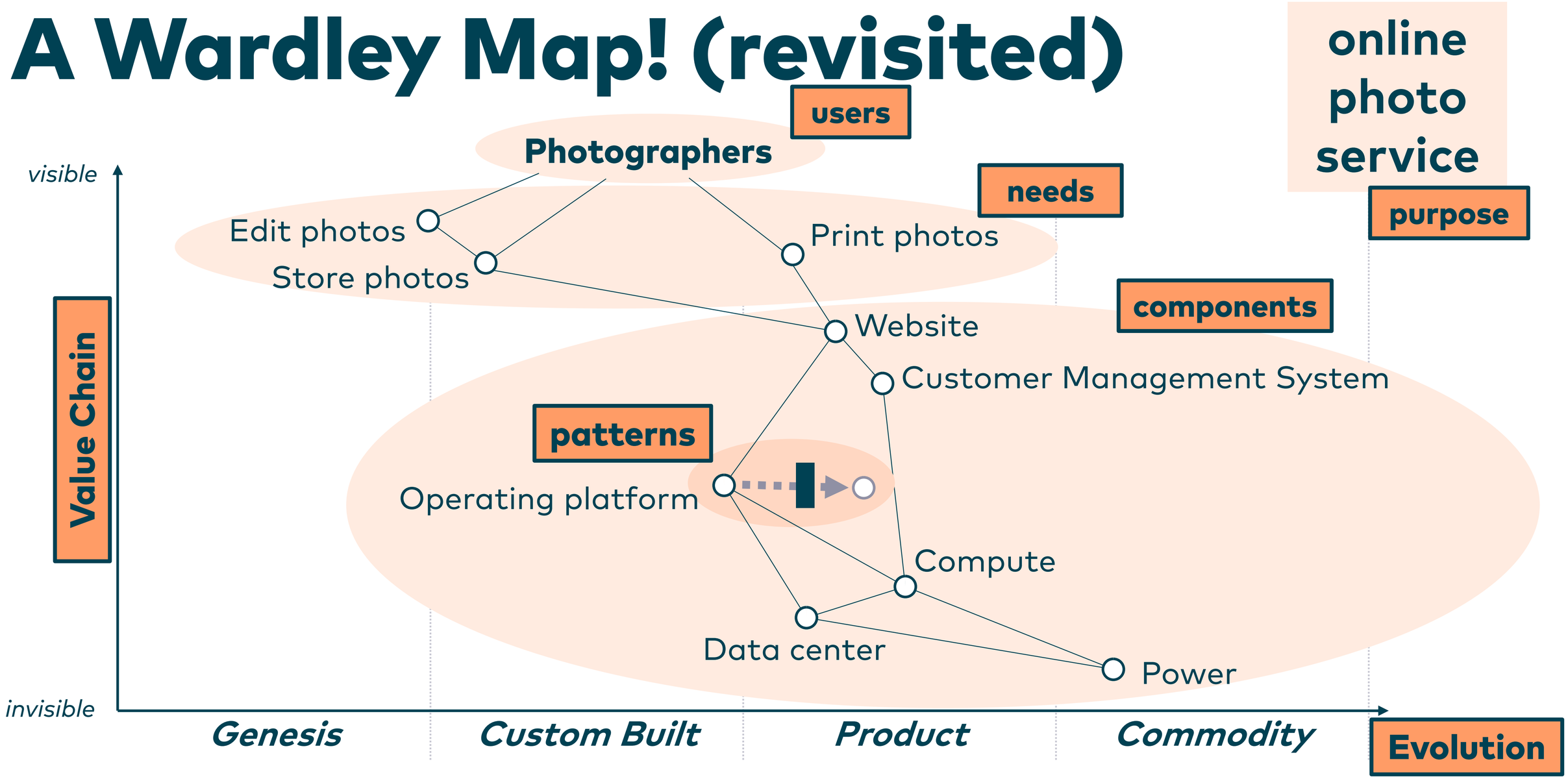
Change the way you communicate!



little awareness → high awareness

A Wardley Map! (revisited)



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How familiar are you already with Wardley Maps ?

1 *No clue at all!*

2 *Already seen*

3 *Already used*

4 *Using it all the time!*

Simon Wardley's idea of Evolution

	Genesis	Custom Built	Product (+rental)	Commodity (+utility)
Consumers' view (demand)	*No clue at all!*	*Already seen*	*Already used*	*Using it all the time!*
Producers' view (supply)	*No idea at all!*	*Already made*	*Used to make*	*Providing it all the time!*

Software system

Cheat Sheet for „Evolution“

Stage (of activity)	Genesis	Custom	Product (+rental)	Commodity (+utility)
Characteristics				
Ubiquity	Rare	Slowly increasing consumption	Rapidly increasing consumption	Widespread and stabilising
Certainty	Poorly understood	Rapid increases in learning	Rapid increases in use / fit for purpose	Commonly understood (in terms of use)
Publication Types	Normally decribe the wonder of the thing	Build / construct / awareness and learning	Maintenance / operations / installation / feature	Focused on use
General Properties				
Market	Undefined market	Forming market	Growing market	Mature market
Knowledge management	Uncertain	Learning on use	Learning on operation	known / accepted
Market Perception	Chaotic (non linear)	Domain of experts	Increasing expectation of use	Ordered (appearance of being linear) / trivial
User perception	Different / confusing / exciting / surprising	Leading edge / emerging	Common / disappointed if not used or available	Standard / expected
Perception in Indusry	Competitive advantage / unpredictable / unknown	Comptitive advantage / ROI / case examples	Advantage through implementation / features	Cost of doing business / accepted
Focus of value	High future worth	Seeking profit / ROI?	High profitability	High volume / reducing margin
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	Feature difference	Essential / operational advantage
Failure	High / tolerated / assumed	Moderate / unsurprising but disappointed	Not tolerated, focus on constant improvement	Operational efficiency and surprised by failure
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

Simon Wardley: Wardley maps - Topographical intelligence in business, CC BY-SA 4.0 License

Your turn!

Where would you place this component?

Kubernetes

Platform for deploying, scaling and managing containerized applications.

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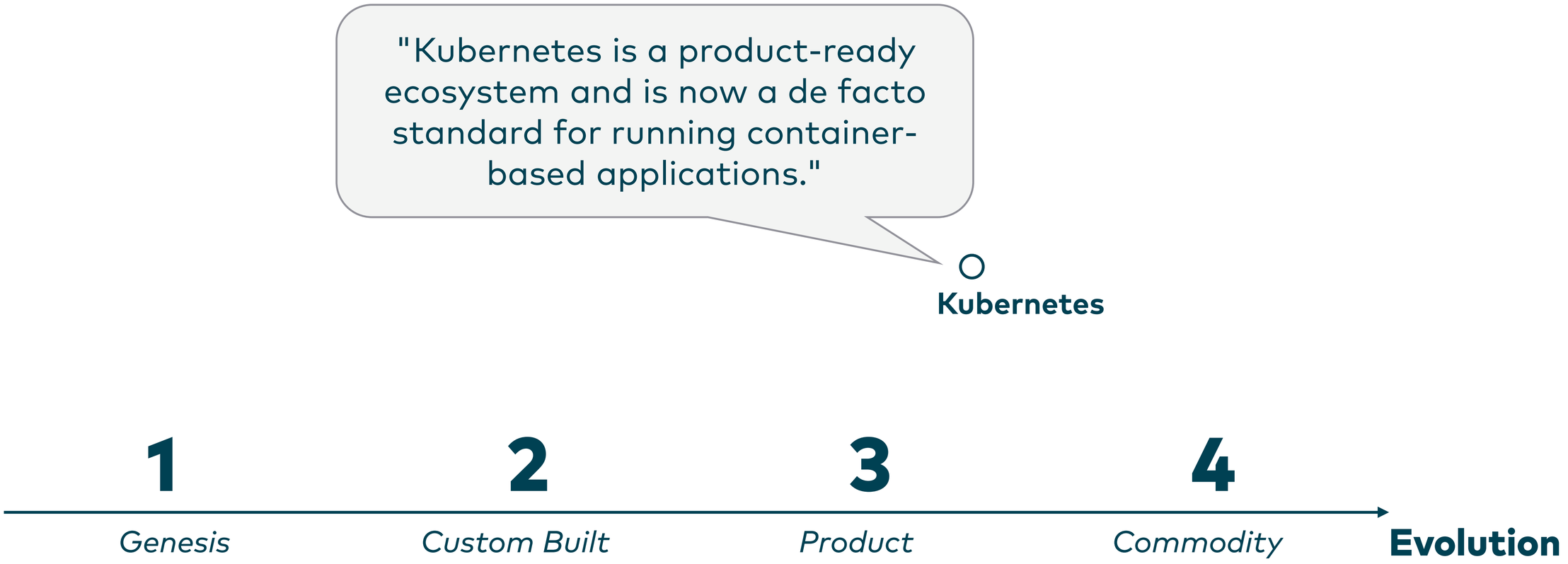
Your turn!



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EKS: Amazon Elastic Kubernetes

Your turn!

Where would you place this component?

Amazon EKS

Cloud service to launch, run, and scale Kubernetes-based applications in the AWS Cloud.

