The customer objectives view

by *Gerrit Muller* University of South-Eastern Norway-NISE
e-mail: gaudisite@gmail.com
www.gaudisite.nl

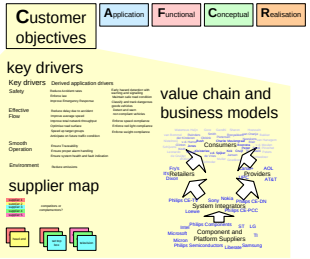
Abstract

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.

Distribution

This article or presentation is written as part of the Gaudí project. The Gaudí project philosophy is to improve by obtaining frequent feedback. Frequent feedback is pursued by an open creation process. This document is published as intermediate or nearly mature version to get feedback. Further distribution is allowed as long as the document remains complete and unchanged.

August 21, 2020
status: preliminary draft
version: 0.3



Customer objectives overview

Customer objectives | **A**pplication | **F**unctional | **C**onceptual | **R**ealisation

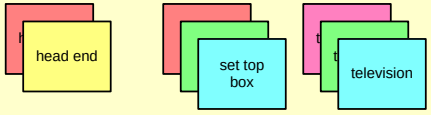
key drivers

Key drivers	Derived application drivers	
Safety	Reduce Accident rates	Early hazard detection with warning and signalling
	Enforce law	Maintain safe road condition
	Improve Emergency Response	Classify and track dangerous goods vehicles
Effective Flow	Reduce delay due to accident	Detect and warn non compliant vehicles
	Improve average speed	
	Improve total network throughput	Enforce speed compliance
	Optimise road surface	Enforce red light compliance
	Speed up target groups	Enforce weight compliance
	Anticipate on future traffic condition	
Smooth Operation	Ensure Traceability	
	Ensure proper alarm handling	
	Ensure system health and fault indication	
Environment	Reduce emissions	

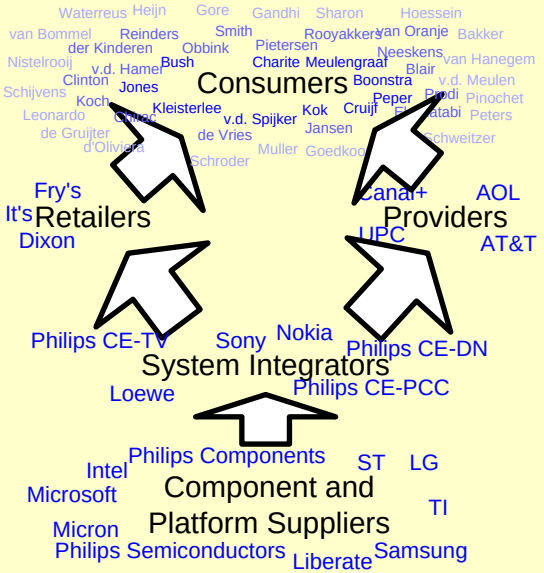
supplier map

supplier 1
supplier 2
supplier 3
supplier 4
supplier 5

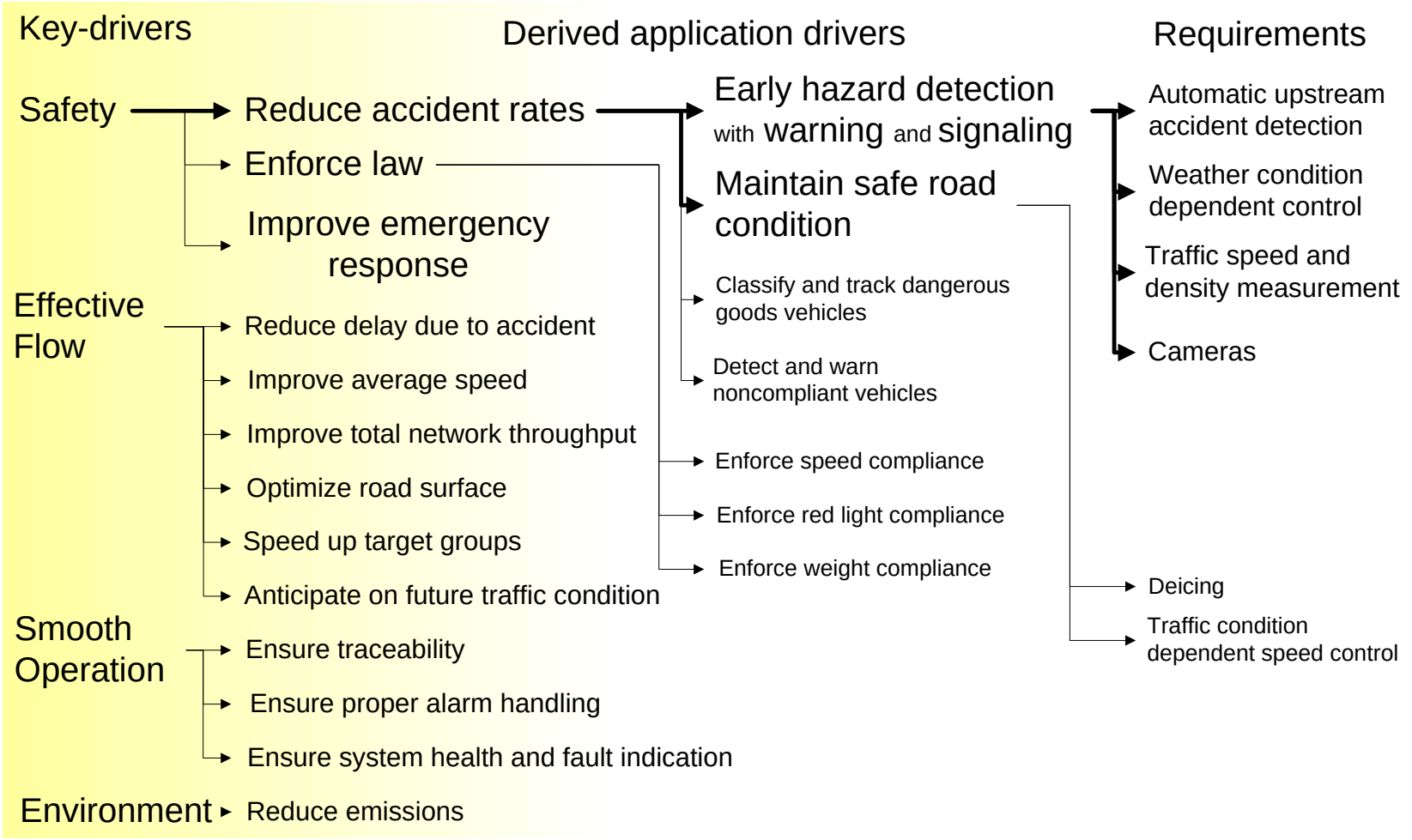
competitors or complementors?



