

Module Customer Side

by *Gerrit Muller* University of South-Eastern Norway-NISE

e-mail: `gaudisite@gmail.com`

`www.gaudisite.nl`

Abstract

This module addresses The Customer Objectives and Application Views:

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version: 0

logo

TBD

The customer objectives view

by *Gerrit Muller* University of South-Eastern Norway-NISE

e-mail: `gaudisite@gmail.com`

`www.gaudisite.nl`

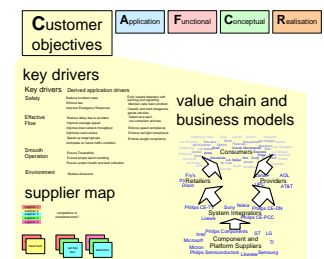
Abstract

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.

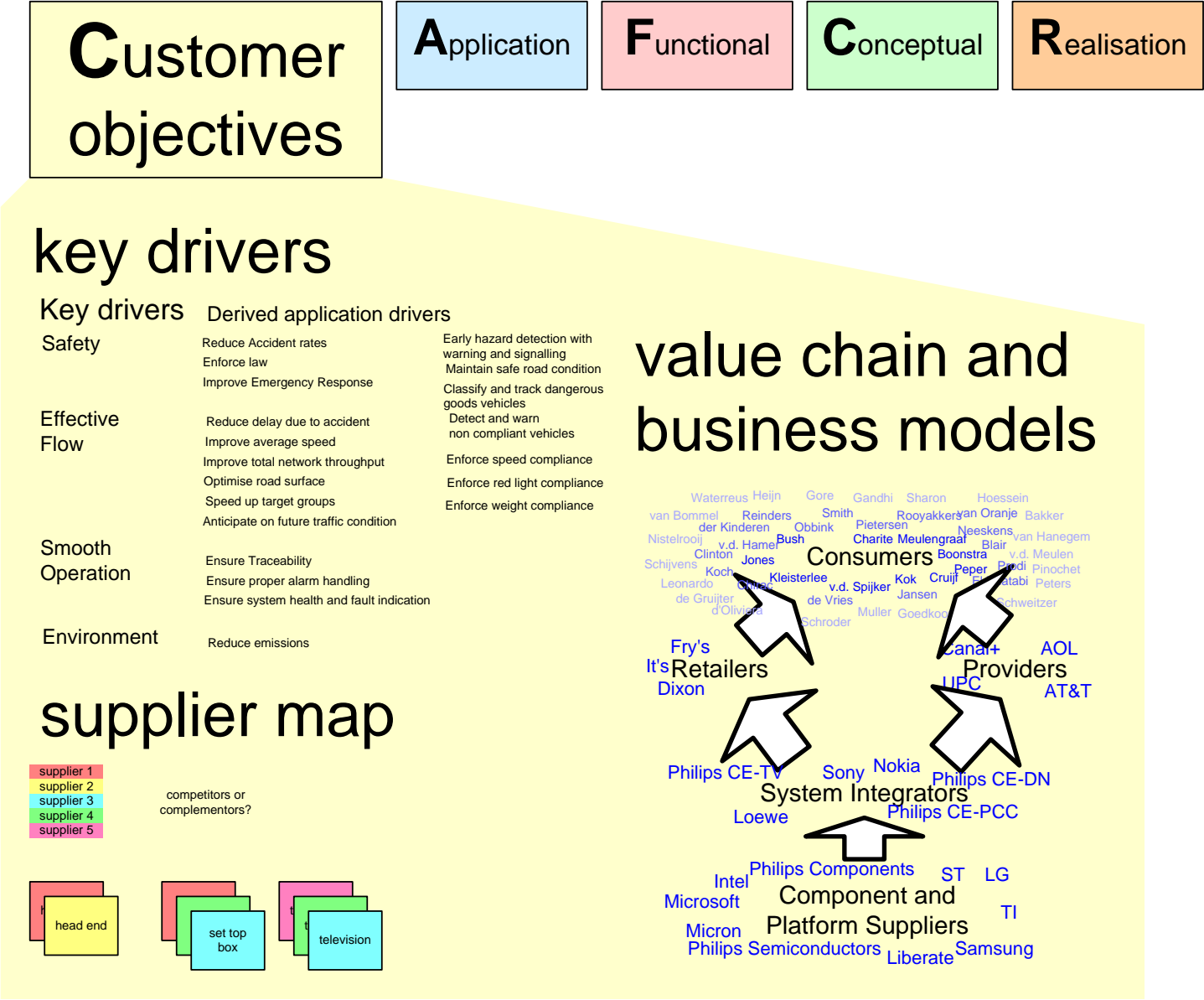
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Customer objectives overview



