

Modeling and Analysis: Life Cycle Models

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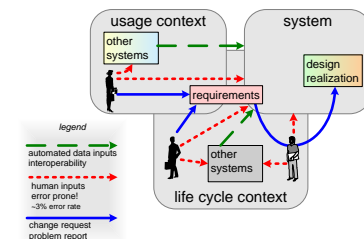
Abstract

Products and enterprises evolve over time. This presentation explores the impact of these changes on the system and on the business by making (small and simple) models of life cycle aspects.

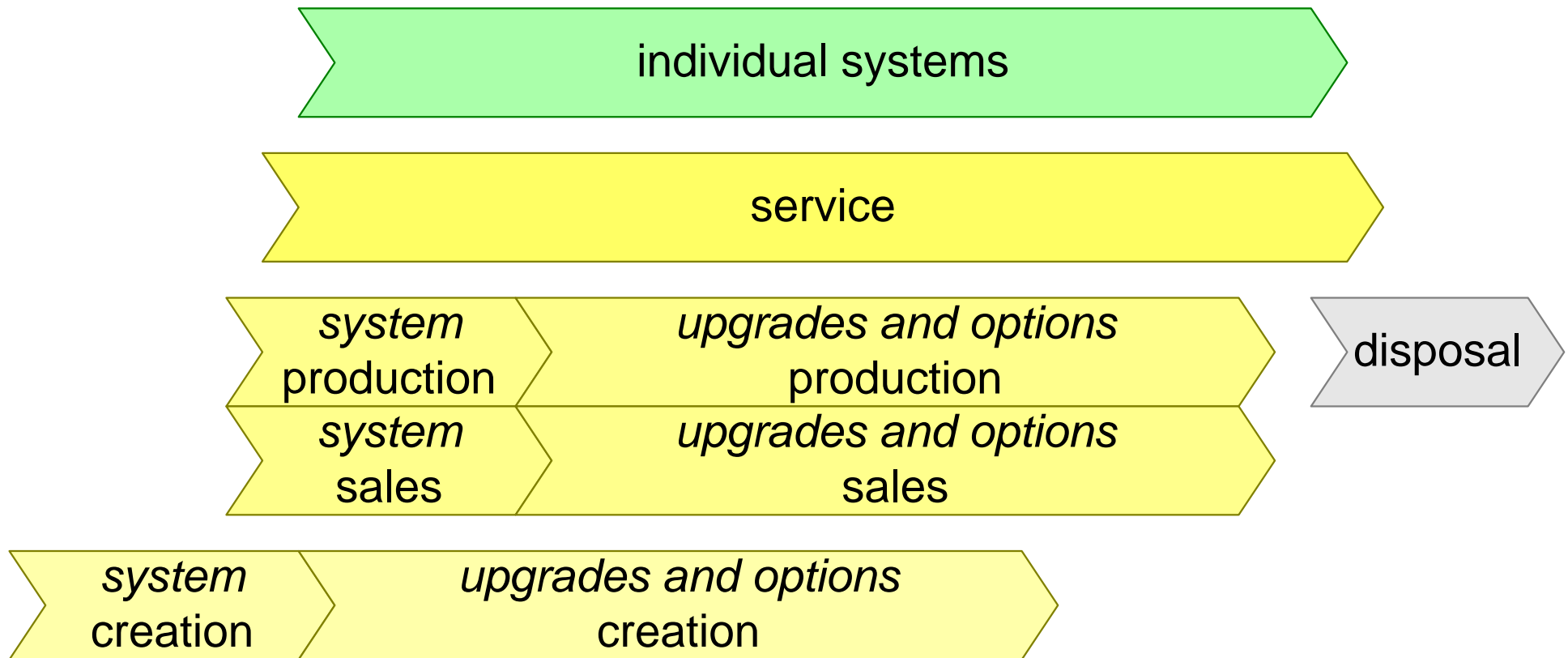
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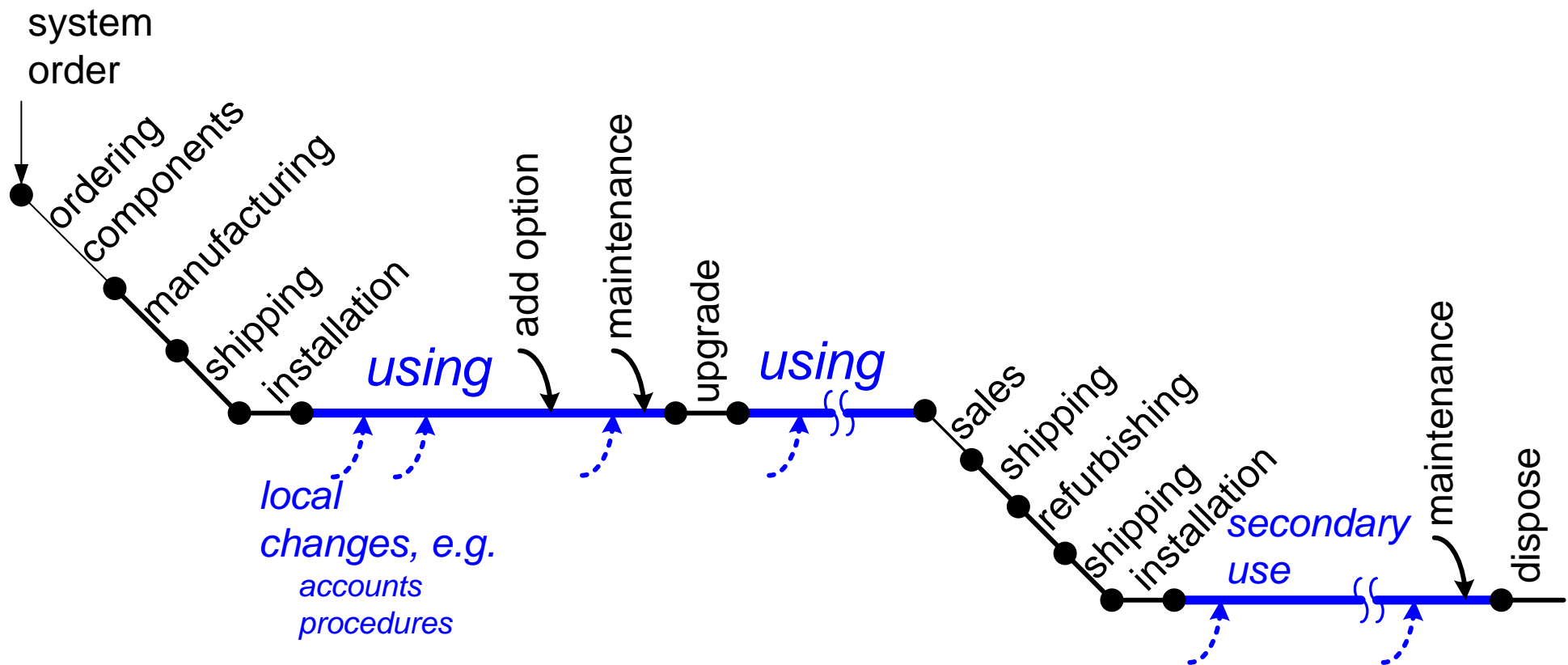
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status: preliminary
draft
version: 0.7