value chain and business models



Example motorway management key drivers



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

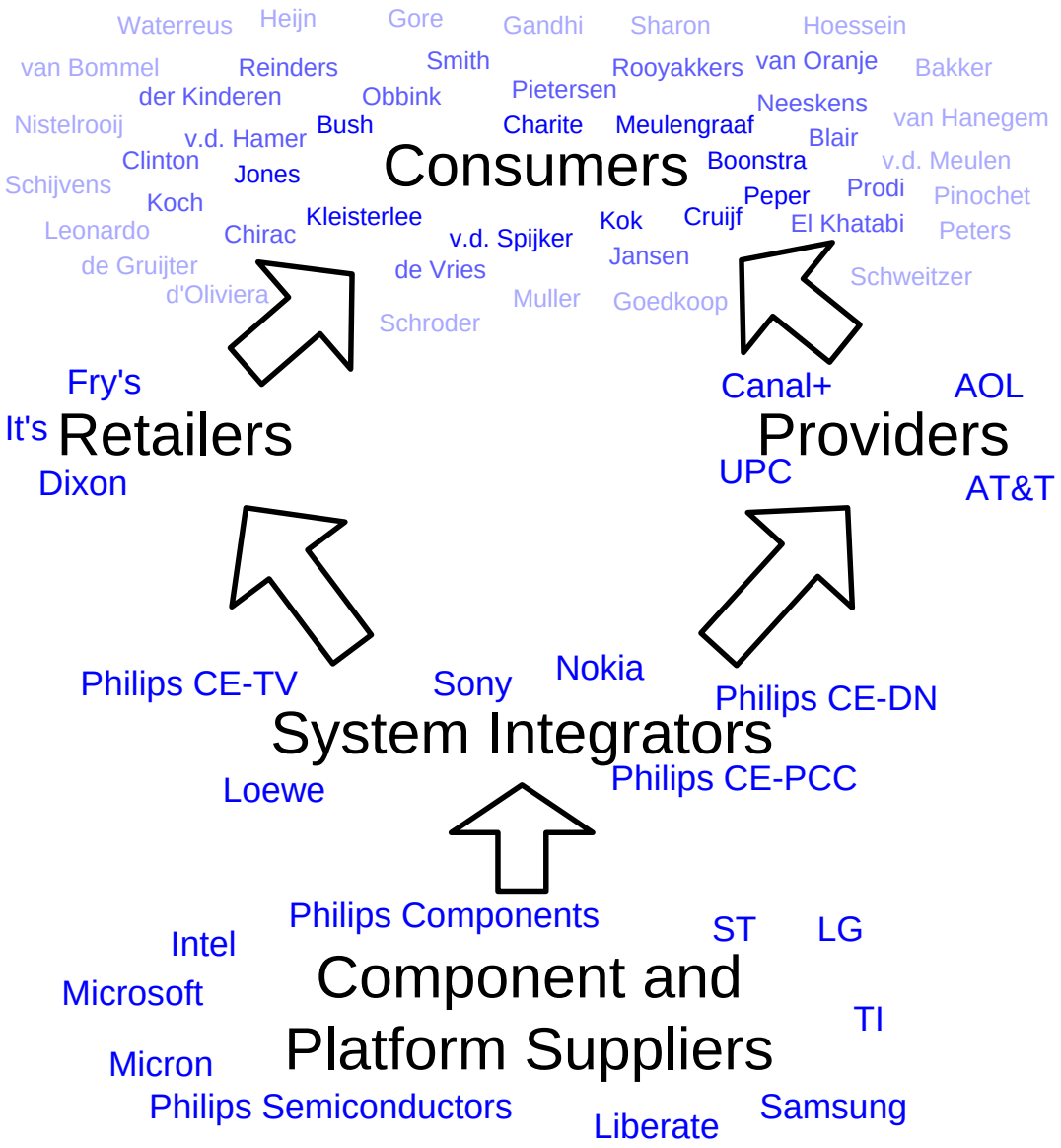
Submethod to Link Key Drivers to Requirements

