

Emily's Rebellion

A business guide to designing better transactional services for the digital age

by Lloyd Robinson with Graham Wilson

Emily's Rebellion presents a new method of removing the complexity from business processes and information systems called the 'Transaction Pattern'. Emily has learned about Service Design and loves it, but she needs a way to bridge the gap between her customer-focused service blueprint and the technical-minded developers.

The Transaction Pattern is Emily's bridge. It breaks down a service design into transactions and then into a generic pattern of phases and tasks that commonly recur. This structured approach, based on the pattern, readily specifies business requirements for system development and process implementation.

Emily's Rebellion seeks to embolden people like Emily who are required to inhabit the space between the everyday operations of their business and technology 'improvement' and digitization projects. You can effect change today with simple steps – it does not have to be so complex. Walk with Emily as she discovers a new path to get better business outcomes from IT projects.

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