Kubernetes

Adapted from Simon Wardley, CC BY-SA 4.0 license

Your turn!

"Accessing EKS through Amazon Webservices is as easy as getting electricity from a wall socket."

○ Kubernetes ○ **Amazon EKS**

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More examples for Evolution

MyConty

A self-developed operating platform for managing and running containers

Kubernetes

Amazon EKS

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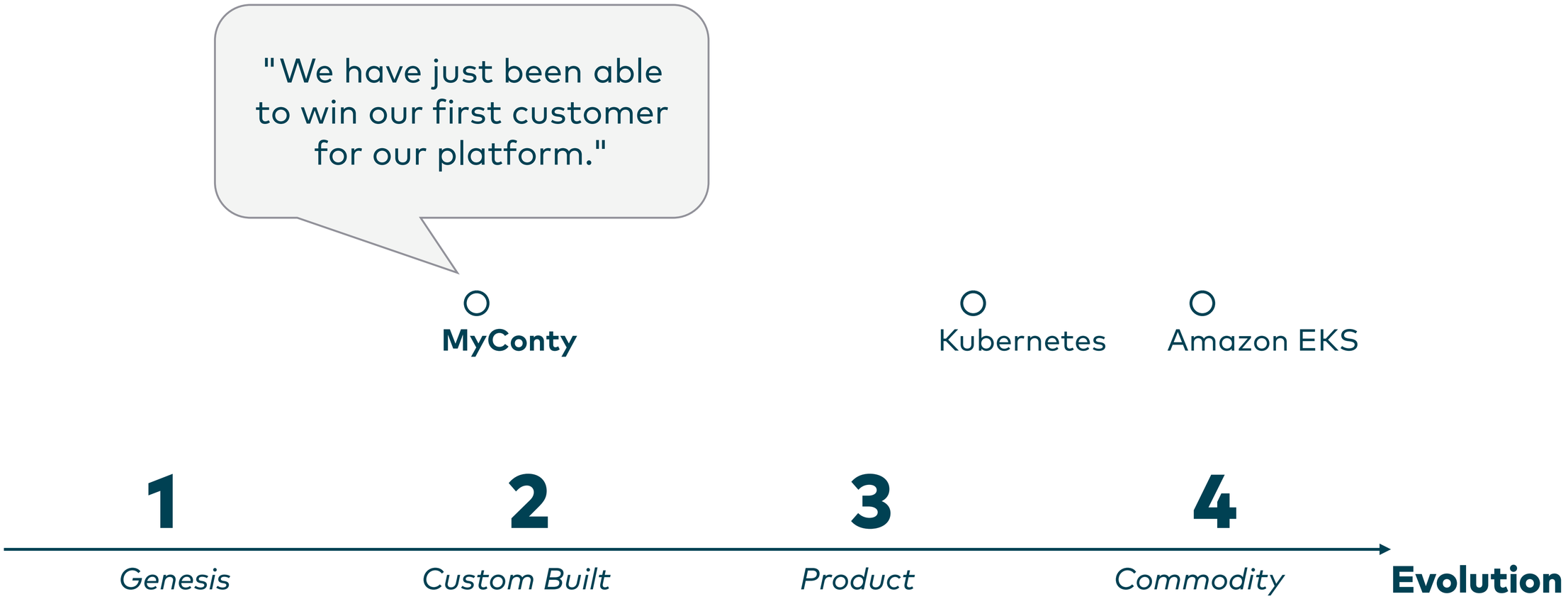
More examples for Evolution



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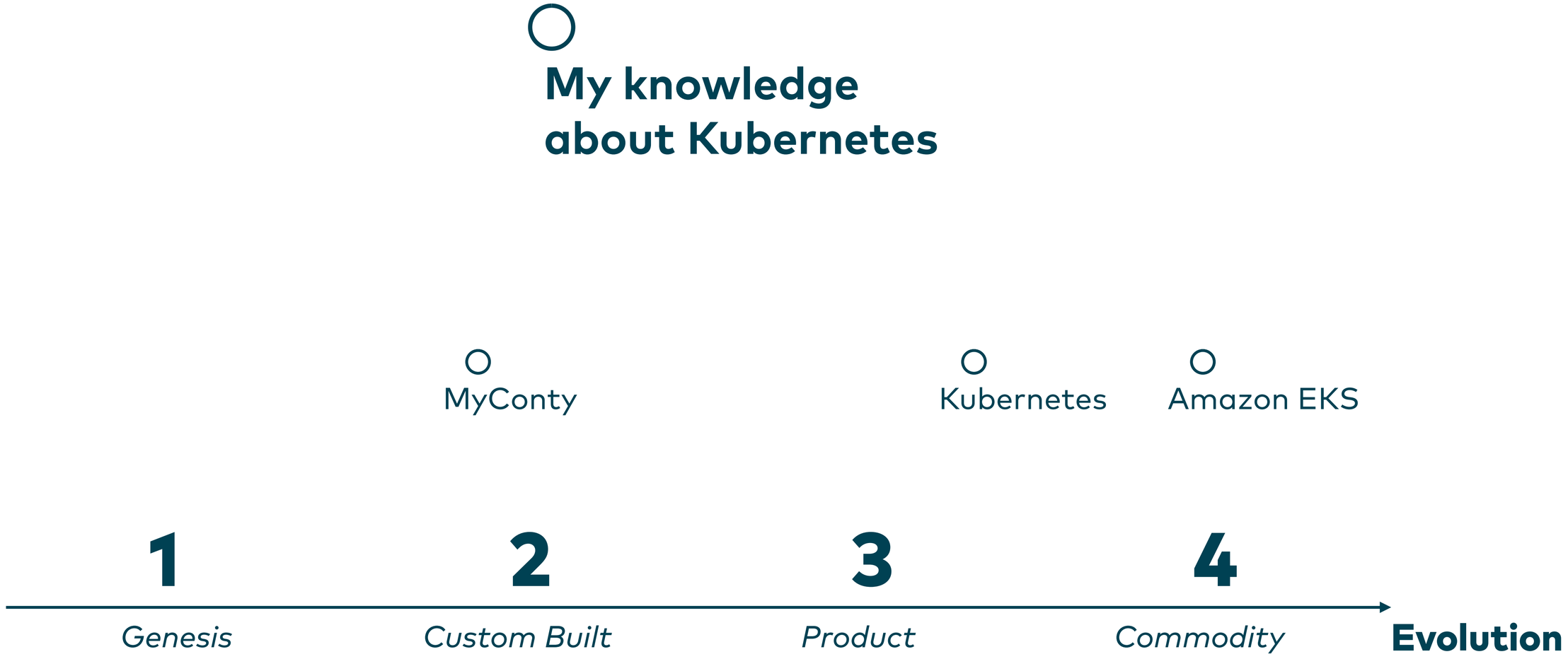
More examples for Evolution



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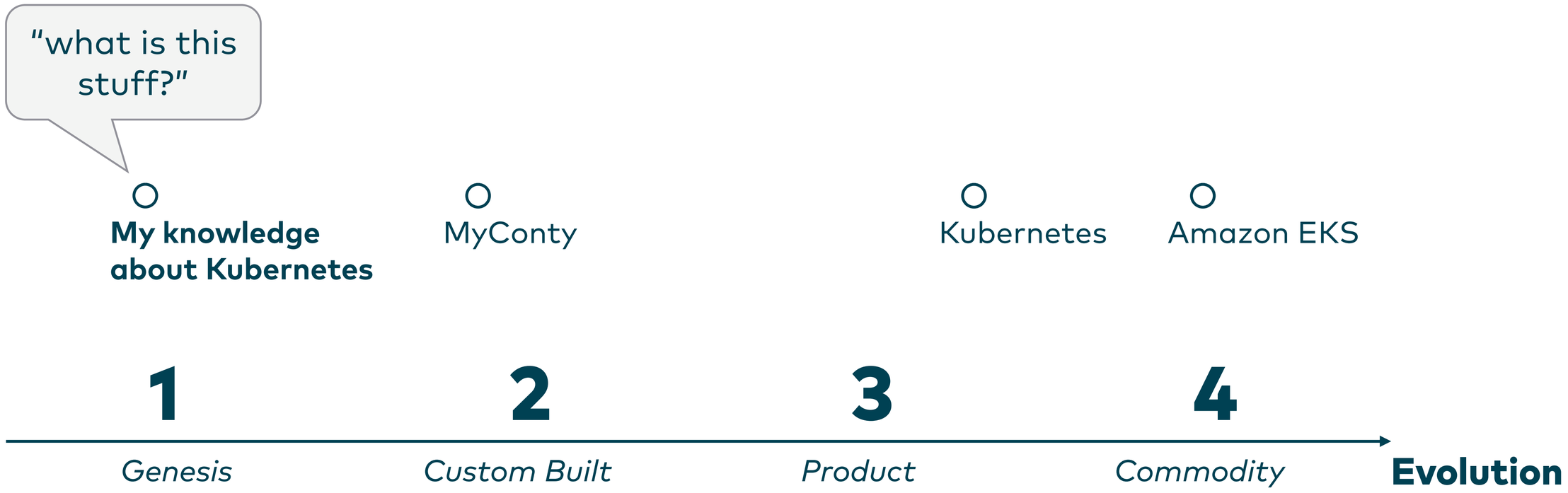
More examples for Evolution



