

The customer objectives view

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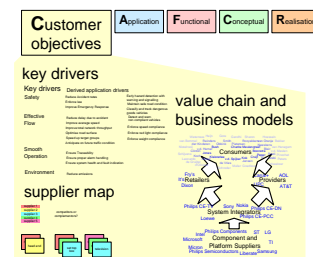
Abstract

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.

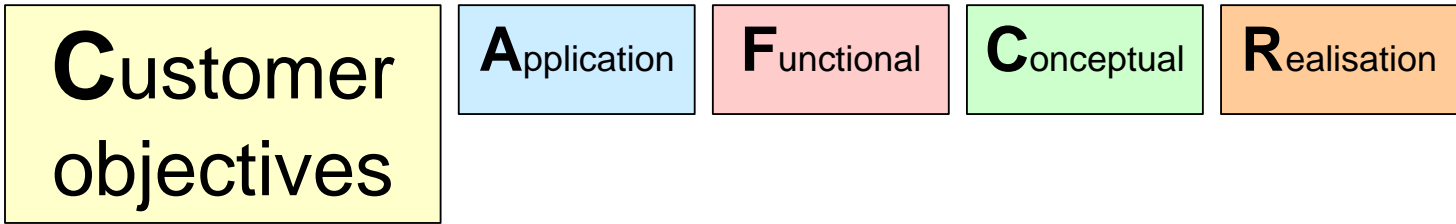
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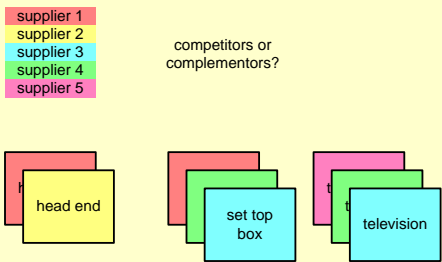
Customer objectives overview



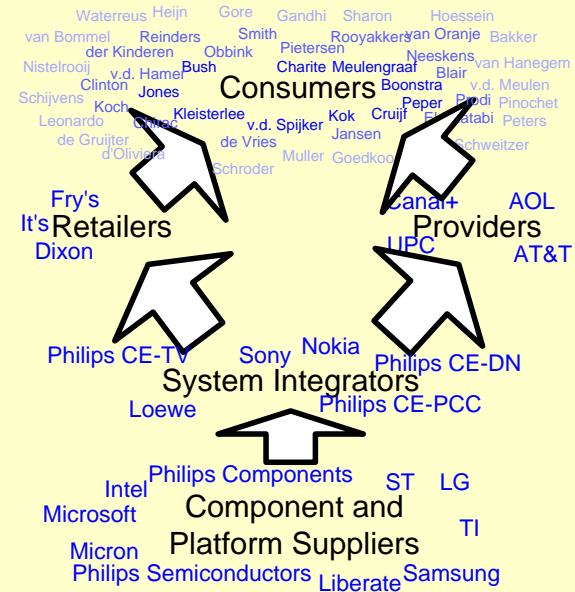
key drivers

Key drivers	Derived application drivers
Safety	<ul style="list-style-type: none"> Reduce Accident rates Enforce law Improve Emergency Response
Effective Flow	<ul style="list-style-type: none"> Early hazard detection with warning and signalling Maintain safe road condition Classify and track dangerous goods vehicles Detect and warn non compliant vehicles Enforce speed compliance Enforce red light compliance Enforce weight compliance
Smooth Operation	<ul style="list-style-type: none"> Reduce delay due to accident Improve average speed Improve total network throughput Optimise road surface Speed up target groups Anticipate on future traffic condition Ensure Traceability Ensure proper alarm handling Ensure system health and fault indication
Environment	<ul style="list-style-type: none"> Reduce emissions

