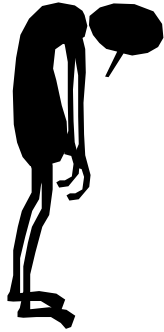


Did you ever program a VCR?

A



depressed

B



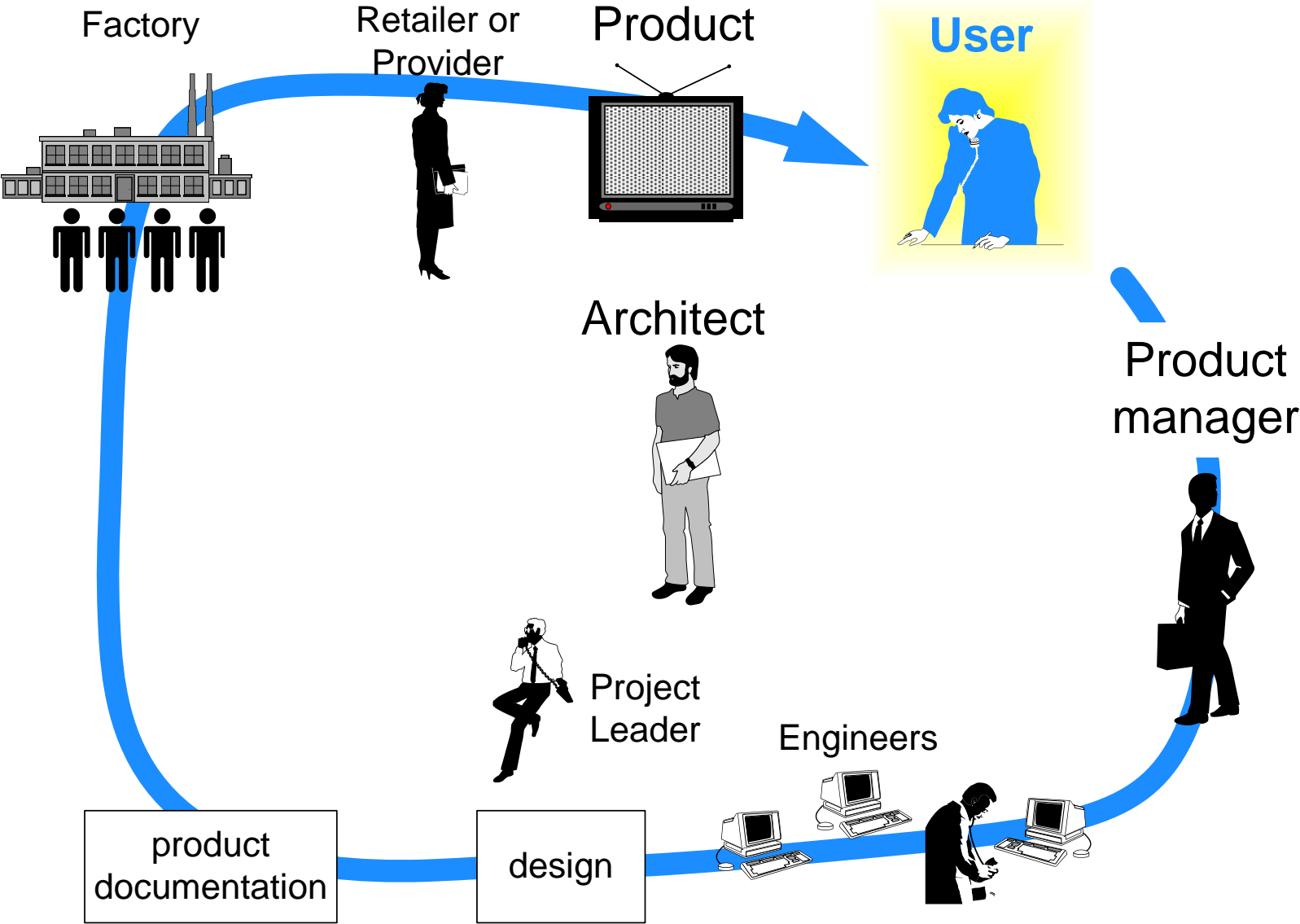
desperate

C

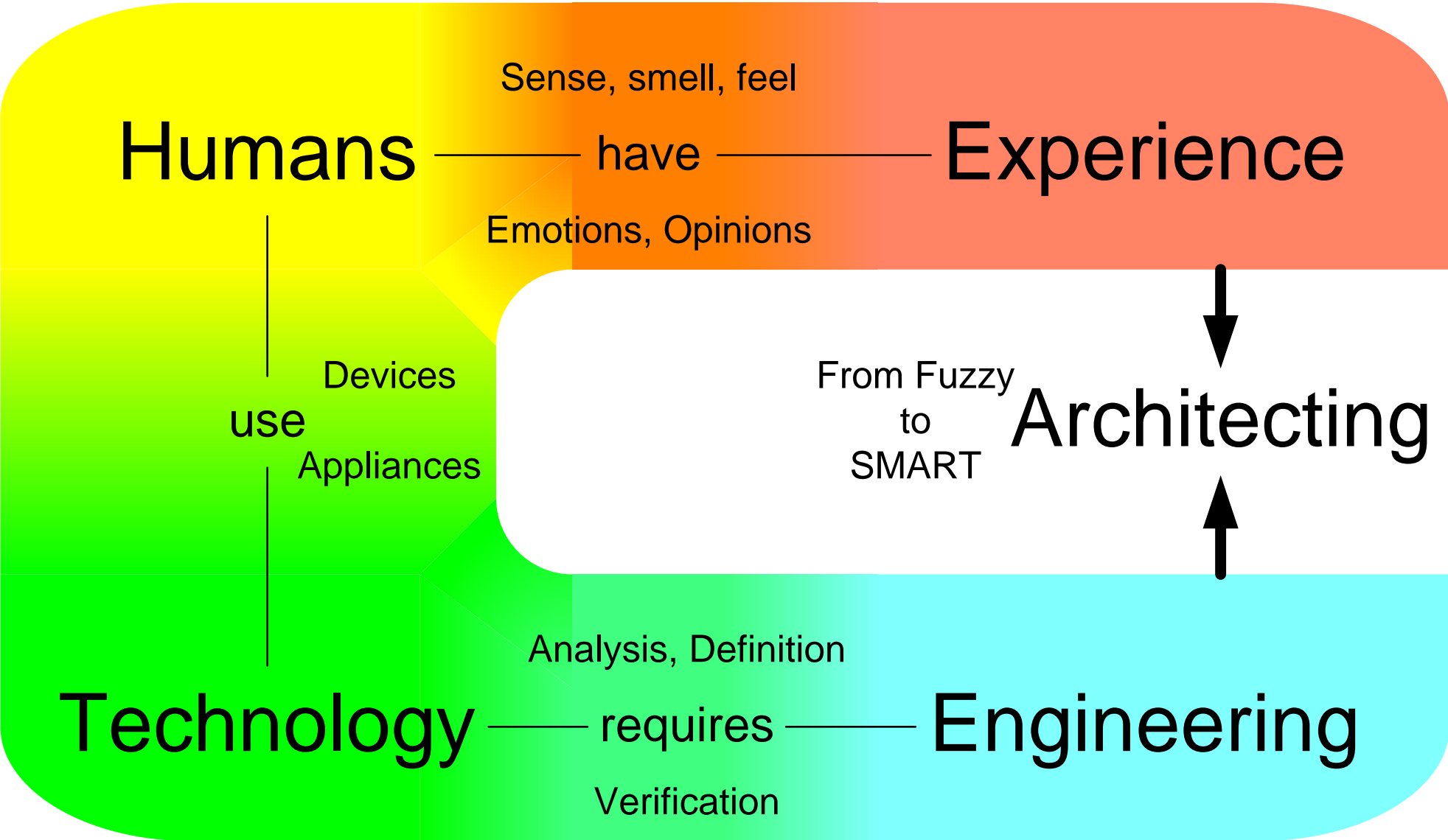


hysteric

Product Creation Cycle