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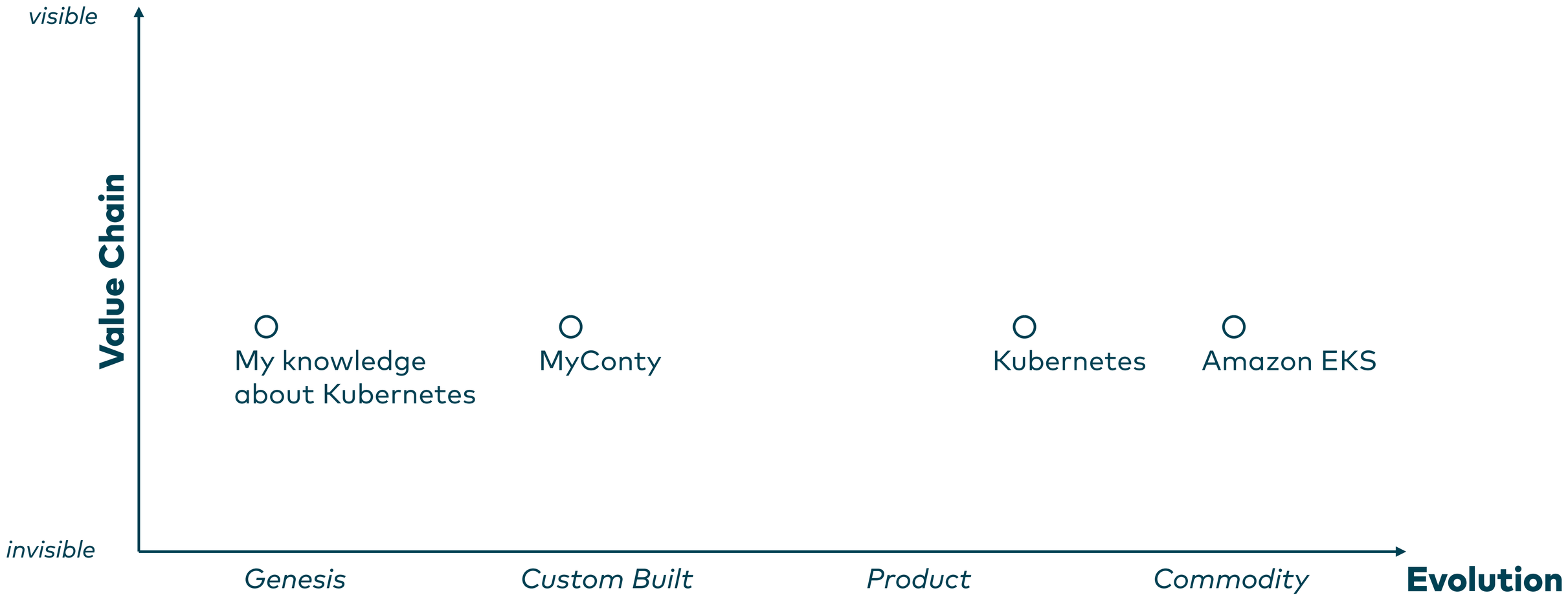
So what?

First analyses



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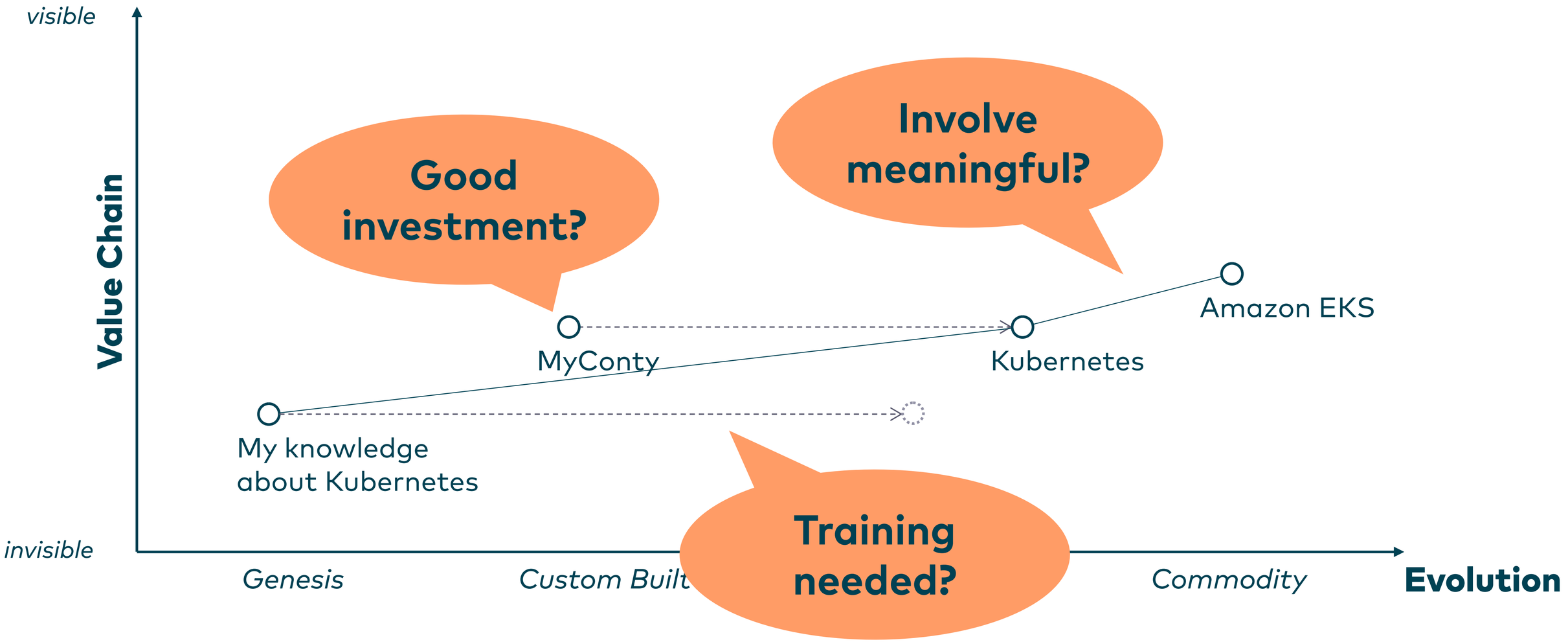
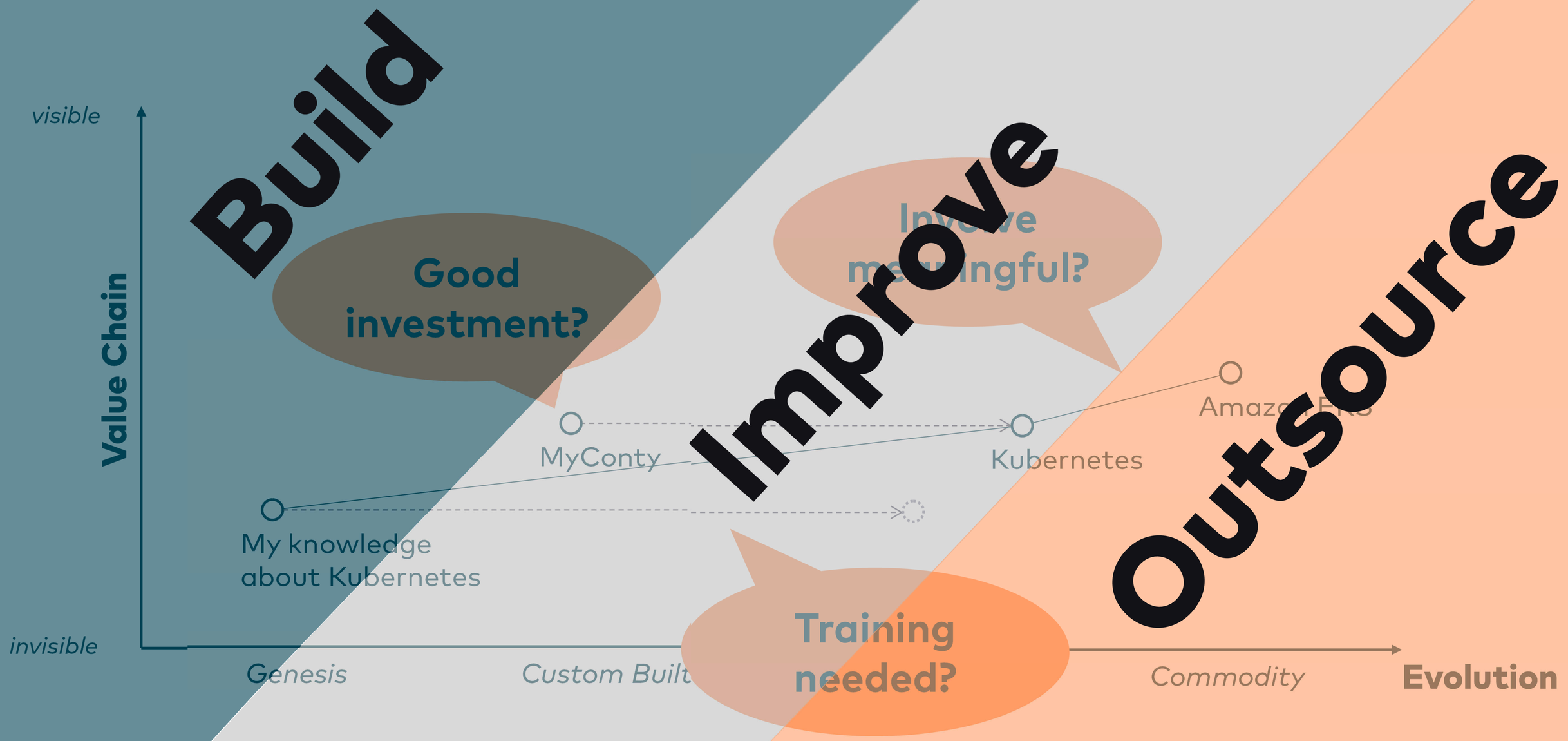
First analyses



