Design Ops Canvas (orginal)

Design Ops Canvas BETA

Designed for: *Designed by:* *Date:* *Version:*

What do we do?
What is the value we provide?
What does "good" look like?
What is our process and/or operating rhythm?
What methods and tools do we use?
What are our inputs and outputs?
How do we work together?

Who are we?

Teammates
Who are we looking for?
How do we recruit people?
How do we develop our people?
How do we retain people?

Stakeholders
Who are our most valuable partners?
What makes them successful?
What obstacles stand in their way?
How do we work with them?

Support
What support and resources do we need?

How do we communicate?
How do we communicate internally, within our teams?
How do we communicate externally, with other stakeholders?
How do we educate and evangelize?
How do we give and get feedback?
How do we share our knowledge and new learnings?

What constrains us?
What regulatory, security, or other realities constrain what is possible?
How do we manage conflicts and tradeoffs?
How do we manage risk?

How are we structured?
Balance
How do we balance autonomy and the common good?

Autonomy
The freedom and independence we need to do great work.

Common good
The things we need to do consistently in order to work well together.

Management
What is our mission?
How do we set goals?
How do we track and measure success?
How are we structured?
Who is responsible for what?

What else?
What else should we be thinking about?

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Design Ops Canvas (revised by AI)

Purpose and Scope
- Why does DesignOps exist right now; the problem it solves?
- Scope: ops, enablement, governance.
- Level: team, org, enterprise (circle one).
- What must be true in 12 months for this to be a win?

Customers and Partners
- Primary customers (Design, Research, Content, Product, Engineering, etc.).
- Secondary customers (Leadership, Partners).
- Critical partners (IT, Security, Legal, HR, Finance, EngOps, Data).
- Engagement models: how we request, decide, and deliver together.

Customers and Partners
- 2–4 outcomes (speed, quality, consistency, satisfaction, risk reduction).
- Leading indicators (cycle time, adoption, defects, accessibility issues).
- Operational health (capacity, throughput, MTP, team health).
- Review cadence: how often we look at the data and adjust.

Services and Platforms
- Service catalog: services, customers, owner, SLo/SLi, As.
- Platforms: design system, templates, reason-to-ships, knowledge base.
- Platform governance: ownership, adoption, deprecation (DRI, rollout, deprecation).
- What we stop doing when demand spikes.

Demand and Prioritization
- Intake channels (what is allowed) and request types.
- Prioritization: how and who decides (broken escalation path).
- Capacity model: how we protect capacity (quotas, guardrails).
- Backlog visibility: how stakeholders see status and trade-offs.

Ways of Working and Enablement
- Standard workflows and tools (planning, crits, reviews, retros).
- Quality system: design QA, accessibility, content standards, DS metrics.
- Enablement: onboarding, training, office hours, communities (Slack/Teams).
- Coordination rooms: sync/ops, decision records, handoffs.

Operating Model and Governance
- 2–4 outcomes (speed, quality, consistency, satisfaction, risk reduction).
- Leading indicators (cycle time, adoption, defects, accessibility issues).
- Operational health (capacity, throughput, MTP, team health).
- Review cadence: how often we look at the data and adjust.

AI readiness overlay AI Use Cases and Automation
- Where can AI help now (summaries, tagging, intake triage, QA checks)?
- Prerequisites: data access, permissions, evaluation.
- Success metrics (time saved, adoption, quality) and risks.

Knowledge Readiness
- Sources of truth (what AI may use) and access permissions.
- Freshness: ownership, deprecation, retrieval quality.
- Content healthiness: owners, stale content, archive rules.

Responsible AI and Guardrails
- Allowed vs prohibited data (PII, customer data, confidential IP).
- Human oversight: approvals, logging, incident response, audits.
- Toolmaker approval, logging, incident response, audits.

Tooling and Data
- Blessed tool stack and what is optional (and why).
- Integrations: systems of record, APIs, MCP.
- Operational data: what we track, where it lives, who can access.

Risk, Compliance, and Safety
- Privacy and security requirements (loc, data classification).
- Compliance: retention, auditability, evidence.
- Vendor risk, IP/copyright, and regional constraints.
- Escalation path for incidents and high-risk decisions.

Roadmap and Maturity
- Now / Next / Later: top initiatives and dependencies.
- Maturity model: ad hoc → repeatable → scalable → measurable.
- Maturity: current state and next level up (repeatable → scalable).
- Change rollout and communications plan.

Desired Outcome Workshop

Desired Outcome for {Purpose}

Prepared by {Names}

WHO WANTS IT?
Or, who **should** want it? Be as specific as possible and list as many parties as necessary.
TIP: When using the outcome for product design, focus on a specific persona (if known)or general use case (if not known).

WHAT IS WANTED?
Also/or, what **should** be wanted? List what each subject wants, and use **their** language.

WHAT DOES IT GET THEM?
Why do they want it? What is the actual need they are solving? What is the benefit?

HOW WILL THEY KNOW THEY HAVE IT?
This is always sensory (see, hear, feel). What is Sufficient (Barely Acceptable)? What would be Success (Hopelessly Idealistic)? What's in between?
TIP: Refer back to WHAT IS WANTED and WHAT DOES IT GET THEM to ensure criteria address the wants and benefits.
NOTE: Business decisions such as market conditions, competitive pressures, financial viability, resource availability, etc. determine the line drawn between**Sufficiency** / **Success**.

Sufficiency (Barely Acceptable)		**Success** (Hopelessly Idealistic)

WHAT STOPS THEM FROM HAVING IT NOW?
What prevents them from currently having this want?

WHAT NEGATIVE IMPACT COULD HAVING IT CREATE?
Ecology check: what other systems are affected? What breaks? Who objects? Where does it weaken?

WHAT SEQUENCE OF STEPS IS REQUIRED FOR THEM TO ACHIEVE IT?
How does the **subject** get to this outcome? What is the immediate next step?
TIP: Refer back to WHAT STOPS THEM FROM HAVING IT NOW and WHAT PROBLEMS COULD HAVING IT CREATE for potential obstacles to overcome and risks to mitigate.

Desired Outcome Workshop is a method for aligning a team and jumpstarting the key element of a project: people.

I want to recommend it as a starting point for all program, especially new ones.

Design Ops Canvas (revised by DM)

Goals/Value of DesignOps

Annual goals if known	Value of DesignOps (generally)
-	-

GenAI

AI Used as part of designing	AI Used as part of operations
-	-

Ways of working

Phases, cycle frequency	Roles & responsibilities	Design deliverable(s)	Tools (making)	Tools (ops)

Governance, prioritization, quality

Decision Making	Prioritization	Quality control	Defining good	Roles & Responsibilities

Constraints

Outside of WM	WM Rules/Guidelines	Team Rules/Guidelines	Org Structure	Metrics/Visibility

Leadership & Management

Roles & Responsibilities	Mission & Vision	Principles	Technology

CULTURE

Communications

Meeting	purpose	Tools/Service	Outputs	Designed Outcomes

Tool/Service	best used for	also used for	usability	usefulness

Recognition & Rewards

Recognition	Rewards
-	-

Accountability

Defined by deliverables (things)	Defined by outcomes (metrics)
-	-

Community

Autonomy — Common Good

The Culture Map

Outcomes

Behaviors

Enablers/Blockers

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