Bridging the gap between Experience and Engineering



The architecting approach

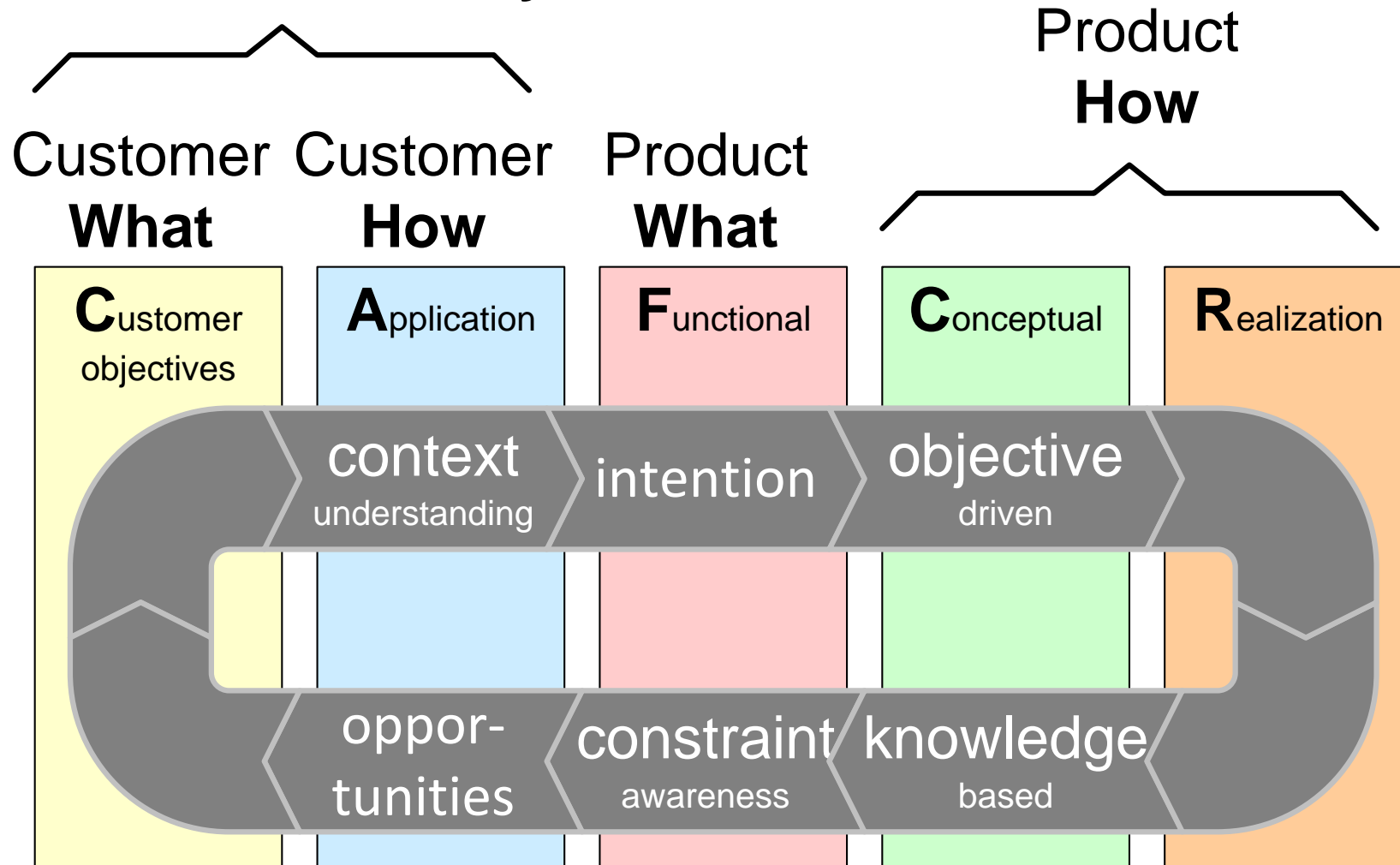