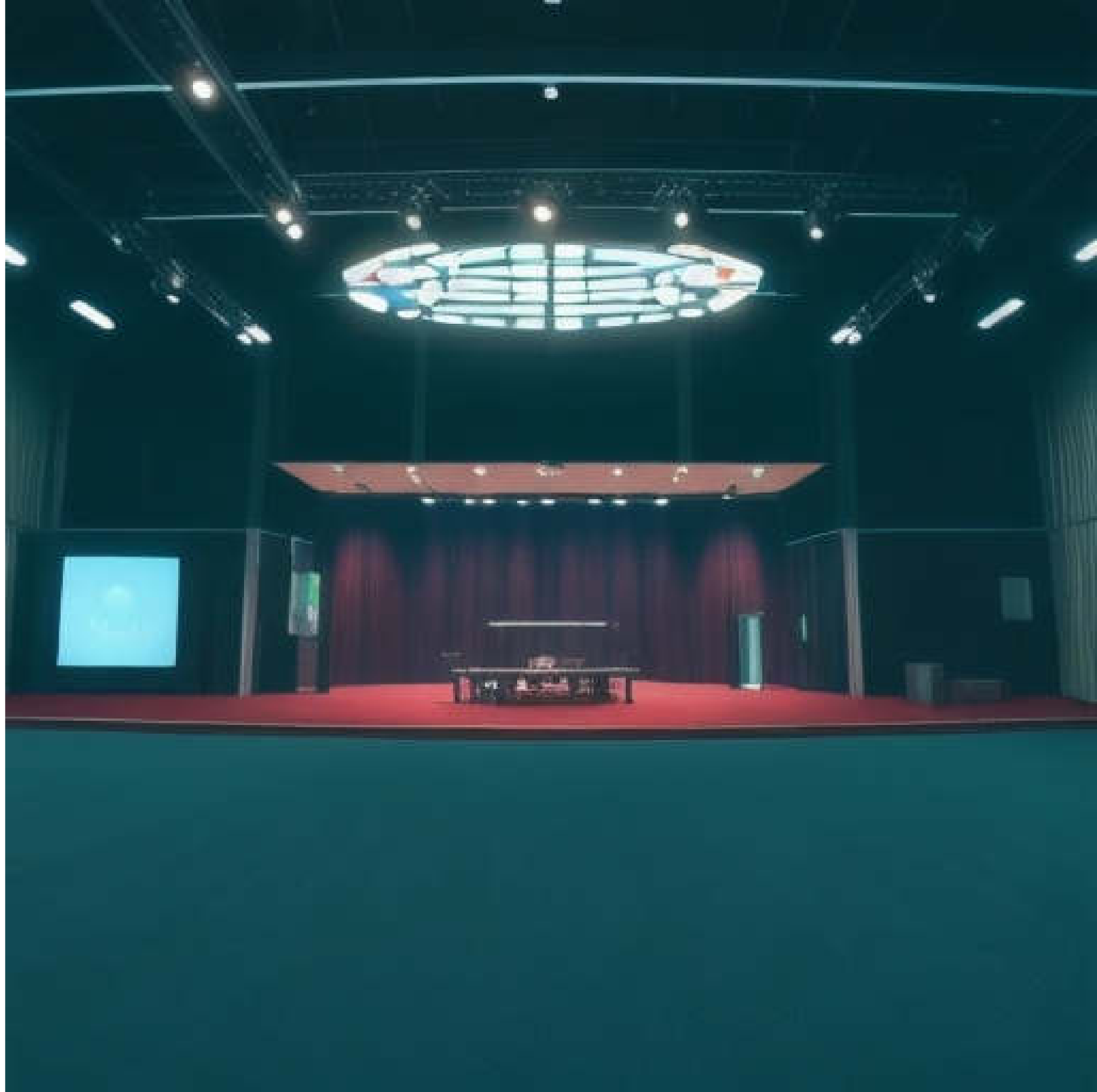
First analyses



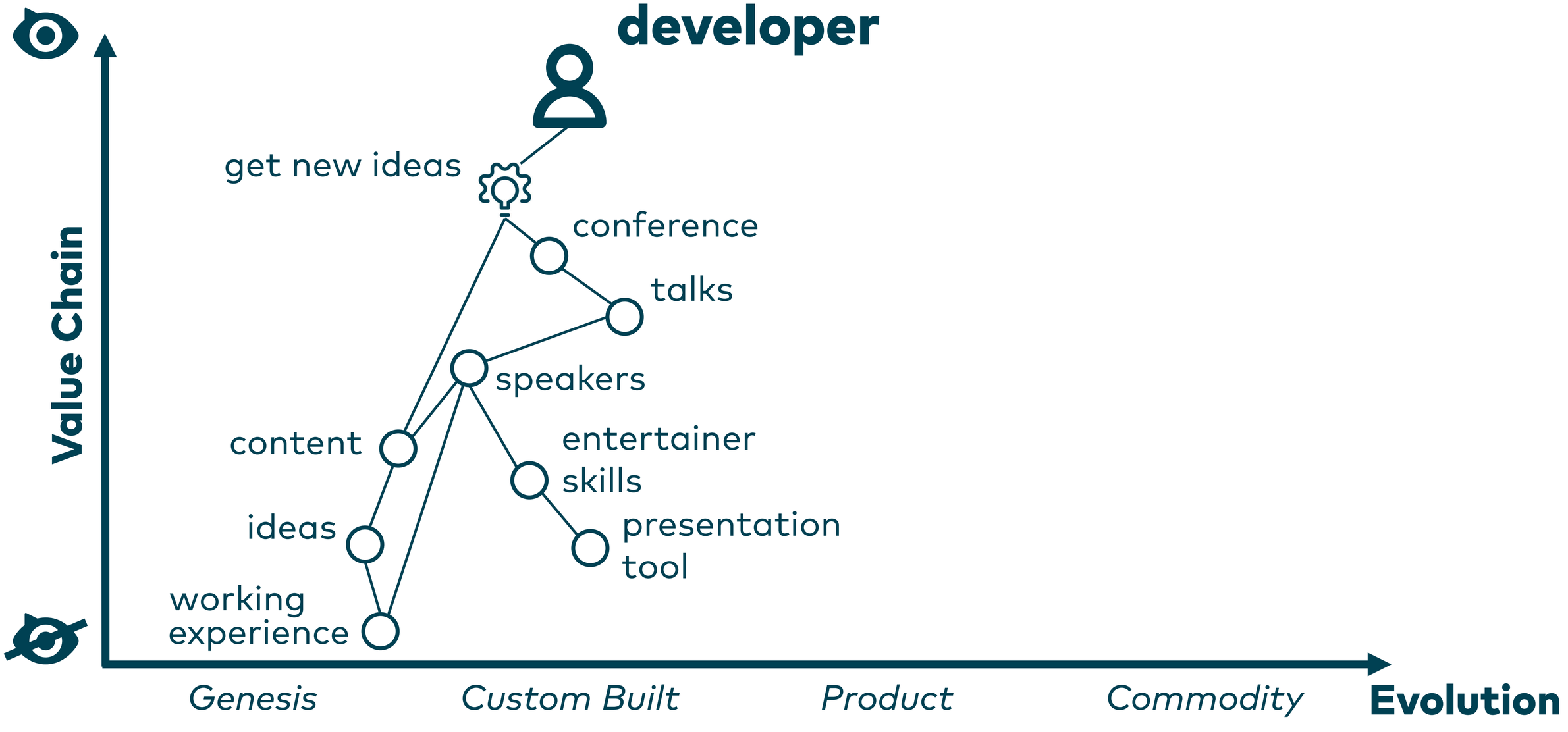
Let's map!
(again!)

Let's map!

