

Evolution Cheat Sheet

Domain	I	II	III	IV
Activities	Genesis	Custom Built	Product+Rental	Commodity+Utility
Practice	Novel	Emerging	Good	Best
Data	Unmodelled	Divergent	Convergent	Modelled
Knowledge	Concept	Hyphothesis	Theory	Universally accepted

Characteristics	I	II	III	IV
Ubiquity	Rare	Slowly increasing consumption	Rapidly increasing consumption	High saturation of applicable market
Certainty	Poorly understood	Rapid increases in learning	Rapid increases in use	Commonly understood in terms of use
Publication Types	Wonder	Focus on how to build, awareness and learning	Focus on maintenance, operations and new features	Focus on use
General properties	I	II	III	IV
Market	Undefined	Forming	Growing	Mature
Knowledge Management	Uncertain	Learning on use	Learning on operation	Known / accepted
Market perception	Chaotic	Domain of experts	Expected to be used	Trivial
User perception	Confusing / Exciting	Leading edge / emerging	Common	Standard / expected
Industry perception	Competitive advantage / unpredictable	Competitive advantage / ROI / case examples	New features are important	Cost of doing business
Focus on value	High potential	Seeking profit	High profitability	High volume/reducing margin
Understanding	Poor	Increasing / development of measures	Increasing / refinement of measures	Believed to be full
Comparison	Impossible	Learning / testing / some evidential support	Feature differences	Essential / operational advantage
Failure	Assumed	Unsurprising	Not tolerated	Surprising
Market action	Gambling & experimentation	Exploring value	Market analysis	Metric driven

Characteristics	I	II	III	IV
<i>Efficiency</i>	Change management	Reducing waste	Reducing waste	Reducing deviations
<i>Decision drive</i>	Heritage / Culture	Analyses & synthesis	Analyses & synthesis	Previous experience