Product Related Life Cycles



System Life Cycle



Approach to Life Cycle Modeling

Identify potential life cycle changes and sources	
Characterize time aspect of changes	how often how fast
Determine required effort	amount type
Determine impact of change on system and context	performance reliability
Analyse risks	business

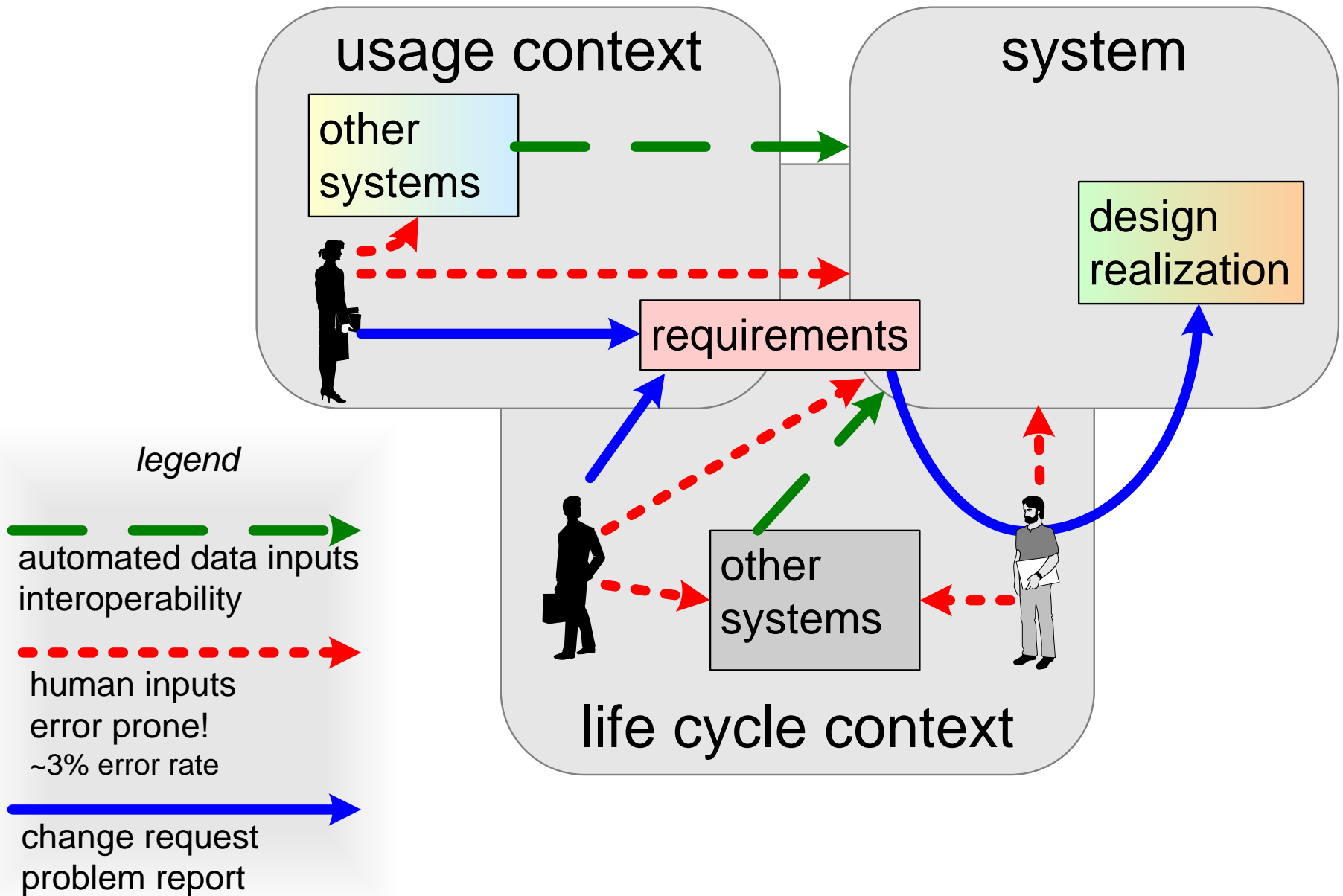
see reasoning

What May Change During the Life Cycle?