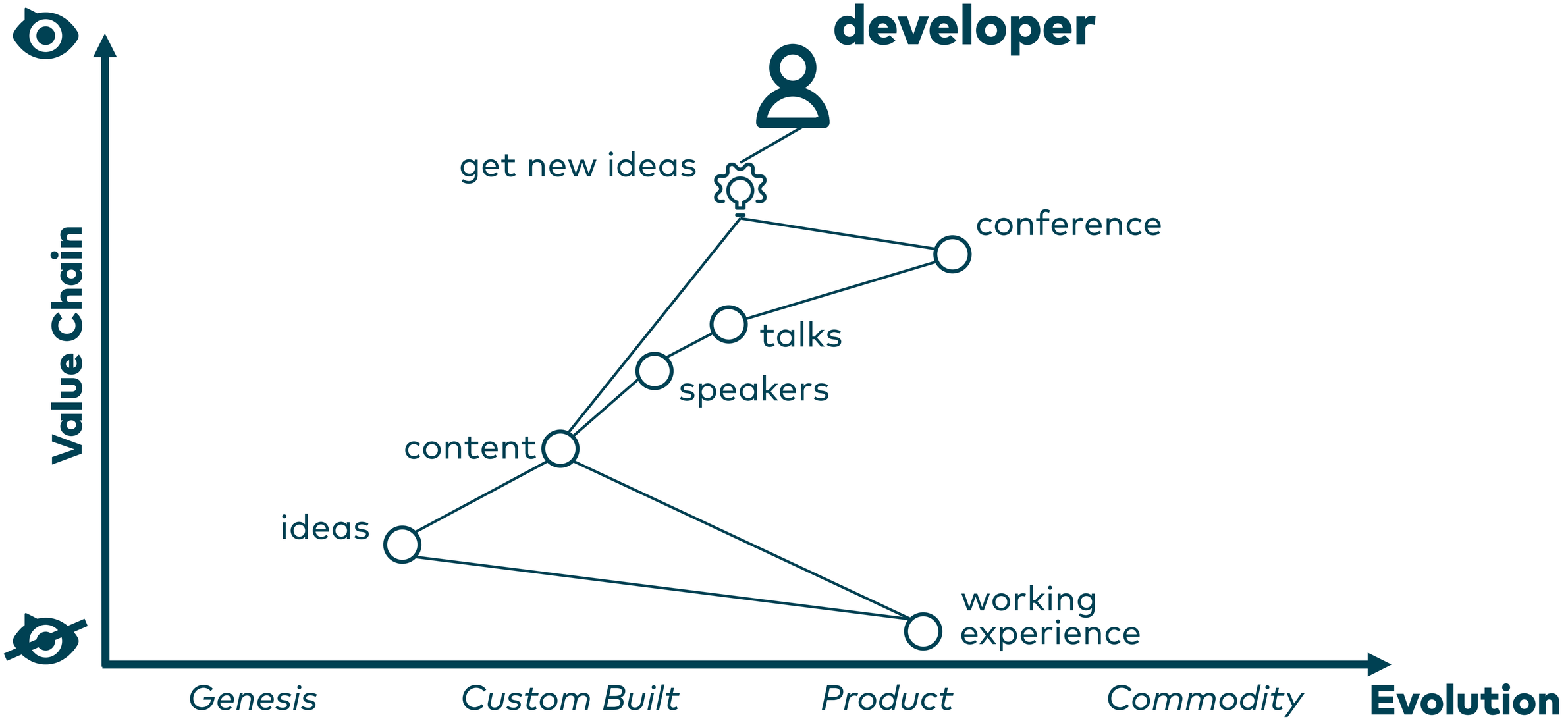
How can we deliver a great developer conference?



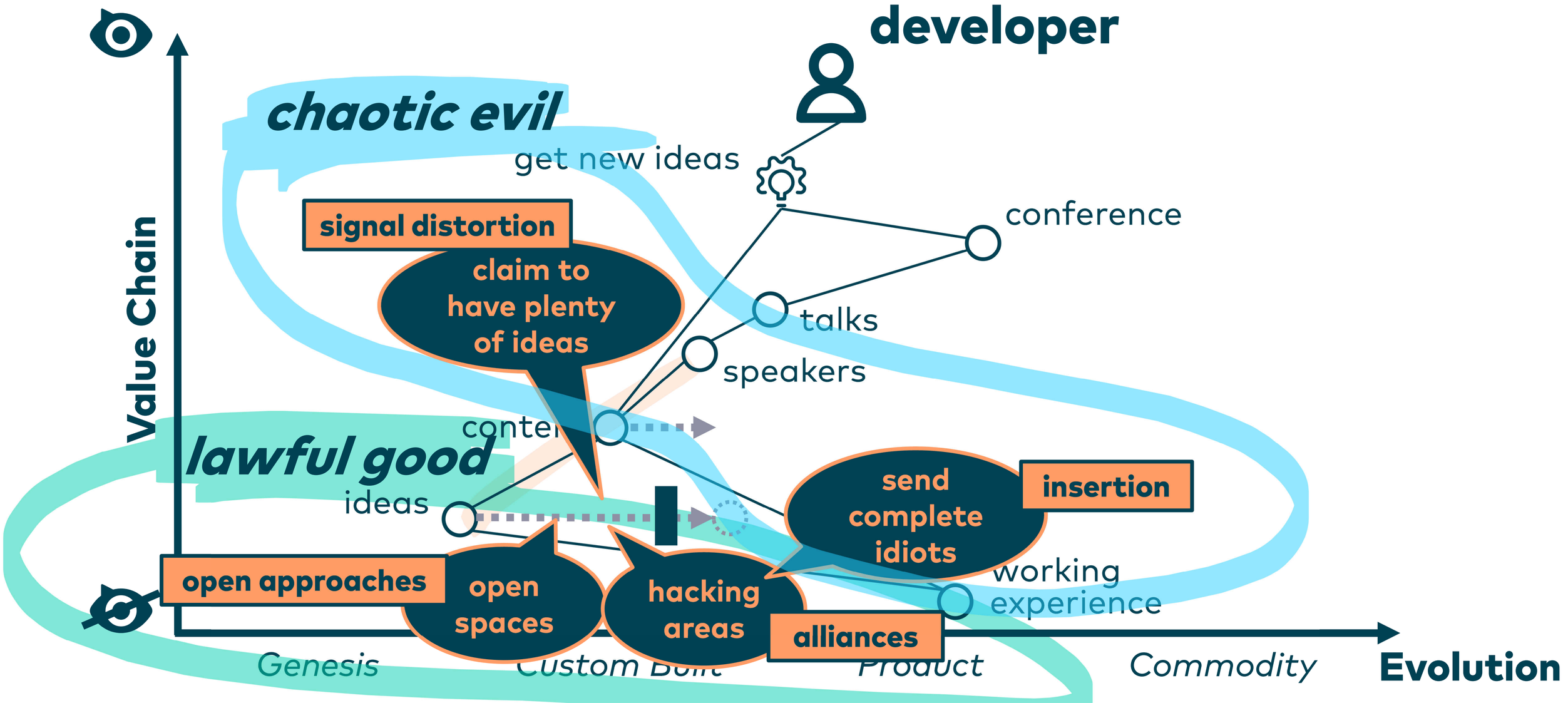
Let's map! → Evolution



Let's map! → Evolution

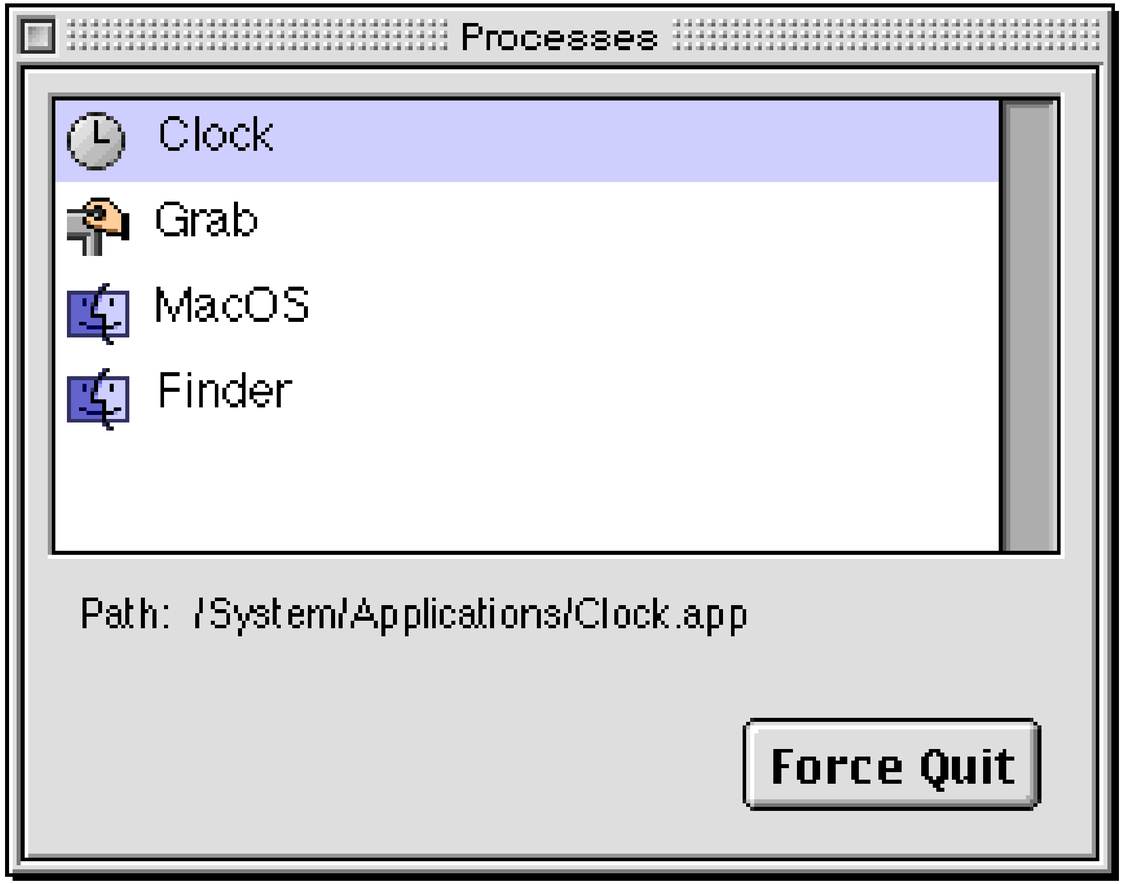


Let's map! → Play! Gameplays FTW!