value chain and business models

Consumers

Providers

System Integrators

Component and Platform Suppliers

Retailers

Waterreus Heijn

Gore

Gandhi

Sharon

Hoessein

van Bommel

Reinders

Smith

Rooyackers

van Oranje

Bakker

der Kinderen

Obbink

Pietersen

Neeskens

van Hanegem

Nistelrooij

v.d. Hamel

Bush

Charite

Meulengraaf

Blair

Schijvens

Clinton

Jones

Boonstra

v.d. Meulen

Leonardo

Koch

Kleisterlee

v.d. Spijker

Kok

Cruji

Peper

Pandi

Pinochet

de Gruijter

d'Oliviera

de Vries

Jansen

Muller

Goedkoop

Schweitzer

Schroder

Fry's

It's

Retailers

Dixon

Canal+

Providers

AOL

UPC

AT&T

Philips CE-TV

Sony

Nokia

Philips CE-DN

Loewe

Philips CE-PCC

Philips Components

ST

LG

Intel

Microsoft

Micron

Philips Semiconductors

Liberate

Samsung

TI

supplier 1

supplier 2

supplier 3

supplier 4

supplier 5

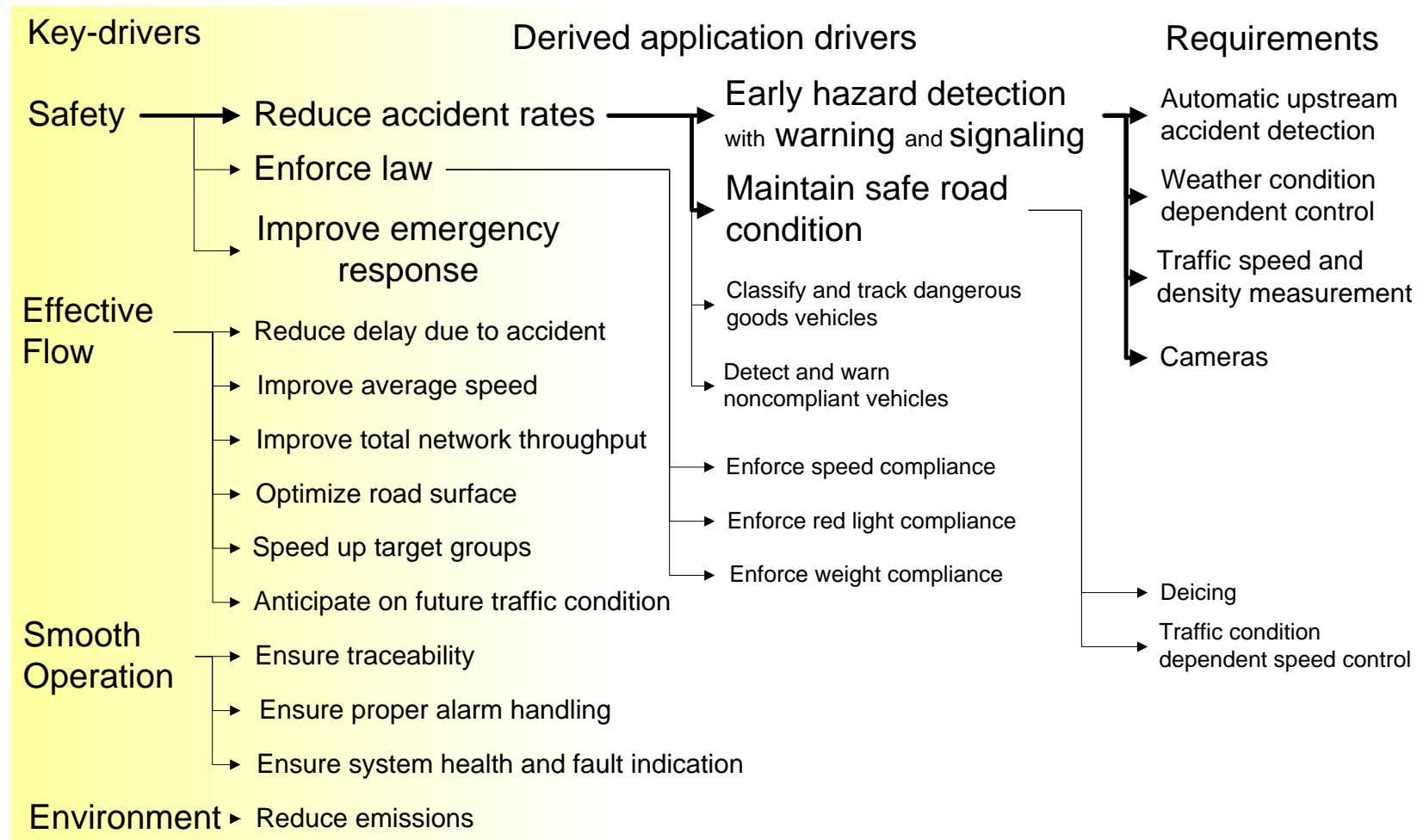
competitors or complementors?