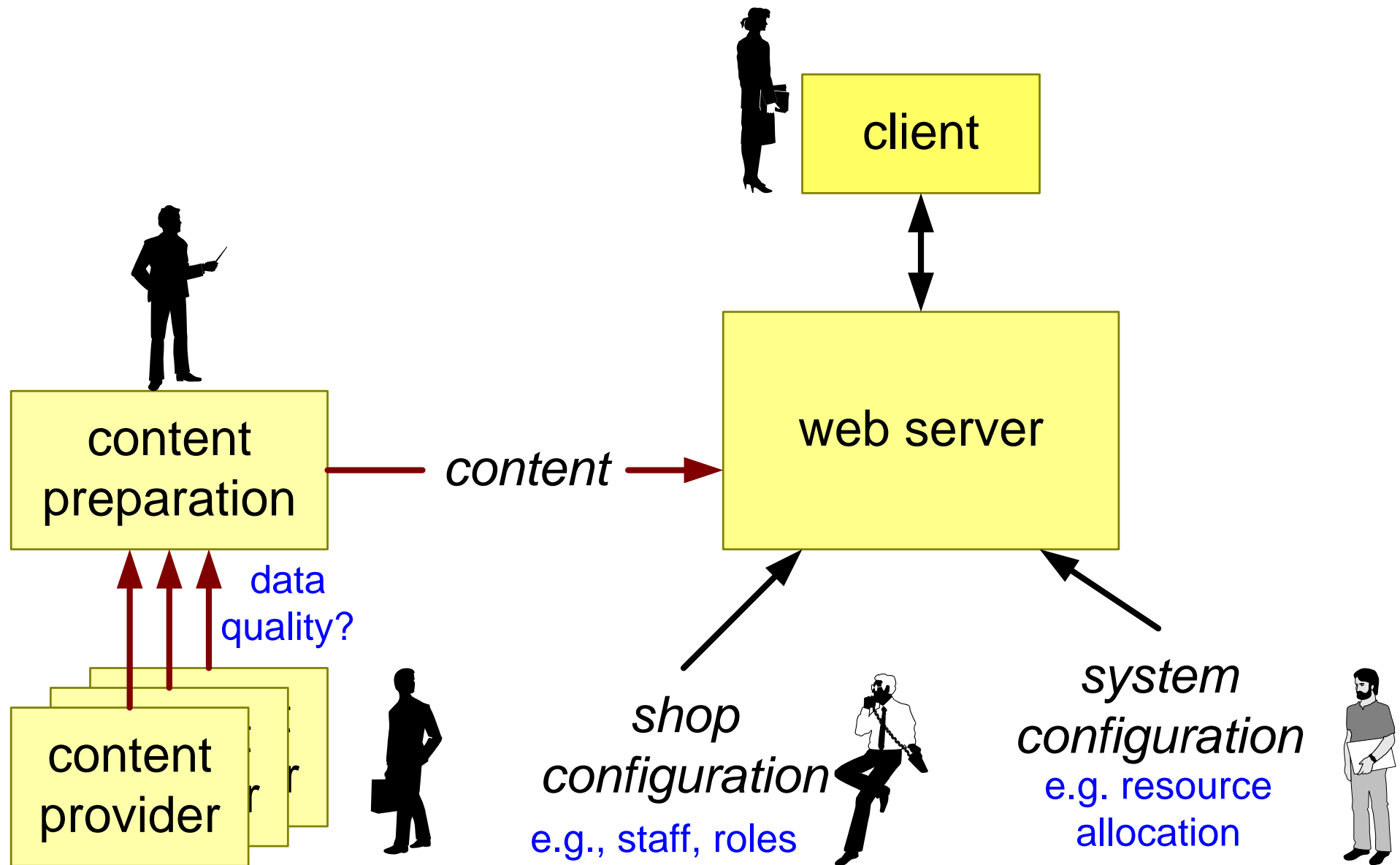
business volume
product mix
product portfolio
product attributes (e.g. price)
customers
personnel
suppliers
application, business processes
et cetera

www.homes4sale.com
www.apple.com/itunes/
www.amazon.com
www.ebay.com
www.shell.com
www.stevens.edu
www.nokia.com
stock market
insurance company
local Dutch cheese shop