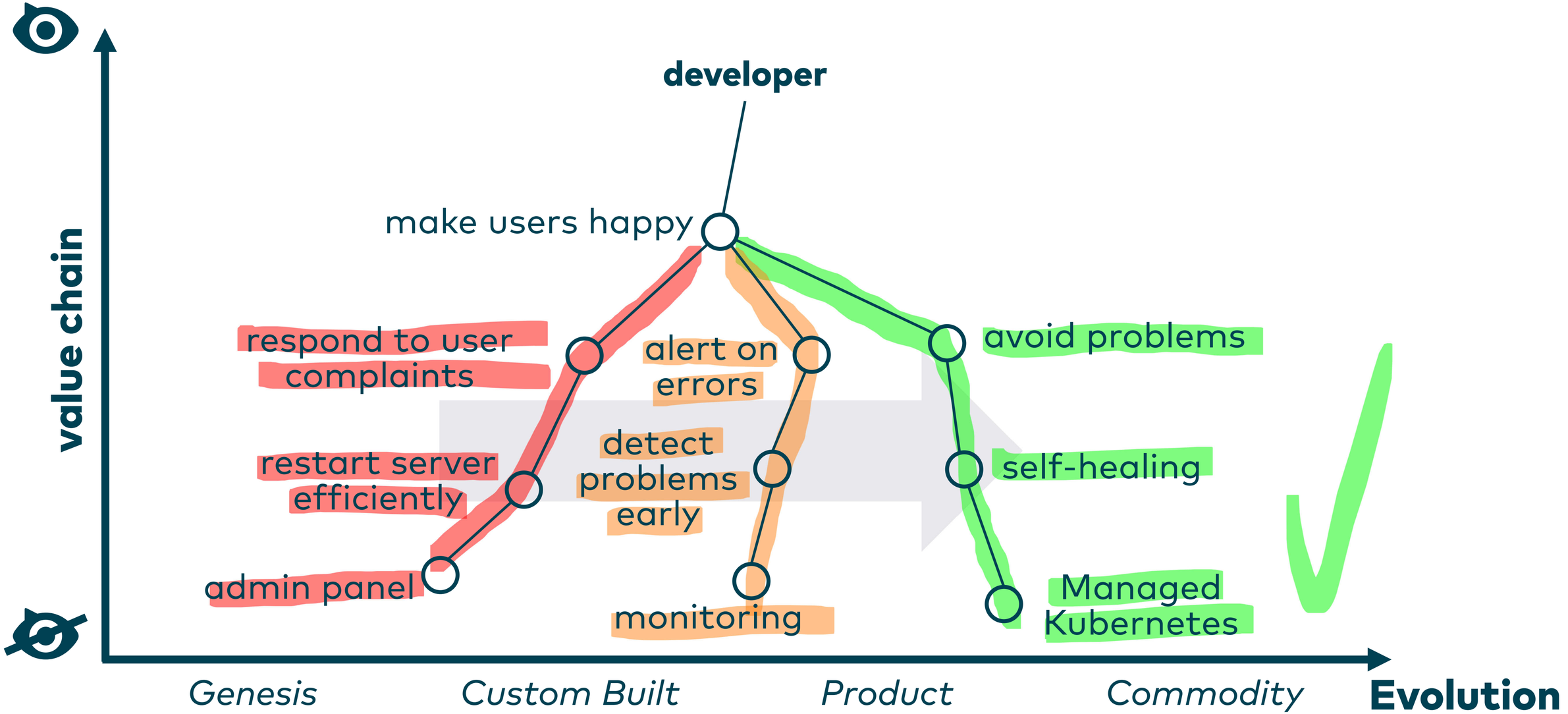


Examples from real life

Example from real life

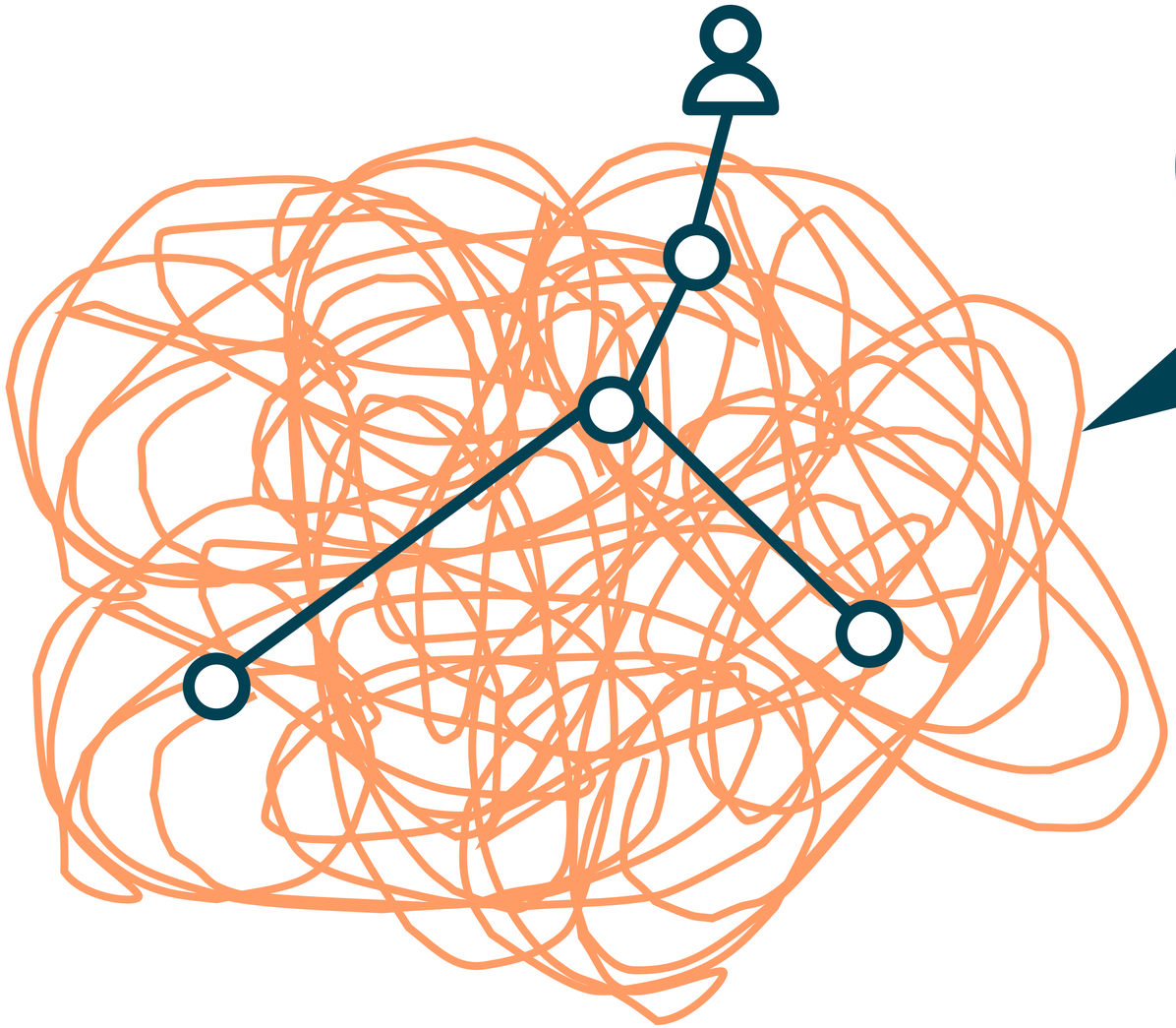


Example from real life



Tips for getting started

Keep the expectations real!



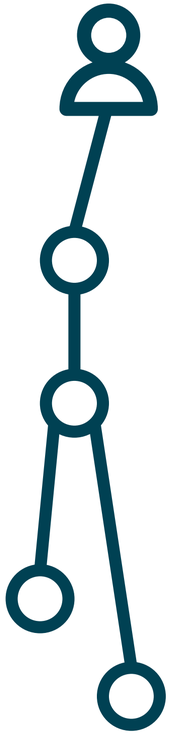
Face it: You're mapping a mess!

The right scope is key!