head end

set top box

television

Example motorway management key drivers



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

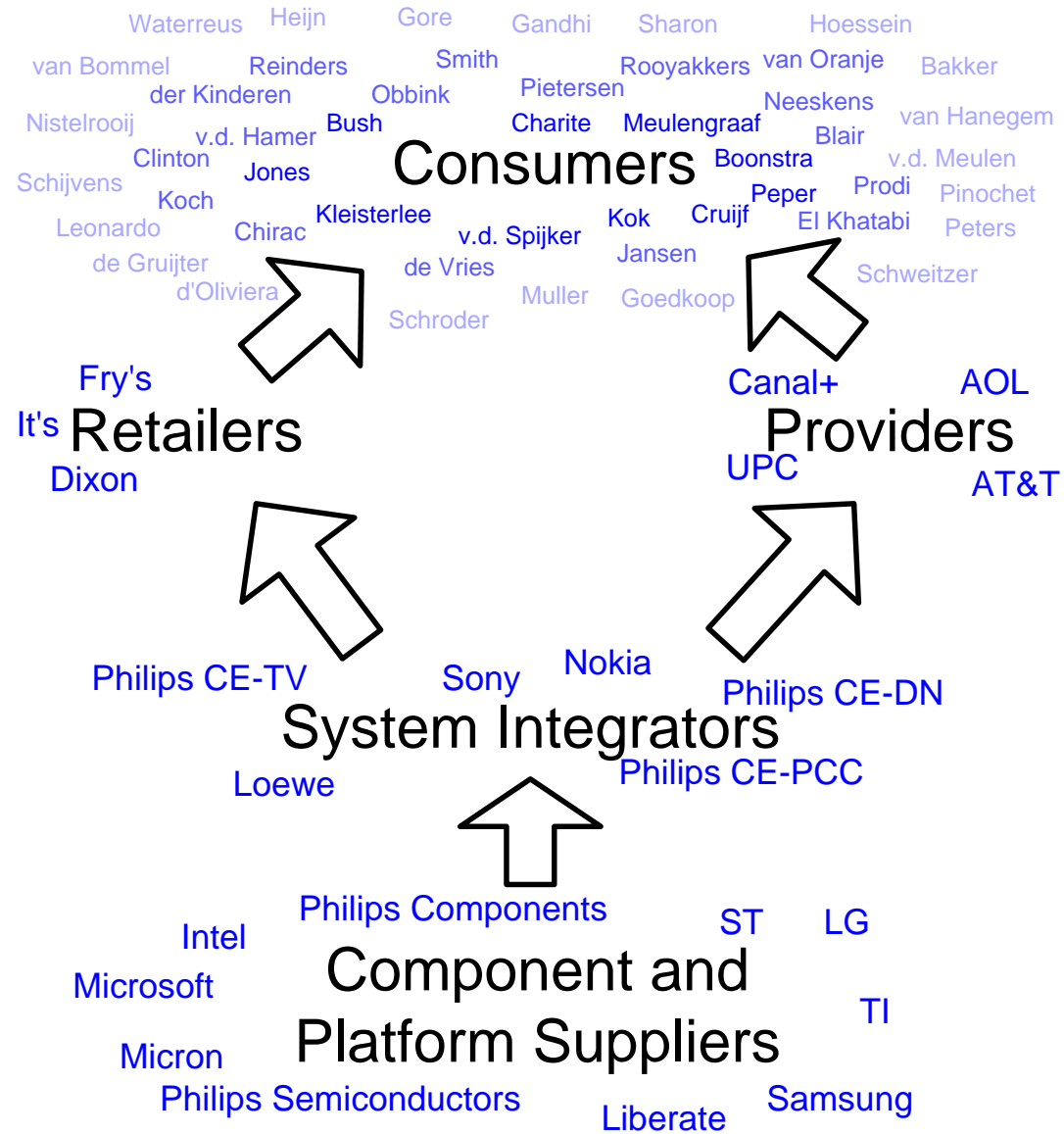
Submethod to Link Key Drivers to Requirements

