

# The customer objectives view

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## Abstract

The purpose of the customer objectives view is described. A number of methods or models is given to use in this view: customer key drivers to understand the essentials, value chains and business models to understand the position of the customer and a supplier map to understand the supply side of the customer.

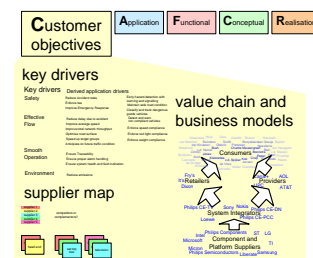
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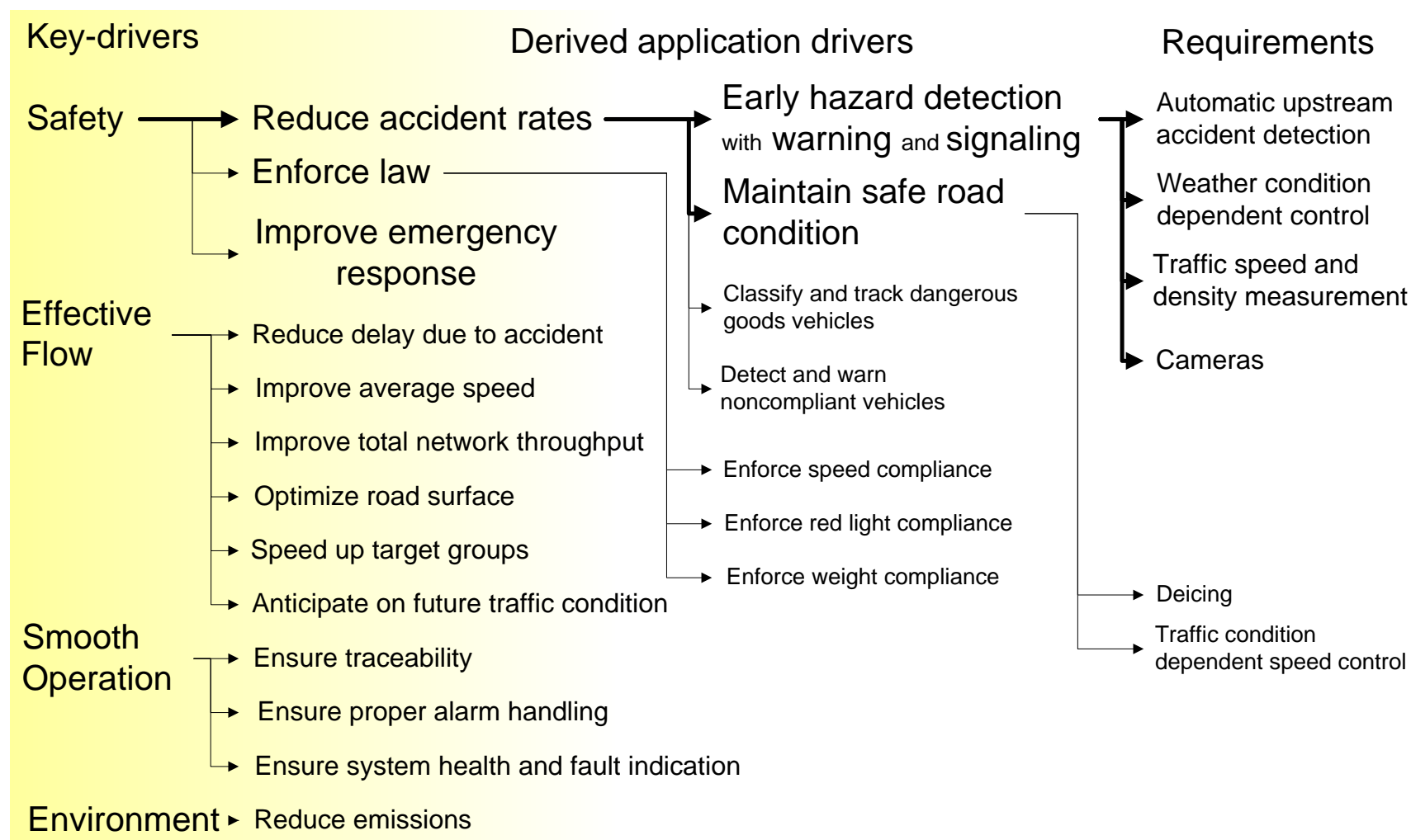
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# Example motorway management key drivers



*Note: the graph is only partially elaborated for application drivers and requirements*