Do one step after another 1/3

1. Who are the users?
2. What are their needs?
3. What are the components that meet those needs?

→**Value Chain!**

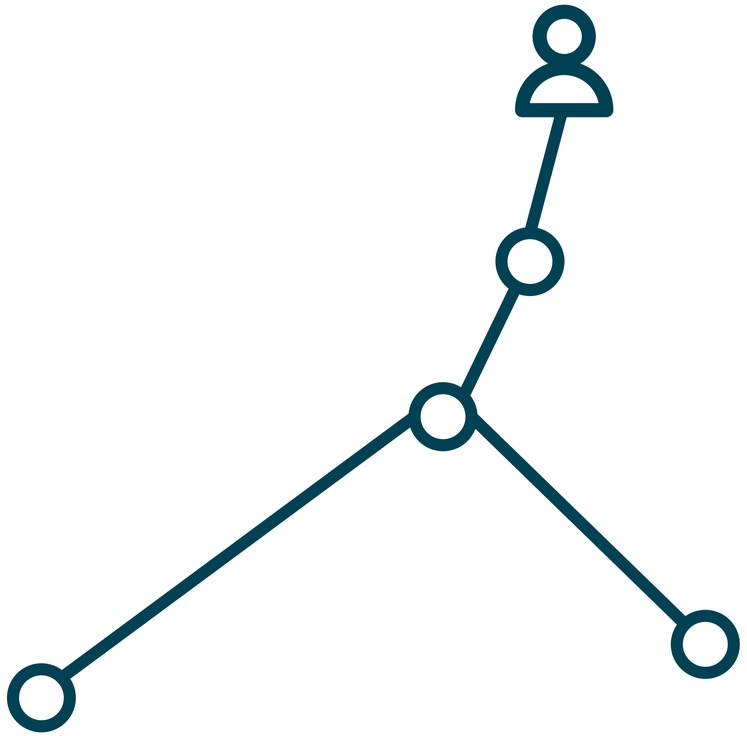


According to Ben Mosior: The Problem with Wardley Mapping

Do one step after another 2/3

4. How mature are the components in terms of evolution?

→ **Wardley Map!**

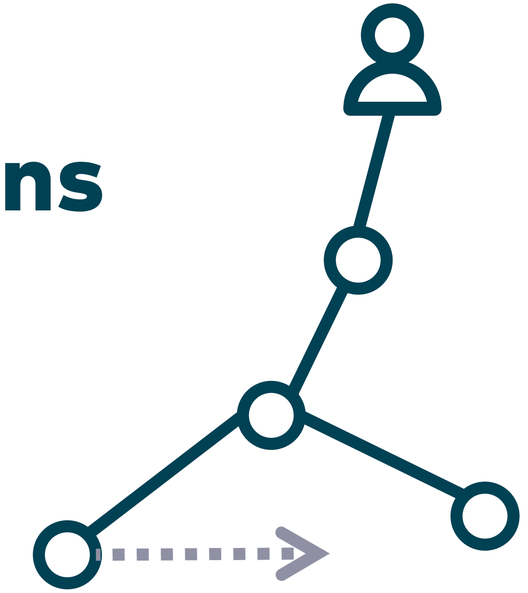


According to Ben Mosior: The Problem with Wardley Mapping

Do one step after another 3/3

Advanced: Patterns, patterns, patterns

5. Climatic / Inertia
6. Doctrines
7. Gameplays



→Have fun!

It feels like playing chess with your competitors, where only you can see the board!

Conclusion

Wardley Map

A visual communication tool for strategic thinking

- create situational awareness
- plan and communicate a strategy
- evolve software systems
- improve the way you're working

A perfect map of BERLIN is Berlin itself!

"All models are wrong, but some are useful."

George Box

Image by DavidMCEddy, Wikipedia, CC BY-SA 3.0

Thank you!

Thank you!

Questions!?

+

Discussions!?

Feedback!?

Slides!

Please stay in touch!
https://www.linkedin.com/in/markus-harrer/

LinkedIn

Markus Harrer

Software Development Analyst at INNOQ. PowerPoint speaker. I love fixing things. Software Analytics, sDDD, Wardley Maps and legacy code fanboy.

Contact

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Software Evolutionist

#softwarearchitecture #softwaremodernization #wardleymapping

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Website: markusharrer.de

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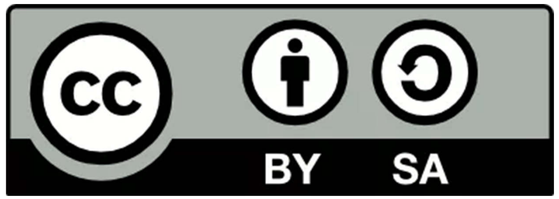

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Königstorgraben 11
90402 Nürnberg

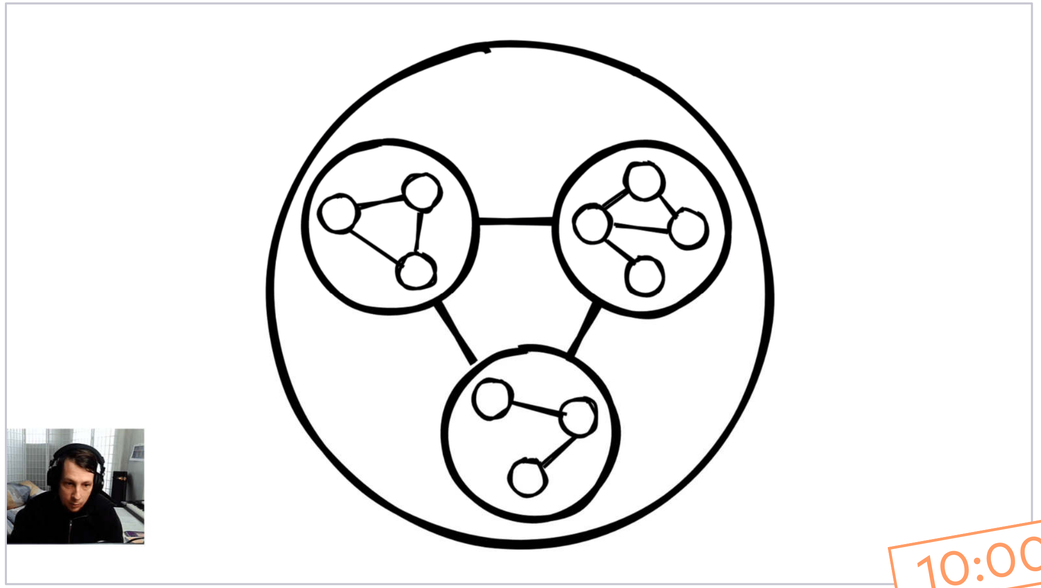
Appendix

More resources

Wardley Mapping Quick Start

Investing in Innovation: How Situational Awareness Can Put Your Business on the Map