- | | |
|--|--|
| • 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

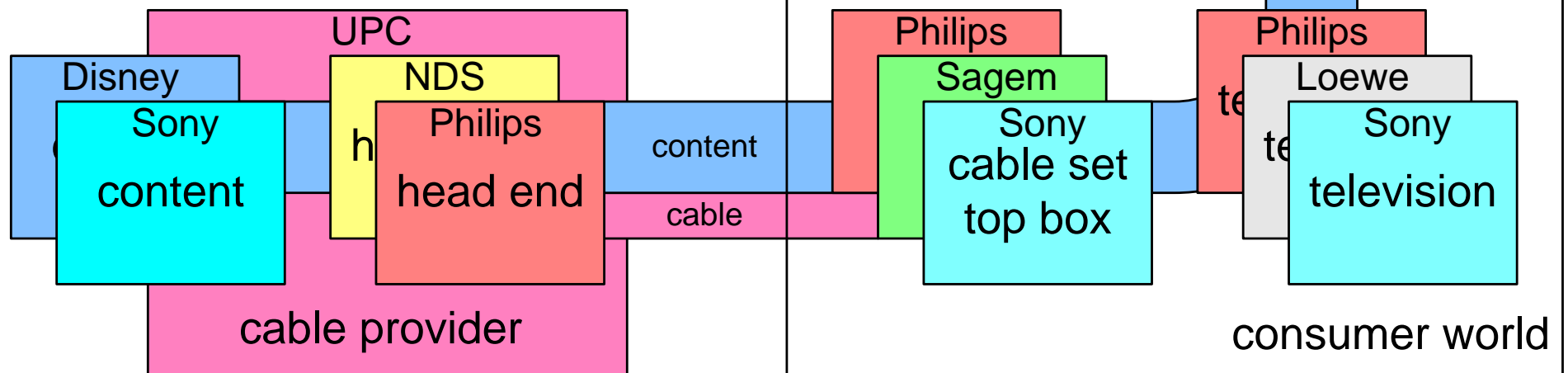


Example of simple supplier map

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



The application view

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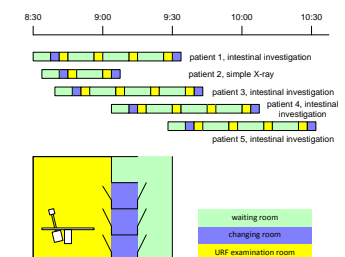
Abstract

The purpose of the application view is described. A number of methods or models is given to use in this view: stakeholder and concerns, context diagram, static entity relationship models and dynamic flow models.