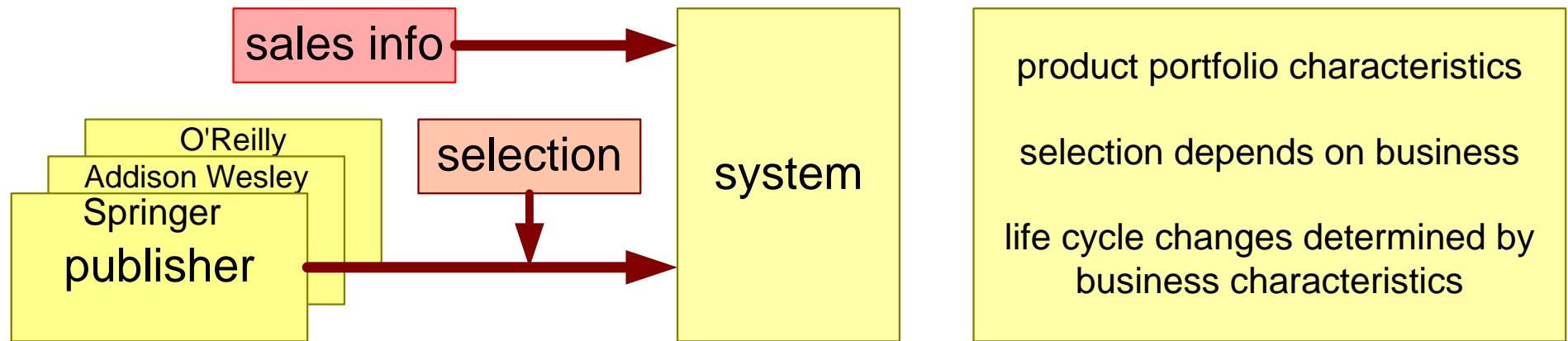
Simple Model of Data Sources of Changes



Data Sources of Web Server



Example Product Portfolio Change Books

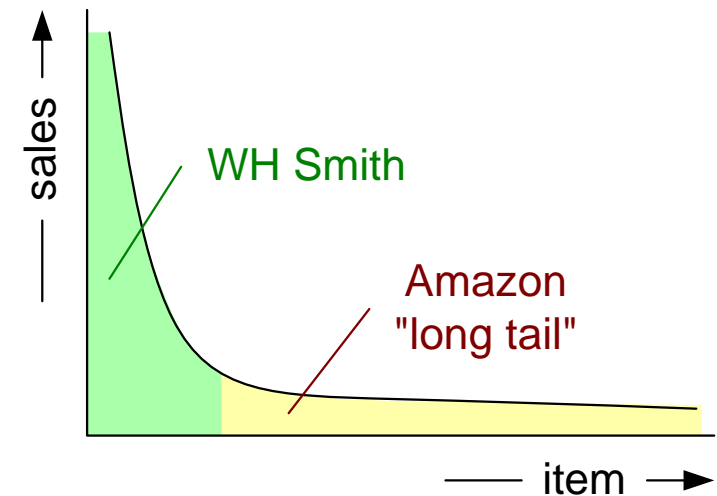


source: http://en.wikipedia.org/wiki/Long_tail

new books per year

UK (1)	206k (2005)	107k (1996)
USA(2)	172k (2005)	68k (1996)
China(3)		101k (1994)
India(21)		12k (1996)