https://www.youtube.com/watch?v=Gfq3ocmadZo

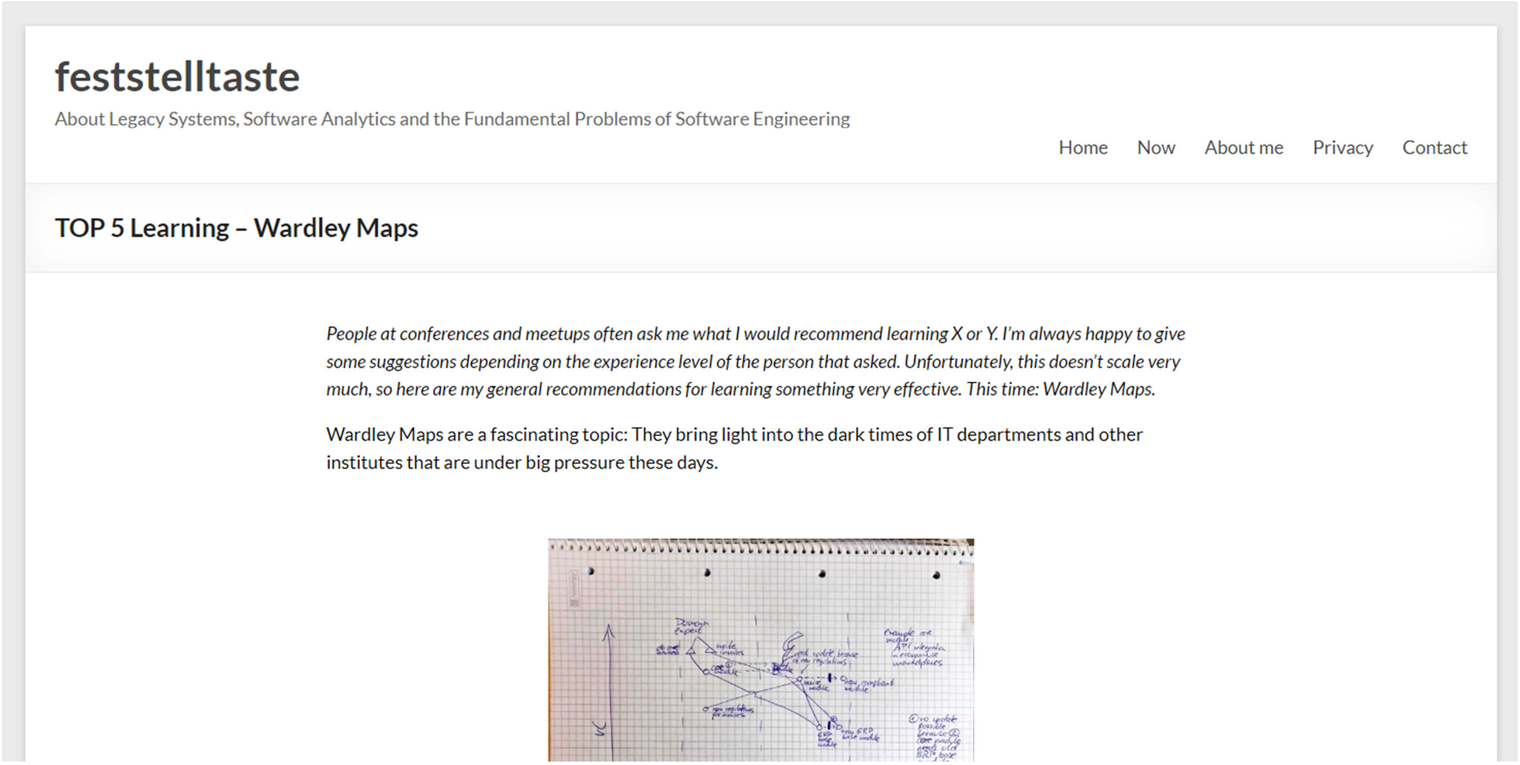


Ben Mosier: The Easiest Way to Do Wardley Mapping

https://www.youtube.com/watch?v=IJcLmoKR6v8

More on Wardley Maps

My personal recommendations for getting started



https://www.feststelltaste.de/top-5-learning-wardley-maps/

Some of my own work

- Some initial thoughts about ERP systems
  https://www.feststelltaste.de/some-initial-thoughts-about-erp-systems/
- Software quality in the context of value chains and evolution
  https://www.innoq.com/en/blog/quality-value-chain-evolution/
- Evolving software like an orchardist
  https://www.innoq.com/en/blog/evolving-software-like-an-orchardist/
- Wardley Maps – Audiobook (AI-generated)
  https://feststelltaste.github.io/wardley-maps-audiobook/

My book about strategic moves

Strategische Spielzüge

Softwaresysteme listig weiterentwickeln

https://leanpub.com/strategische-spielzuege

Still in the making

Free to read online

Pay what you want

Strategic Moves

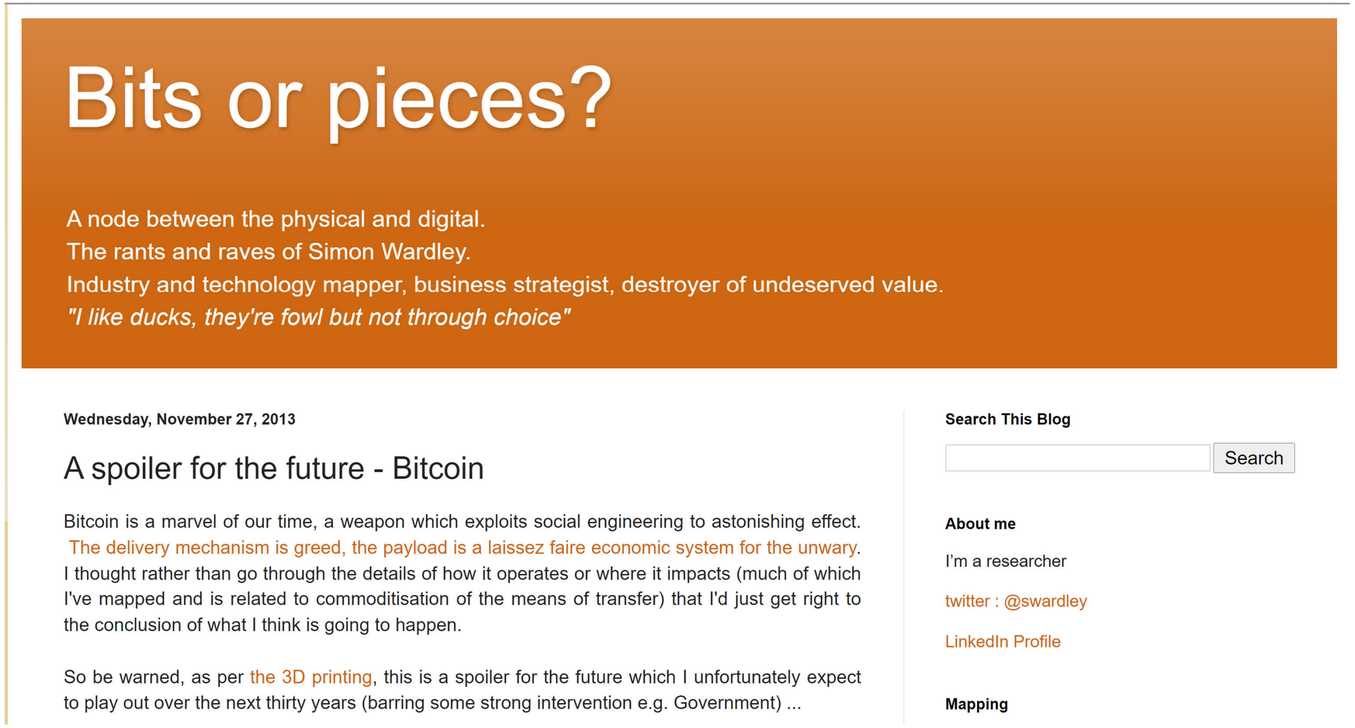
Evolving software systems the smart way

https://leanpub.com/strategic-moves

(will be translated once the German version is finished)

Advanced Wardley Mapping

- Simon Wardley's Blog
  https://blog.gardeviance.org/



Bits or pieces?

A node between the physical and digital.
The rants and raves of Simon Wardley.
Industry and technology mapper, business strategist, destroyer of undeserved value.
"I like ducks, they're fowl but not through choice"

Wednesday, November 27, 2013

A spoiler for the future - Bitcoin

Bitcoin is a marvel of our time, a weapon which exploits social engineering to astonishing effect. The delivery mechanism is greed, the payload is a laissez faire economic system for the unwary. I thought rather than go through the details of how it operates or where it impacts (much of which I've mapped and is related to commoditisation of the means of transfer) that I'd just get right to the conclusion of what I think is going to happen.

So be warned, as per the 3D printing, this is a spoiler for the future which I unfortunately expect to play out over the next thirty years (barring some strong intervention e.g. Government) ...

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About me

I'm a researcher

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Mapping

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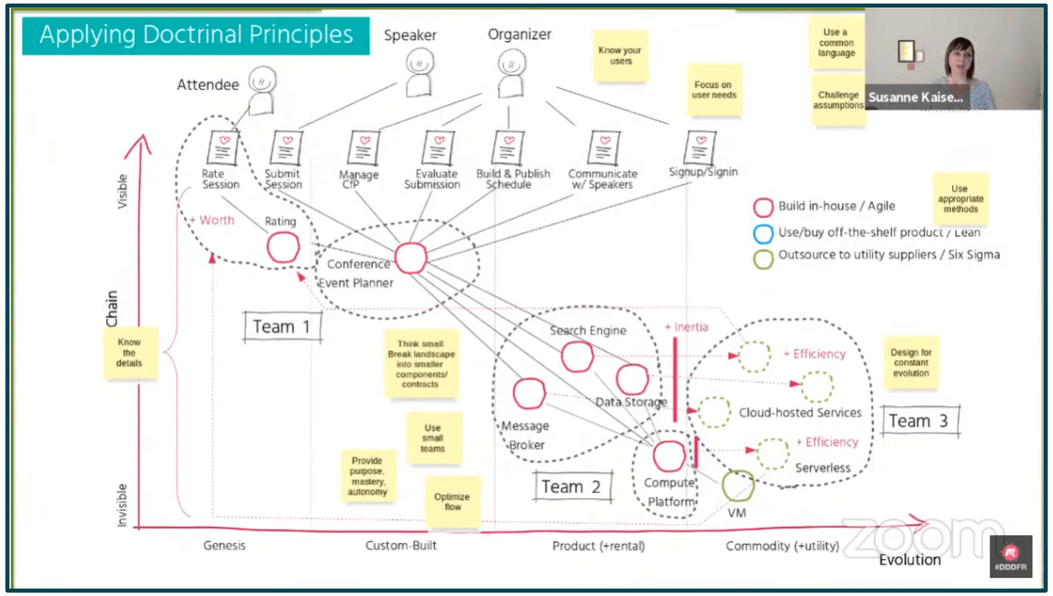
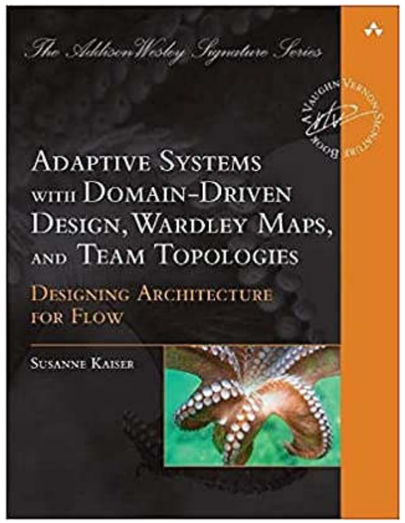
Recommended Wardley Maps talk

Building Adaptive Systems with Wardley Mapping, DDD, and Team Topologies (Susanne Kaiser)

https://www.youtube.com/watch?v=Ha0fLMVB1oI



There will also a book about this topic soon.