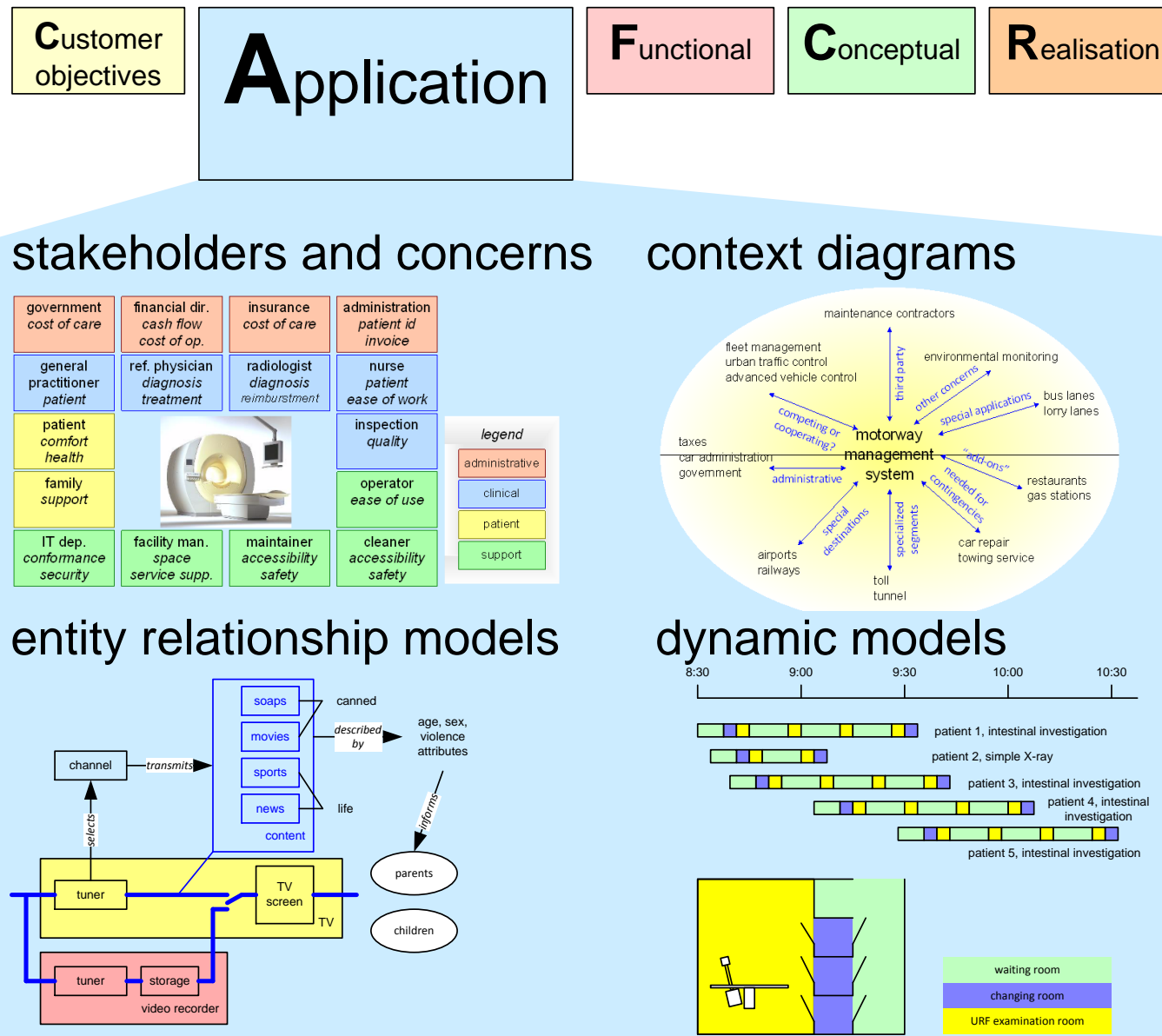
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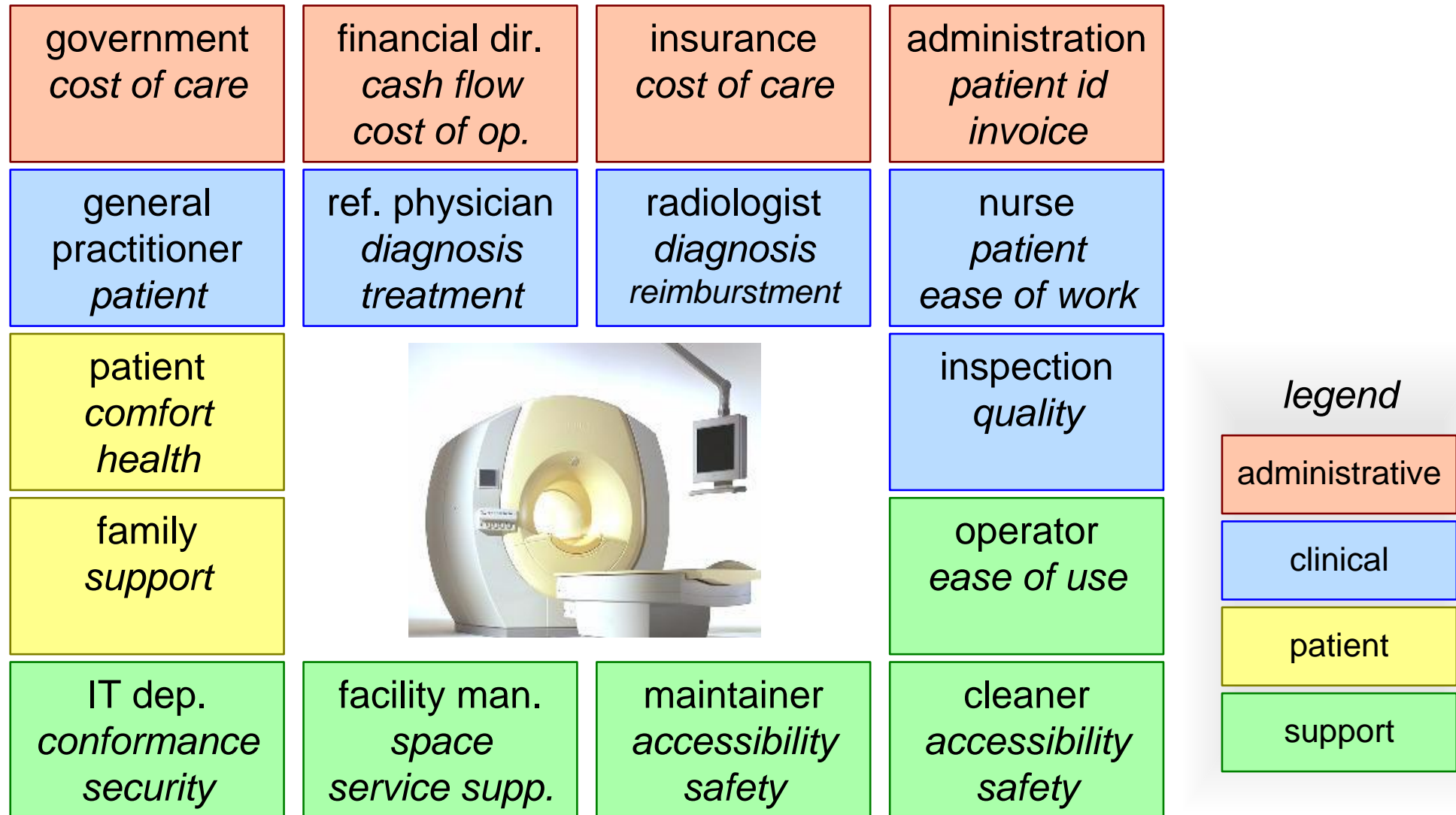