source: http://en.wikipedia.org/wiki/Books_published_per_country_per_year



Example Customer Change

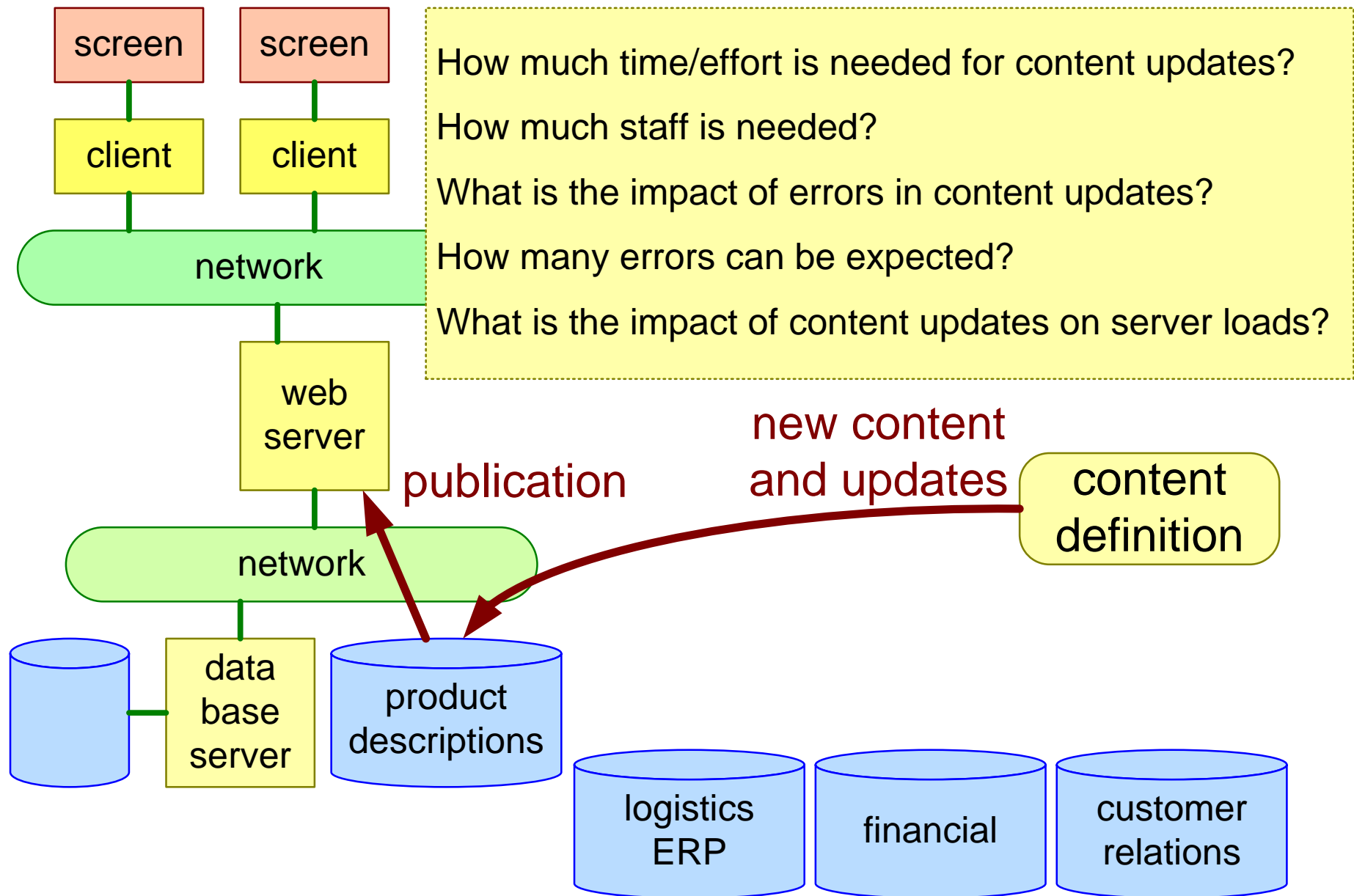
internet: broadband penetration

	Q1 '04	Q2 '04	growth in Q2 '04
Asia Pacific total	48M	54M	12.8%
China	15M	19M	26.1%
India	87k	189k	116.8%

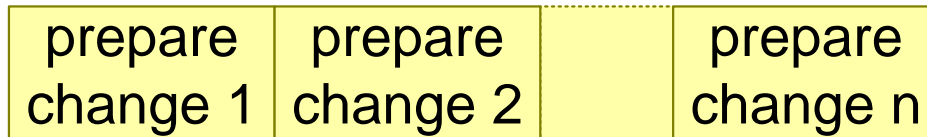
http://www.apira.org/download/world_broadband_statistics_q2_2004.pdf

What is the expected growth of # customers?
What is the impact on system and infrastructure?
What is the impact on CRM (Customer Relation Management)?
What is the impact on customer, sales support staff?

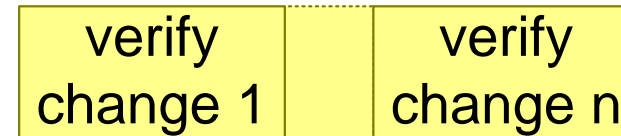
Web Shop Content Update



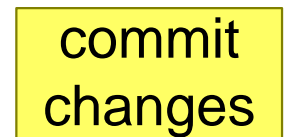
Web Shop Content Change Effort



review input
select info
layout&cosmetics
check-in



inspect source
inspect result



$$\text{effort}_{\text{changes}} = n_{\text{changes}} * (t_{\text{prepare}} + t_{\text{verify}}) + t_{\text{commit}}$$

$$\#f\text{te} = \text{effort}_{\text{changes}} / \text{hours per day}$$

with $t_{\text{prepare}} = 4 \text{ min}$

$t_{\text{verify}} = 2 \text{ min}$

$t_{\text{commit}} = 1 \text{ min}$

hours per day = 8 hours

n_{changes} per day	10	100	1000
$\text{effort}_{\text{changes}}$	1 uur	10 uur	100 uur
#fte	0.1	1	12

Example of Client Level Changes