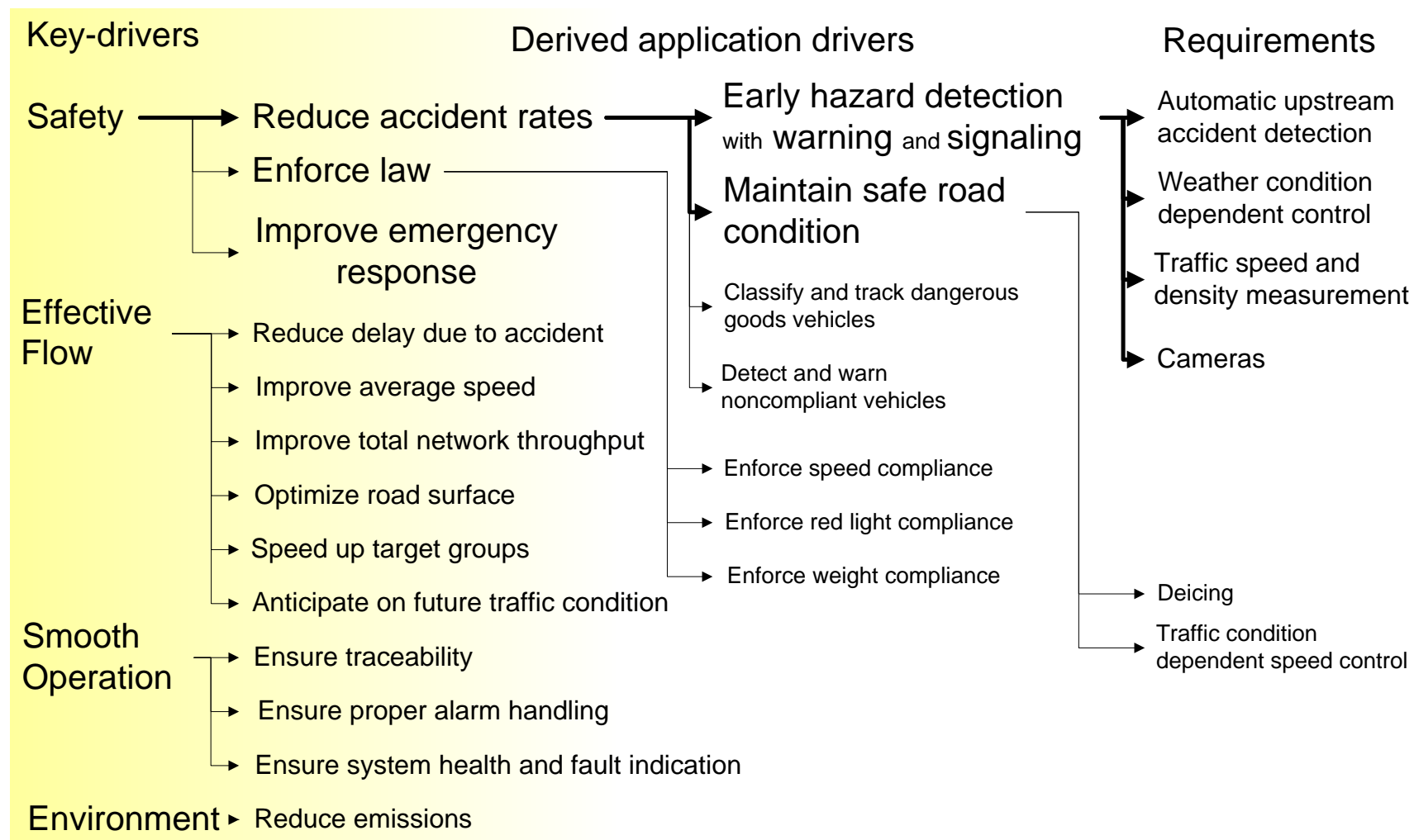
supplier map



value chain and business models



Example motorway management key drivers



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