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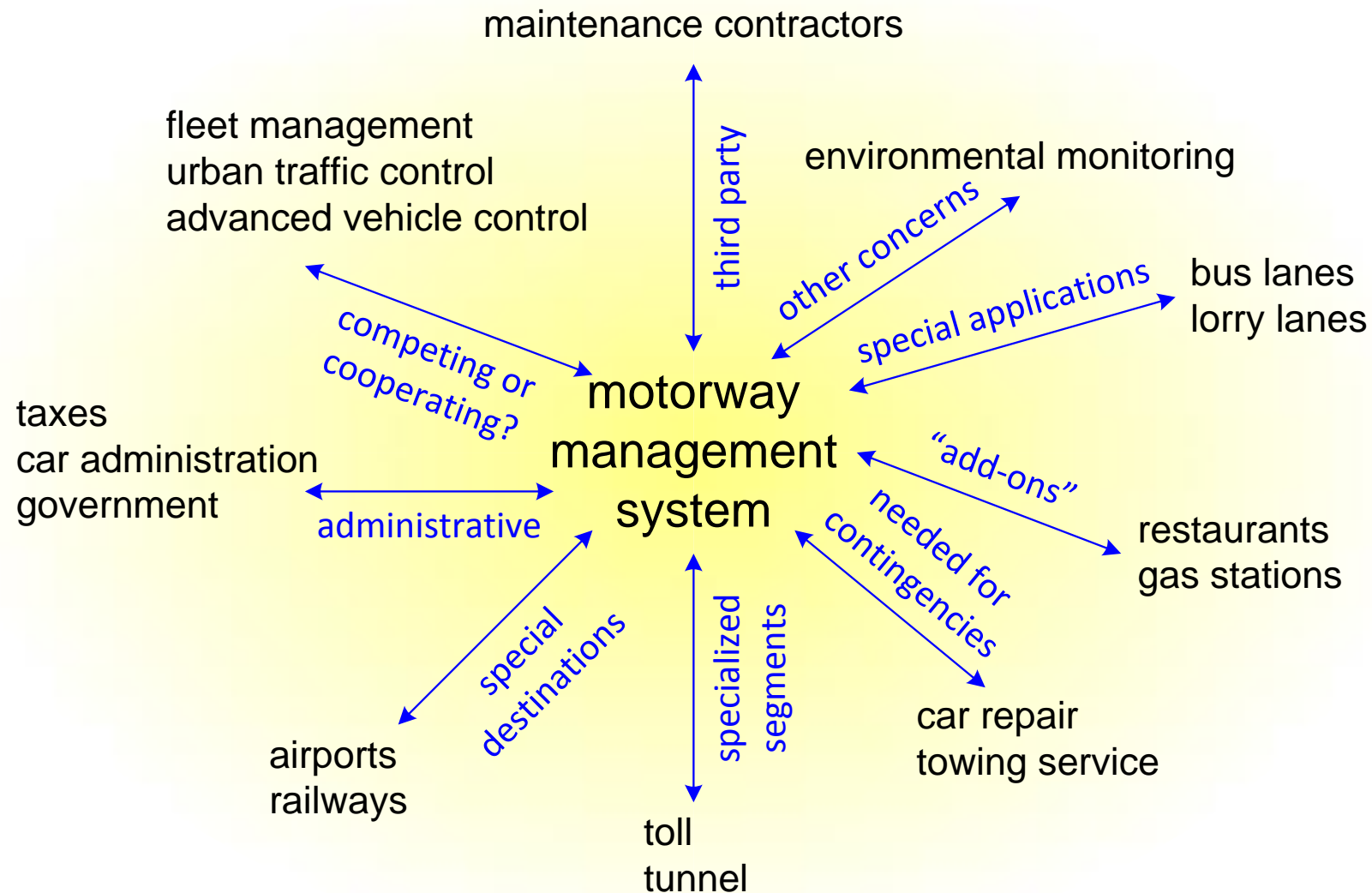
Application view overview