The image shows a screenshot of the Amazon.com website in a Mozilla Firefox browser window. The browser's address bar shows 'http://www.amazon.com/'. The website's navigation bar includes a search box with 'Amazon.com' entered, a 'Go' button, and a 'Find Gifts' button. Below the navigation bar, there are several sections: 'Browse' with a list of categories like 'Books, Music & Movies', 'Clothing & Accessories', 'Computer & Office', 'Consumer Electronics', 'Food & Household', 'Health & Beauty', and 'Home & Garden'; 'Books Bestsellers' featuring books like 'The Secret' and 'Harry Potter and the Deathly Hallows (Book 7)'; 'What Other Customers Are Looking At Right Now' with a 'Harry Potter' book and a gift certificate; and 'Extreme Savings on...' and 'Free Stand with Bow...' advertisements. A 'standard boilerplate' box is located at the bottom of the page, containing links for 'Directory of All Stores', 'Canada', 'United Kingdom', 'Germany', 'Japan', 'France', 'China', 'New Cart', 'Your Account', 'Sell Items', '1-Click Settings', 'Investor Relations', 'Press Release', 'Careers at Amazon', 'Join Associates', 'Join Advantage', 'Join Honor System', and 'Advertise With Us'. The page footer includes 'Conditions of Use', 'Privacy Notice', and copyright information for 1996-2007.

main access through search

personalization

catalogue entries

styling: frequently updated, fashion!