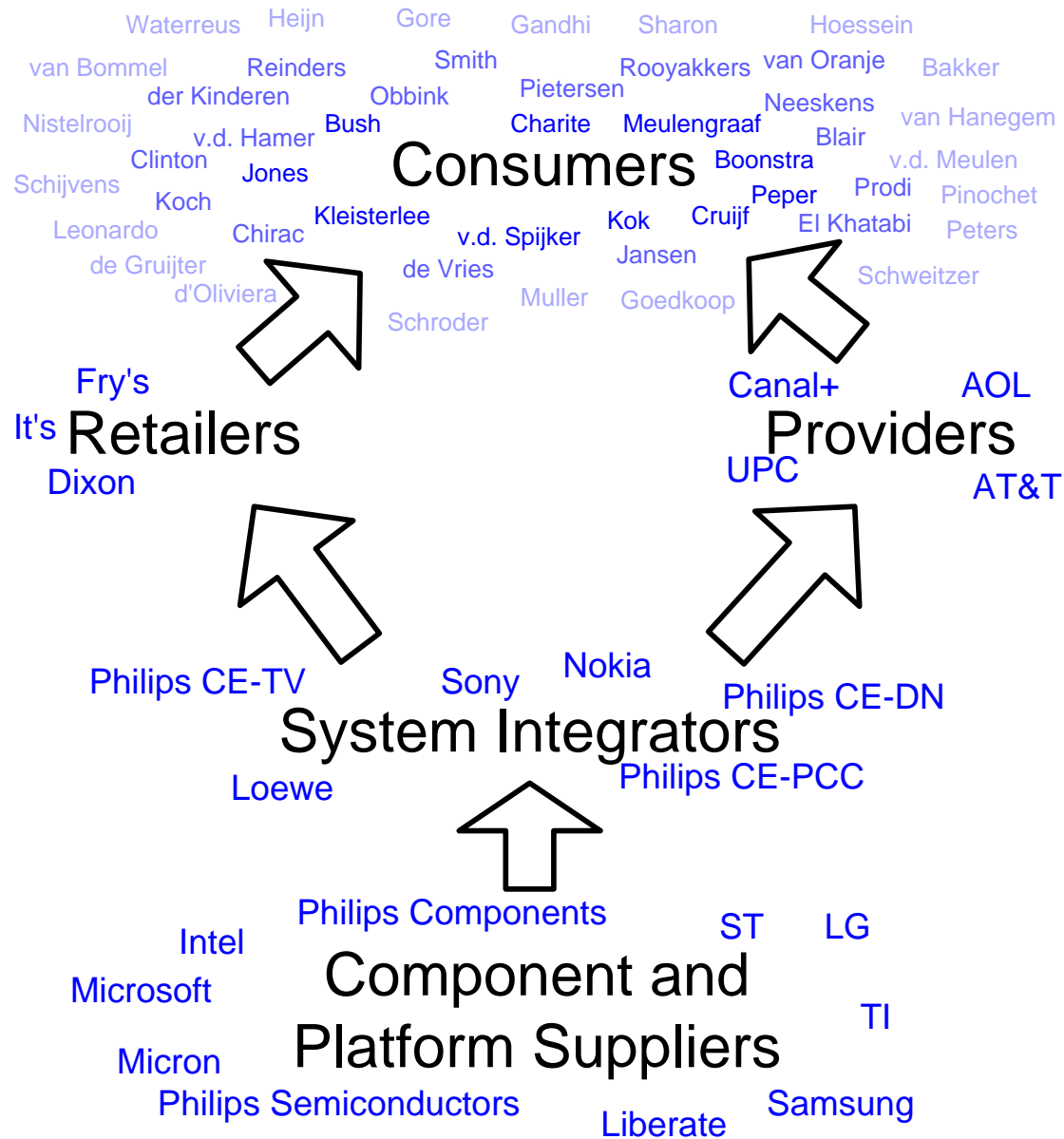
# Submethod to Link Key Drivers to Requirements

- |  |  |
|--|--|
| • Define the scope specific.   | in terms of stakeholder or market segments   |
| • Acquire and analyze facts  | extract facts from the product specification<br>and ask why questions about the specification of existing products.  |
| • Build a graph of relations between drivers and requirements<br>by means of brainstorming and discussions | where requirements<br>may have multiple drivers  |
| • Obtain feedback  | discuss with customers, observe their reactions  |
| • Iterate many times   | increased understanding often triggers the move of issues<br>from driver to requirement or vice versa and rephrasing |

# Key Driver Recommendations

- Limit the number of key-drivers minimal 3, maximal 6
- Don't leave out the obvious key-drivers for instance the well-known main function of the product
- Use short names, recognized by the customer.
- Use market-/customer- specific names, no generic names for instance replace “ease of use” by “minimal number of actions for experienced users”, or “efficiency” by “integral cost per patient”
- Do not worry about the exact boundary between Customer Objective and Application create clear goal means relations

# Example value chain



# Example of simple supplier map

competitors or complementers?

Suppliers of appliances, services and content are colour coded.

The customer does business with many suppliers, and has to integrate the products of many suppliers

