Abstract

The basic “CAFCR” reference model is described, which is used to describe a system in relation to its context. The main stakeholder in the context is the customer. The question “Who is the customer?” is addressed.
The “CAFCR” model

What does Customer need in Product and Why?

- **Customer What**
- **Customer How**
- **Product What**
- **Product How**

- **C**ustomer objectives
- **A**pplication
- **F**unctional
- **C**onceptual
- **R**ealization

- drives, justifies, needs
- enables, supports
Integrating CAFCR

What does Customer need in Product and Why?

Customer

What

Customer objectives

How

Application

Product

What

Functional

Conceptual

Realization

context understanding

intention

objective driven

opportunities

constraint awareness

knowledge based

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MSintegratingCAFCR
CAFCR can be applied recursively

Short introduction to basic “CAFCR” model
Gerrit Muller

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CAFCR recursion
## Market segmentation

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Example of a small buying organization

Who is the customer?

decision maker(s)

operator

maintainer

user

CMO: Chief Marketing Officer
CFO: Chief Financial Officer
CIO: Chief Information Officer
CEO: Chief Executive Officer
CTO: Chief Technology Officer

CEO

CFO

CIO

CMO

CTO

department head

purchaser
CAFCR+ model; Life Cycle View

Customer objectives
Application
Functional
Conceptual
Realization

Life cycle
operations
maintenance
upgrades

sales, service, logistics, production, R&D

development
manufacturing
installation

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BCAFCRplusLifeCycle