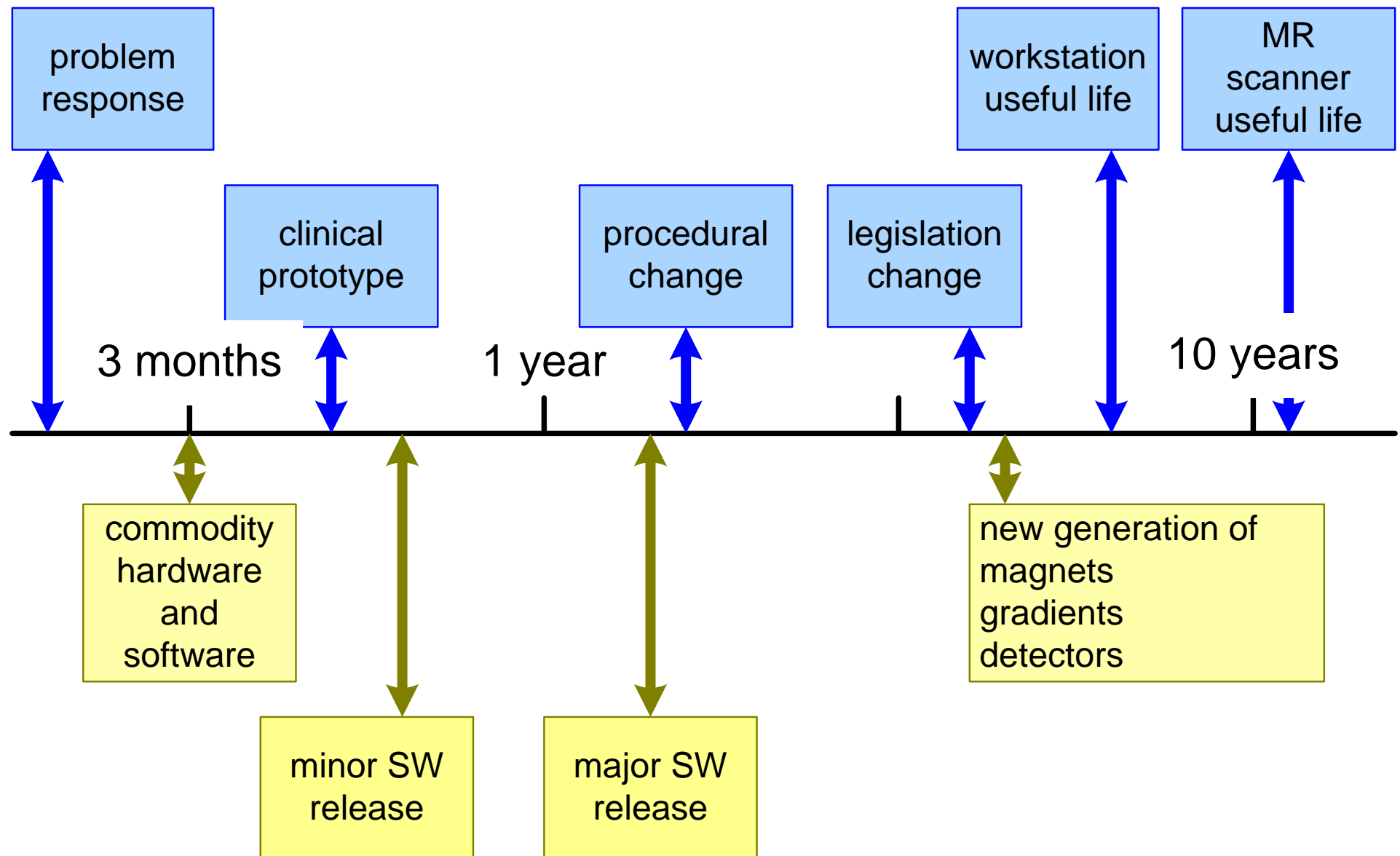
other advertisements

Up-to-date information:
Bestsellers
What Other Customers Are Looking At Right Now