Do the right things

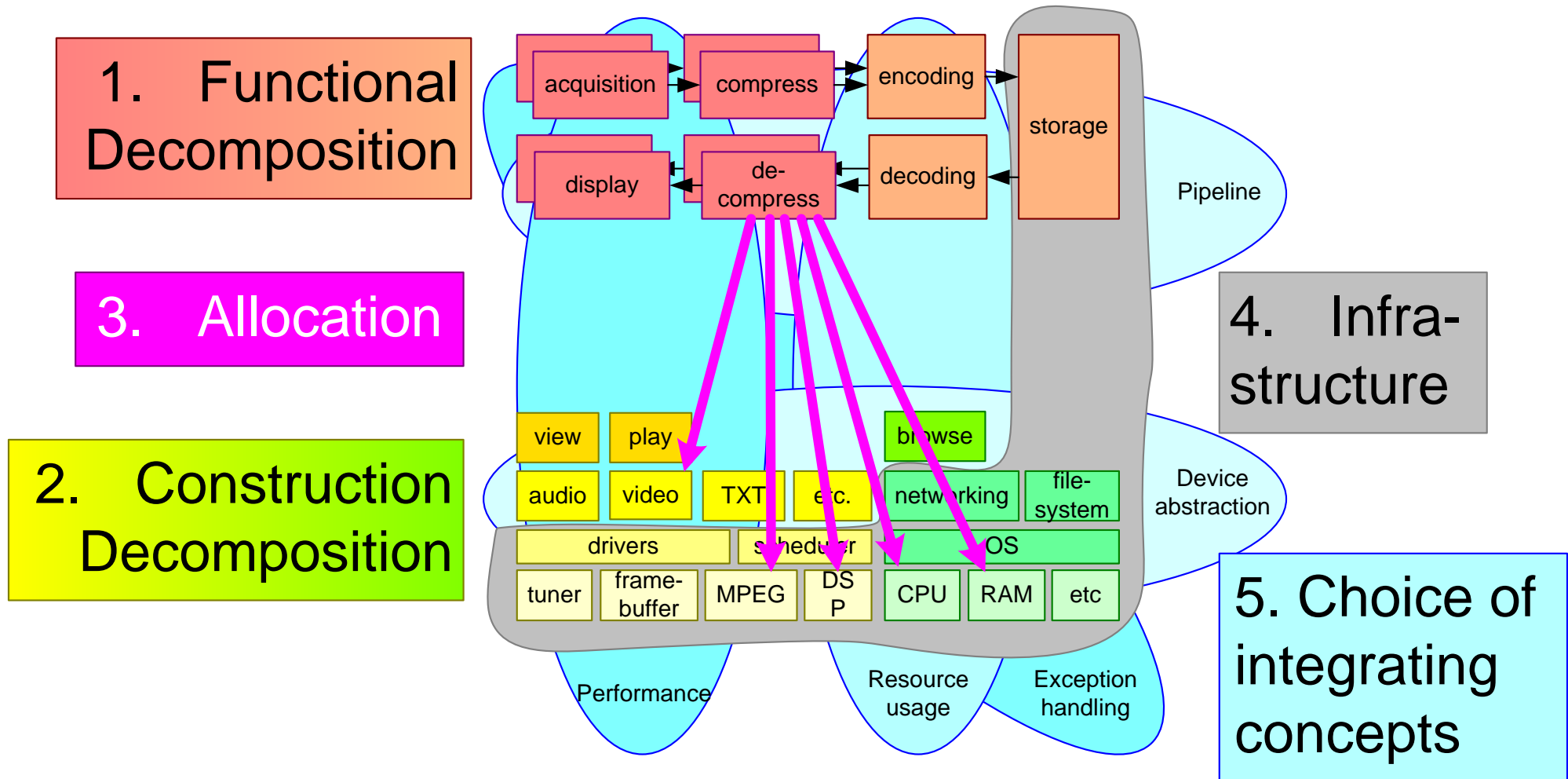
Do the things right