• 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

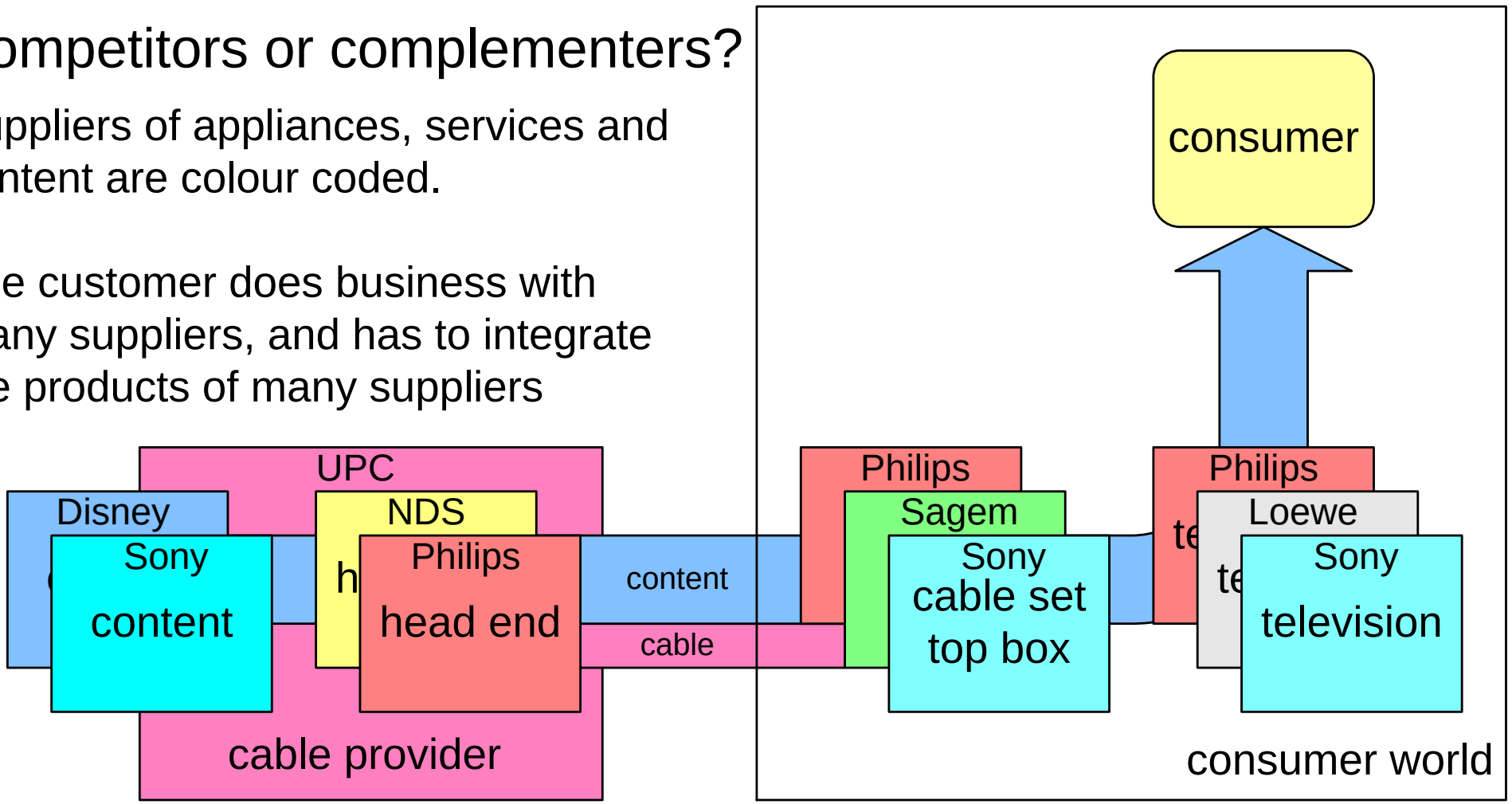
• Limit the number of key-drivers	minimal 3, maximal 6
• Don’t leave out the obvious key-drivers	for instance the well-known main function of the product
• Use short names, recognized by the customer.	
• Use market-/customer- specific names, no generic names	for instance replace “ease of use” by “minimal 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