Term	Type	Definition	Connected System architecture element
Accountability	Class	a company must be held responsible for its actions	Guideline
Action	Class	A step in a user journey. An Action can be an Activity.	Text data
Activity	Class	A well-defined step in a process. An activity can be executed many times within the same case, leading to a new event each time it is executed.	Event data
Activity instance	Instance	an instance of an activity; a single activity instance may correspond to multiple events (e.g. an activity may be assigned, started, suspended, resumed and completed (five events));	Event data
Actor	Example	Person/organization taking an action	Event data
Anonymous data	Instance	Data rendered person no longer identifiable	Guideline
Attribute	Class	a property of an event; typical attributes are activity, time, costs, resource and transaction type; can also be a non-changing property of a case (e.g. gender of patient or birth date of the student)	Event data
Attribute instance	Instance	Instance of a property.	Event data
Boost	Class	Boosts are interventions that seek to have an enduring positive influence on the competences of individuals. Boosts address reflective behavior.	Intervention suggestion
Case	Instance	a unique instance of a process: every case belongs to precisely one process; a case consists of a sequence of events (called the trace of the case);	Event data
Conversion	Class	Conversion is an Action in which the actor does something significant from the customer journey perspective. A conversion may lead to a new event with a change in status.	Event data
Corporate Responsibility	Class	Corporate social responsibility (CSR) is a business approach that contributes to sustainable development by delivering economic, social and environmental benefits for all stakeholders.	Guideline

Costs	Example (subtype class Attribute)	a possible attribute of events: the costs related to executing the event	Event data
Critical Incident	Class	A Critical Incident is a type of Action and as such is not explicitly modelled. Important or critical stages that have a strong influence on the evaluation of the complete journey (e.g., a bad treatment by a service employee)	Event data
Customer Experience	Class	Customer experience and satisfaction are incorporated in the concept of EMO. EMOS stands for Emotion, Motivation, Opinion. These are "attitudes" that are linked to an Action. They can be derived from the content of an Action by text mining and registered as an attribute of the corresponding event.	Text data
Customer satisfaction	Class	Customer experience and satisfaction are incorporated in the concept of EMO. EMOS stands for Emotion, Motivation, Opinion. These are "attitudes" that are linked to an Action. They can be derived from the content of an Action by text mining and registered as an attribute of the corresponding event. It is a measure of how products and services supplied by a company meet or surpass customer expectation.	Text data
Data analysis	Instance	The process of analyzing data from potentially different sources	Guideline
Data Management	Instance	the processs of managing data.	Guideline
Duty of care	Class	Moral and legal obligation to secure well-being of others	Guideline
Emotion	Class	Meaning assigned to physically experienced reaction to an external stimulus	Text data
Event	Instance	refers to one activity instance related to one process instance (case) and one timestamp; event refers to a case, an activity instance, and a point in time; events have attributes; events have a name (the classifier of the event), which default is the activitiy it refers to, but that is not mandatory; Events extracted from text also have timestamps, but these may be unknown.	Event data, Text data

Eventlog	Instance	A collection of cases; Detailed data about the activities that have been executed, containing at least case ids, activities and timestamps (i.e. events). Event log is not explicitly modelled as it is considered the registration of a set of events. It is a derived concept.	Event data
Governance	Class	How firms structure their decisionmaking (who make decisions, who is responsible, who monitors these decisions, etc.) that lead to the creation, reinforcement, or reproduction of social norms and institutions	Guideline
Integrity	Example	Honesty, wholeness; personal integrity implies acting according to the values one embraces and the choices/commitments one has made; professional integrity means that a professional acts according to what one may expect from his profession.	Guideline
Motivation	Class	Interal process which drives us to act. the reason for customers' actions, desires, and needs. Motivation is also one's direction to behavior, or what causes a person to want to repeat a behavior.	Text data
Nudge	Class	Nudges are choice-preserving interventions that steer people's behavior in specific directions while still allowing them to go their own way. Nudges usually address automatic behavior.	Intervention suggestion
Opinion	Class	is a judgment, viewpoint, or statement that is not conclusive (highly subjective)	Text data
Personal Data	Instance	Personal data about individual customers (socio-demo: gender, age, religion, education, income, wealth/ attitudes: opinions, interests, psychological traits: innovativeness, etc.)	Context data

Privacy	Instance	Confidentiality; privacy is about informational self-determination; privacy is an active right that allows people to freely determine who can use their data, when, and for what purposes; the ability of an individual or group to seclude themselves, or information about themselves, and thereby express themselves selectively. When something is private to a person, it usually means that something is inherently special or sensitive to them. It differs from security, which is mostly about safe payments (in an online context)	Guideline
Process	Class	An abstract, usually generalized, presentation of an ordered collection of activities that together achieve a specific objective.	Event data
Prospective ethics	Class	Overviewing ethical dimensions before acting	Guideline
Pseudonym	Instance	Using pseudonyms, companies can learn from their data without breaching the privacy of individuals.	Guideline
Purpose	Class	What an organization wants to achieve.	Guideline
Relation extraction		finding semantic relationships in text	
Retrospective ethics	Class	Overviewing ethical implications afterwards	Guideline
Sentiment	Class	Classification of whether the content of one or more statements is postitive, neutral or negative	Text data
Social return on investment	Instance	noneconomic returns / social benefits to society	Guideline
System awareness	Instance	Beyond individual act	
Timestamp	Class	An attribute of events: the date and time an event occurred;	event data
Timestamp	Instance	An attribute of events: the date and time an event occurred;	event data
Touchpoint	Class	A Touchpoint is a special type of Action, i.e. an Action that involves contact between user and organization.	event data
Topic	Class	The topic of a message	Text data
Transparency	Instance	Openness; transparency means the information disclosed consists of meaningful, veridical, comprenhensive, accessible and useful data;	Guideline

User Journey Mapping	Class	Visual indication of consecutive steps taken by an individual who wants to achieve something: need/info/ev./choice/…	event data
Value	Class	A conception, explicit or implicit, distinctive of an individual or characteristic of a group, of the desirable which influences the selection from available modes, means and ends of action… a value is not just a preference but is a preference which is felt and/or considered to be justified - 'morally' or by reasoning or by aesthetic judgments, usually by two or all three of these; moral values imply an expectation of how people should behave relative to others.	Guideline
Violation	Class	an action that breaks or acts against something, especially a law, agreement, principle, or something that should be treated with respect	Guideline
Virtue	Class	characteristics within a person that he or she builds and nurtures through practical experience, and that are in line with one's true story, who one really is; Virtues can also be seen as characteristics of a role.	Guideline
Willful moral blindness	Class	State of unawareness, or insensibility to moral issues to oneself and relative to others	event data