Task of the system architect

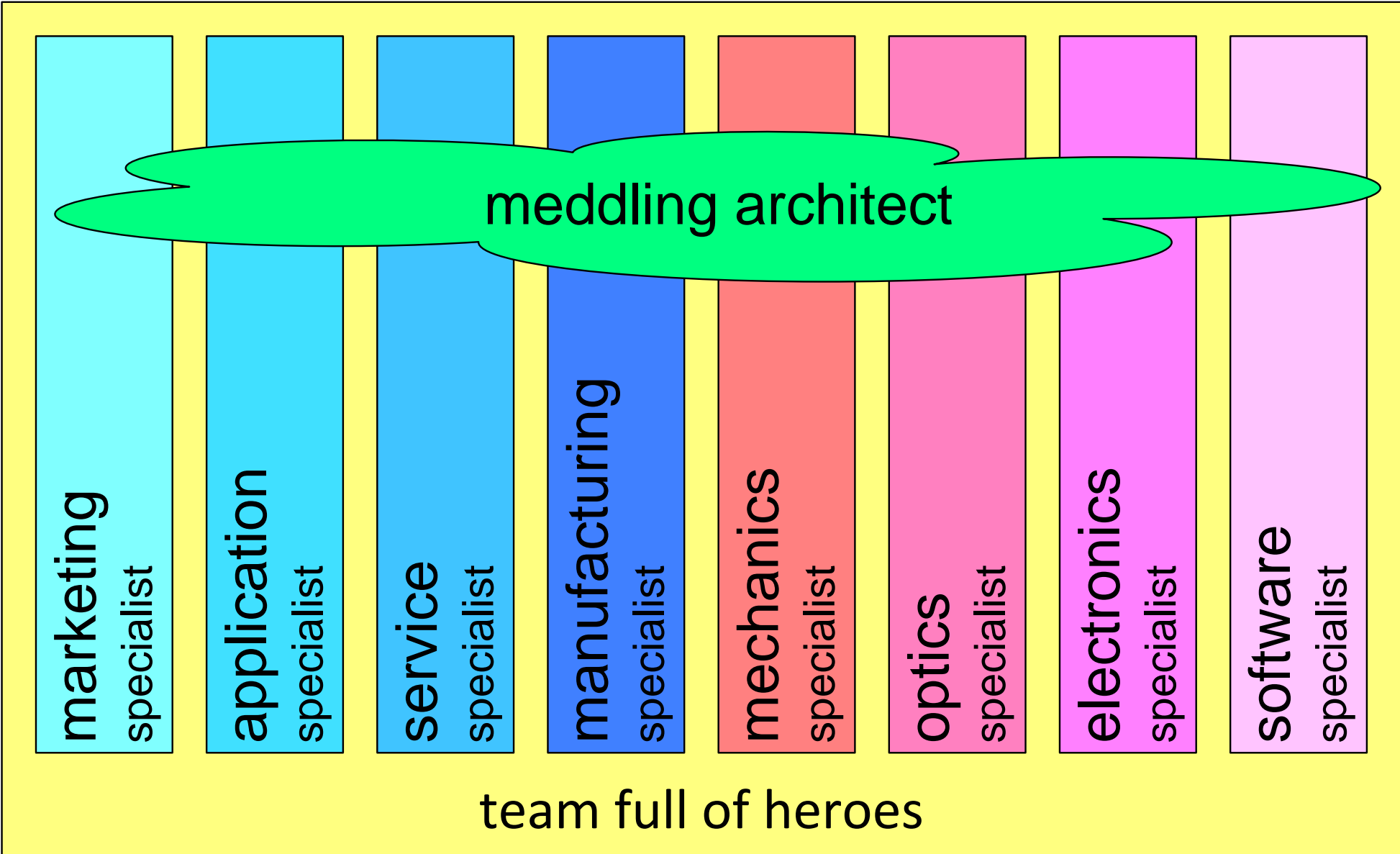
What does Customer need
in Product and **Why?**