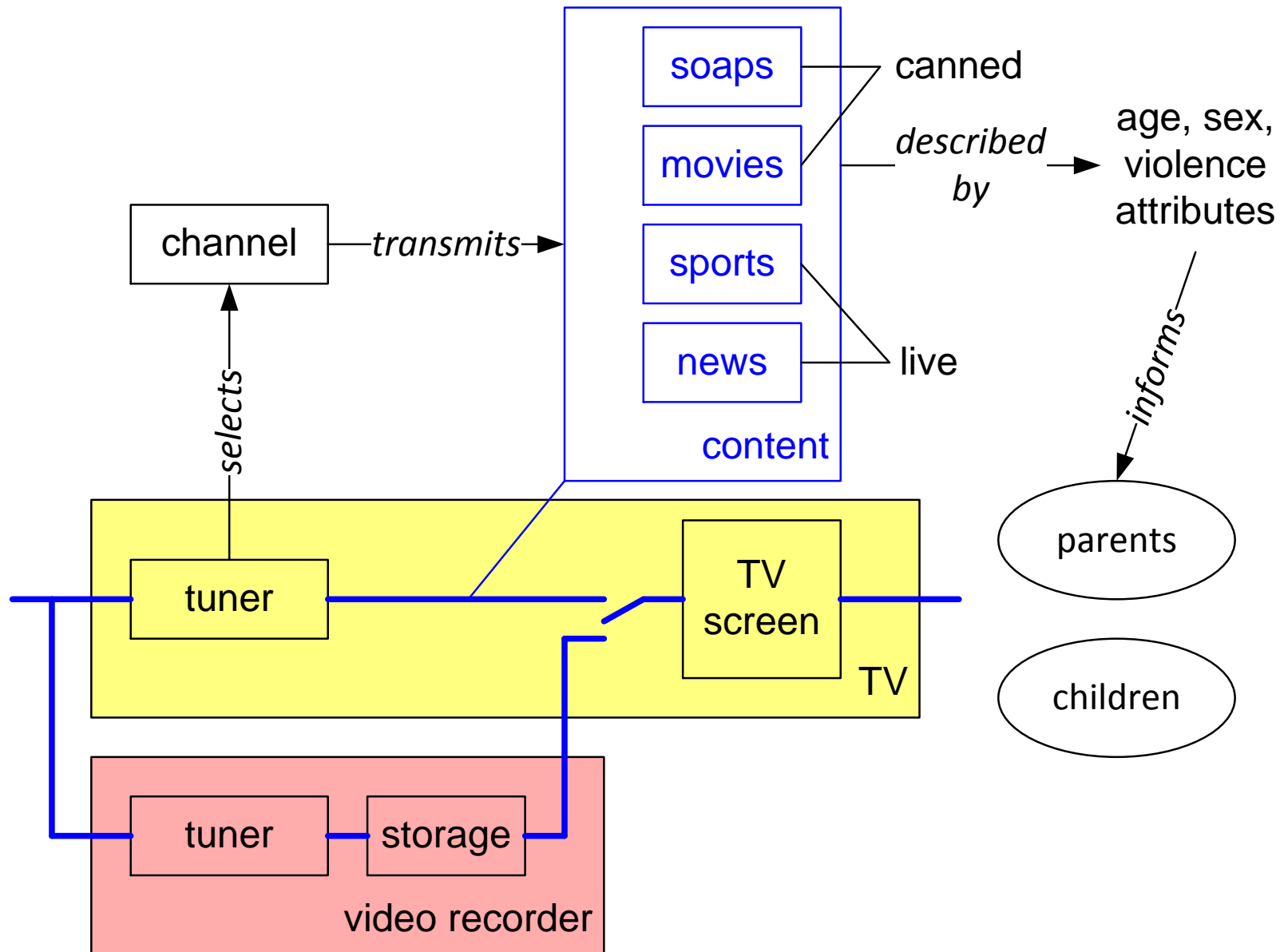
Stakeholders and concerns MRI scanner



Context of motorway management system

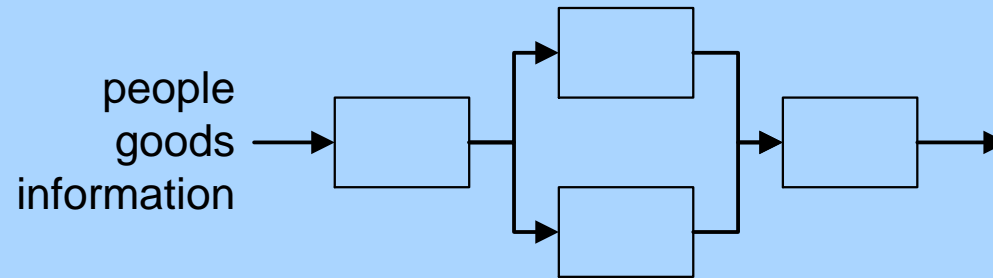


Example of simple TV application model

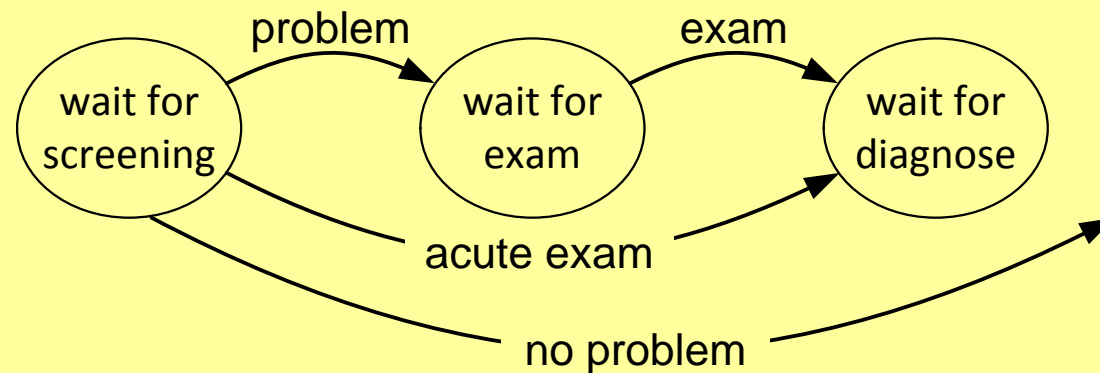