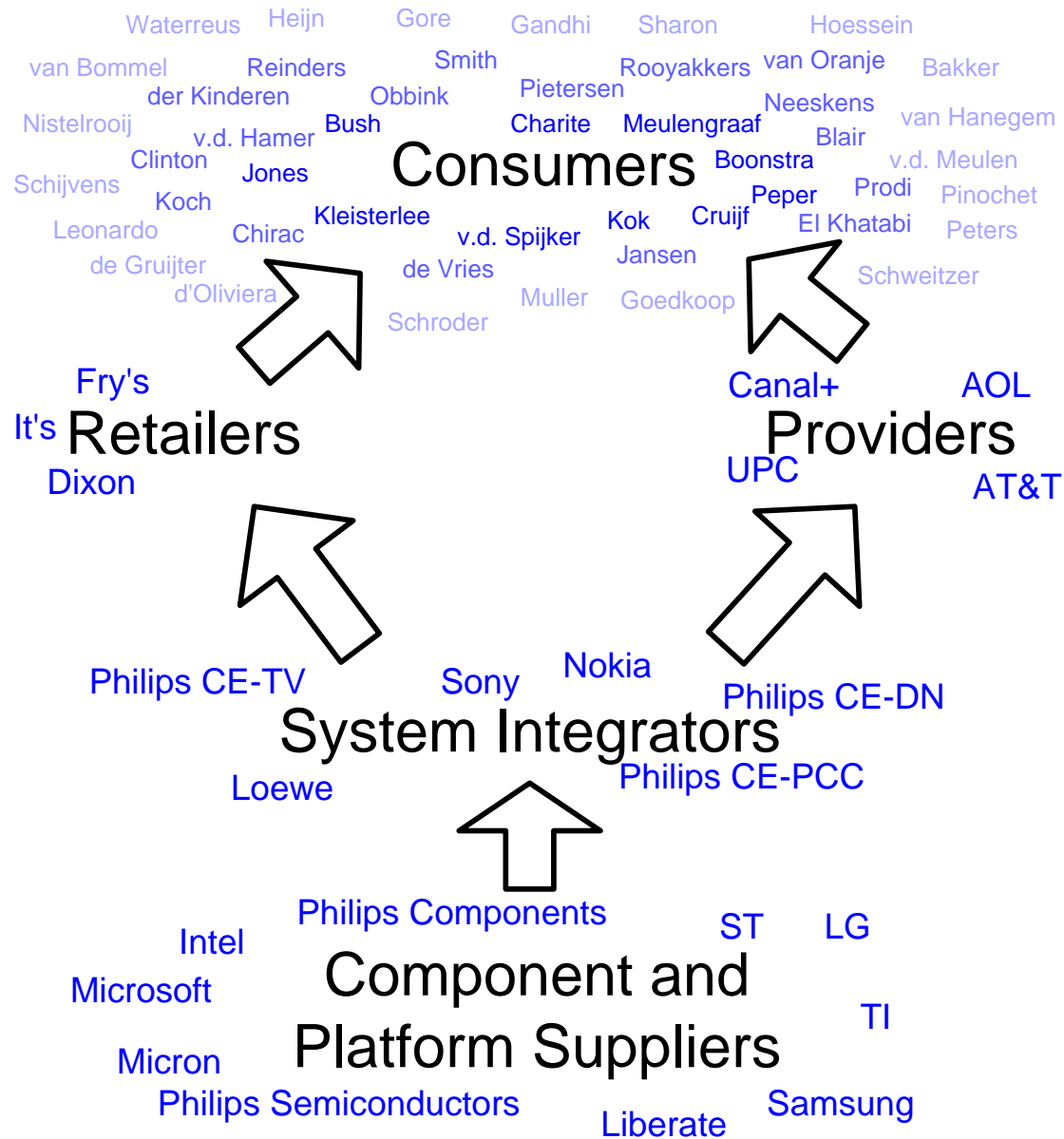
Submethod to Link Key Drivers to Requirements

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