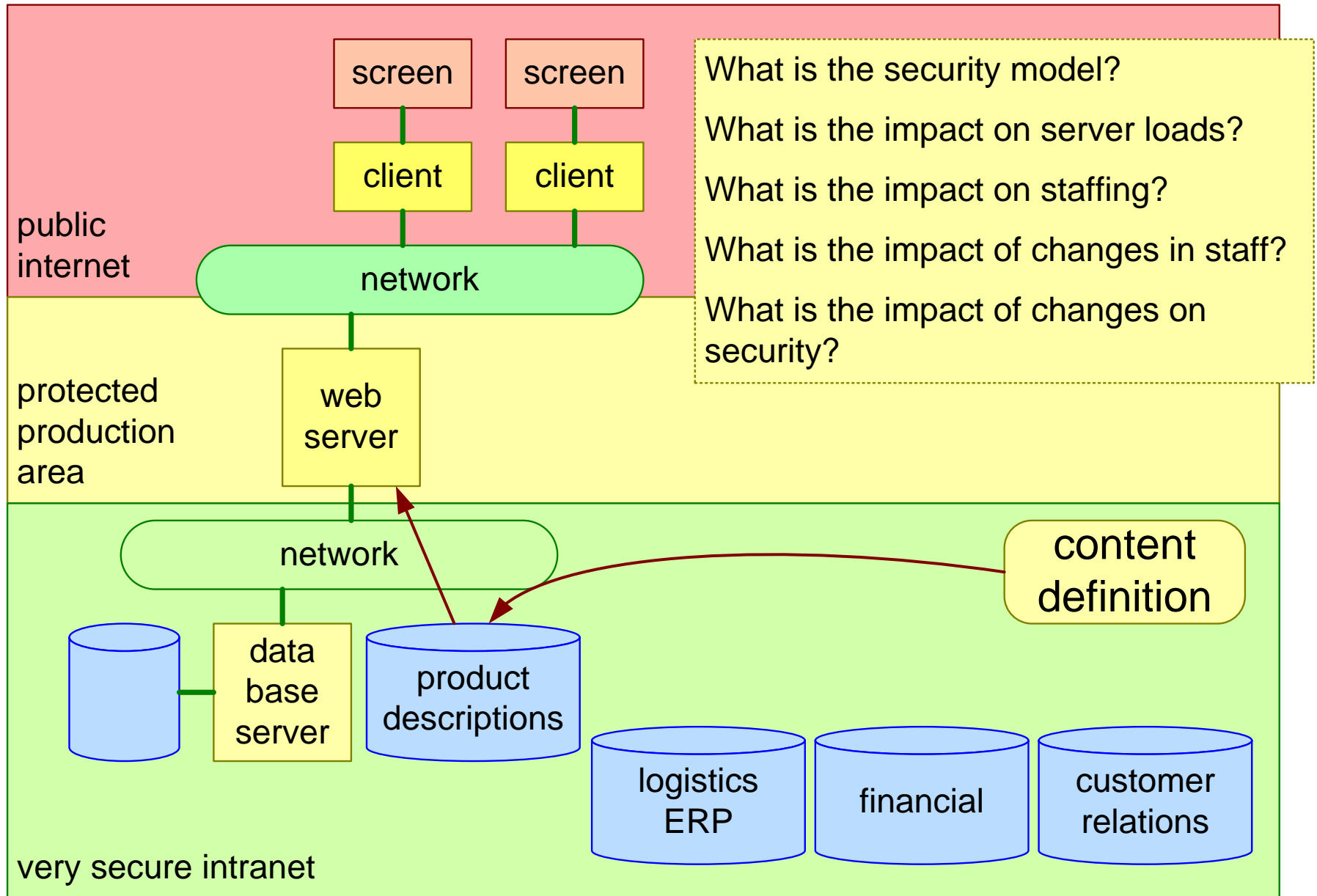
standard boilerplate

snapshot of
www.amazon.com

Example of Time Scale Model for Changes



Web Shop Security and Changes



Web Shop Reliability and Changes

new faults = average fault density * #changes

$$\#errors = \sum_{\text{faults}} f(\text{severity, hit probability, detection probability})$$

	severity	hit probability	detection probability
<i>Jansen iso Janssen</i>	low	high	low
<i>operator iso sales repr</i>	high	high	medium