Guiding how

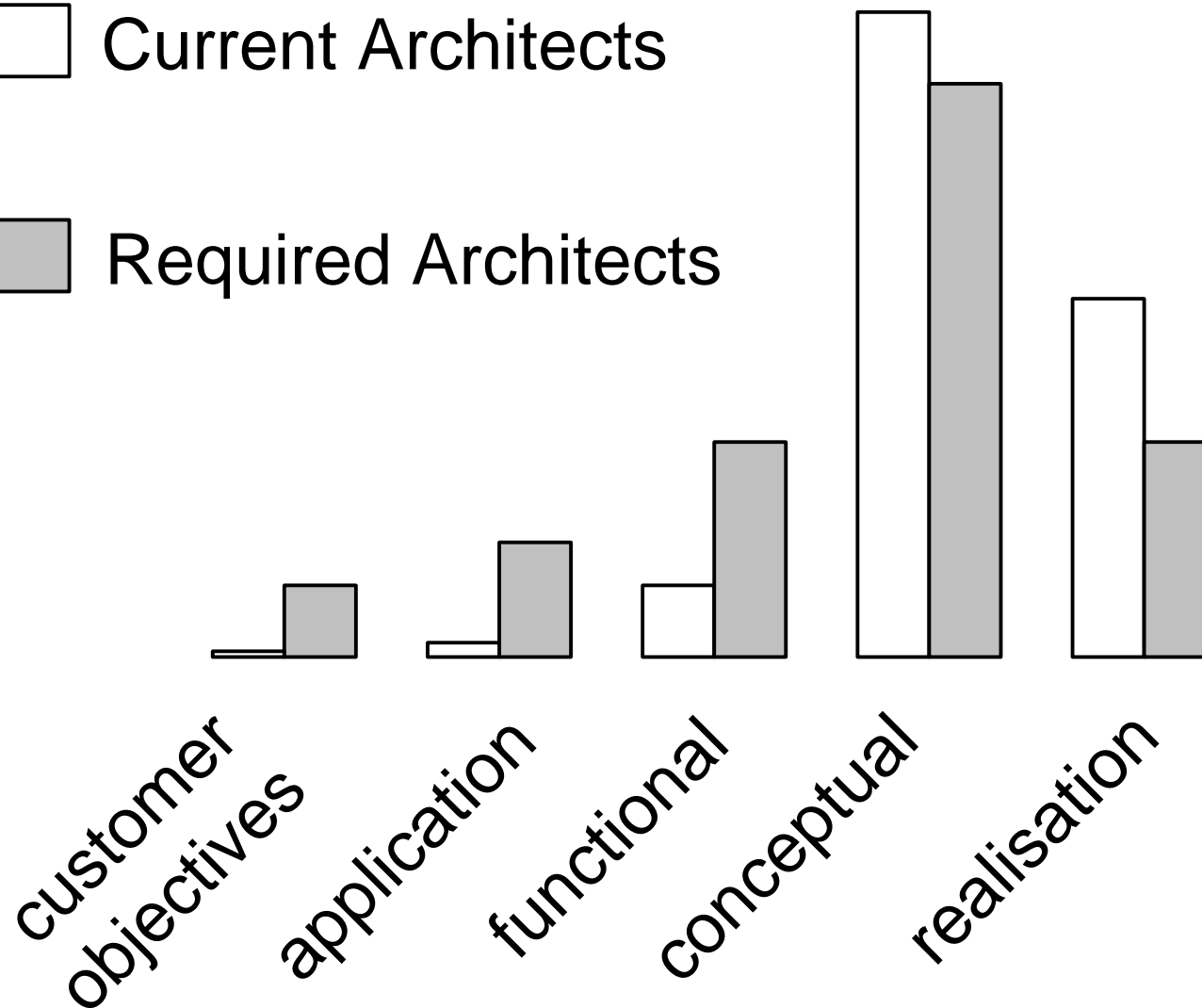


Conclusion



□ Current Architects

■ Required Architects



The architect maintains technical roots