Examples of dynamic models

flow models



state diagrams

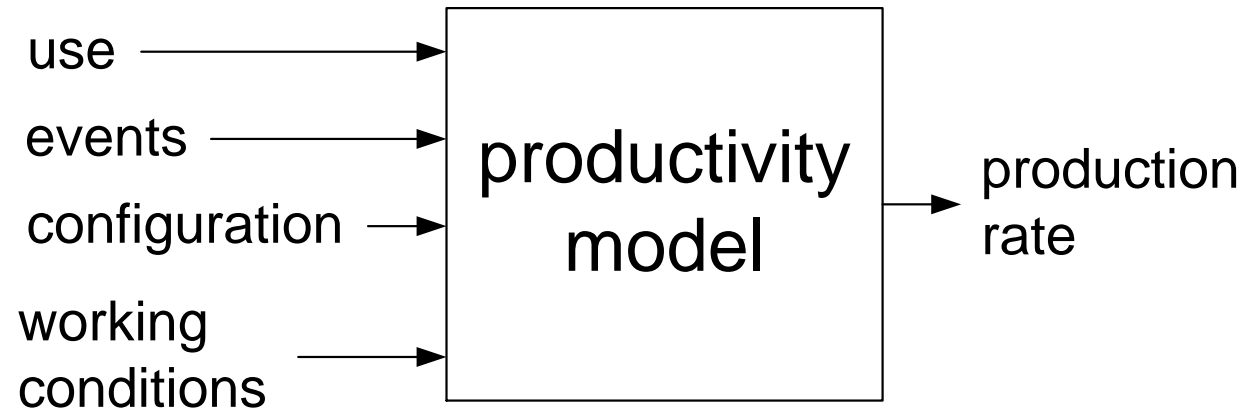


time line

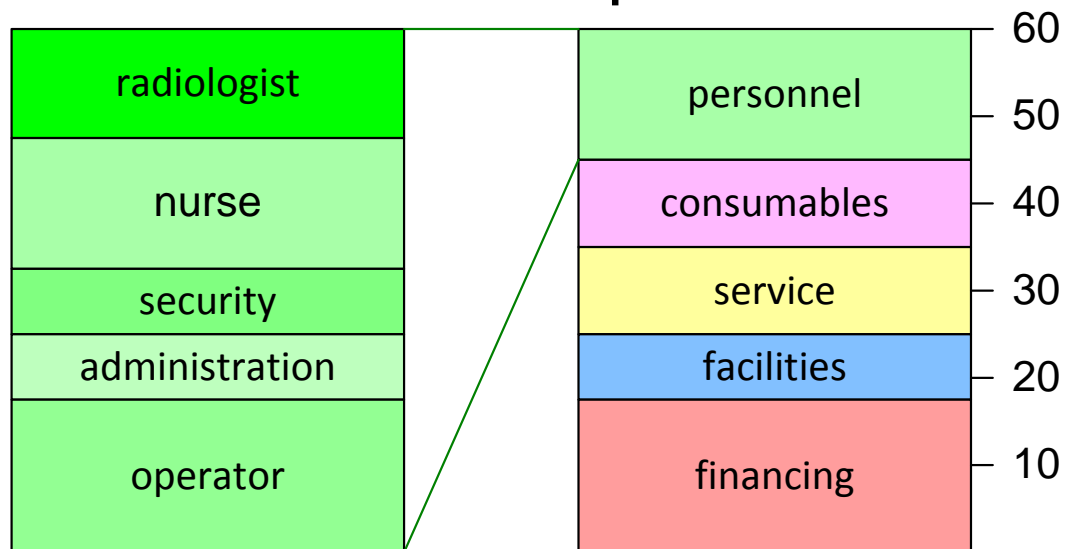


Productivity and Cost models

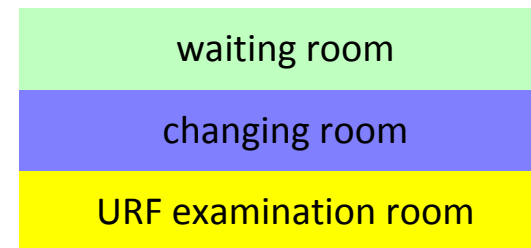
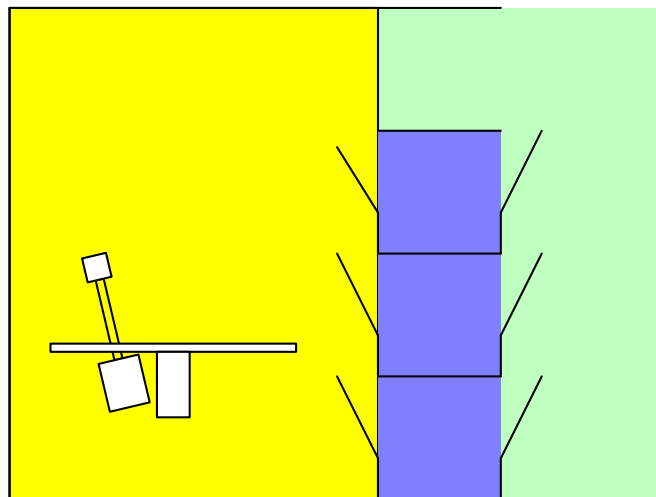
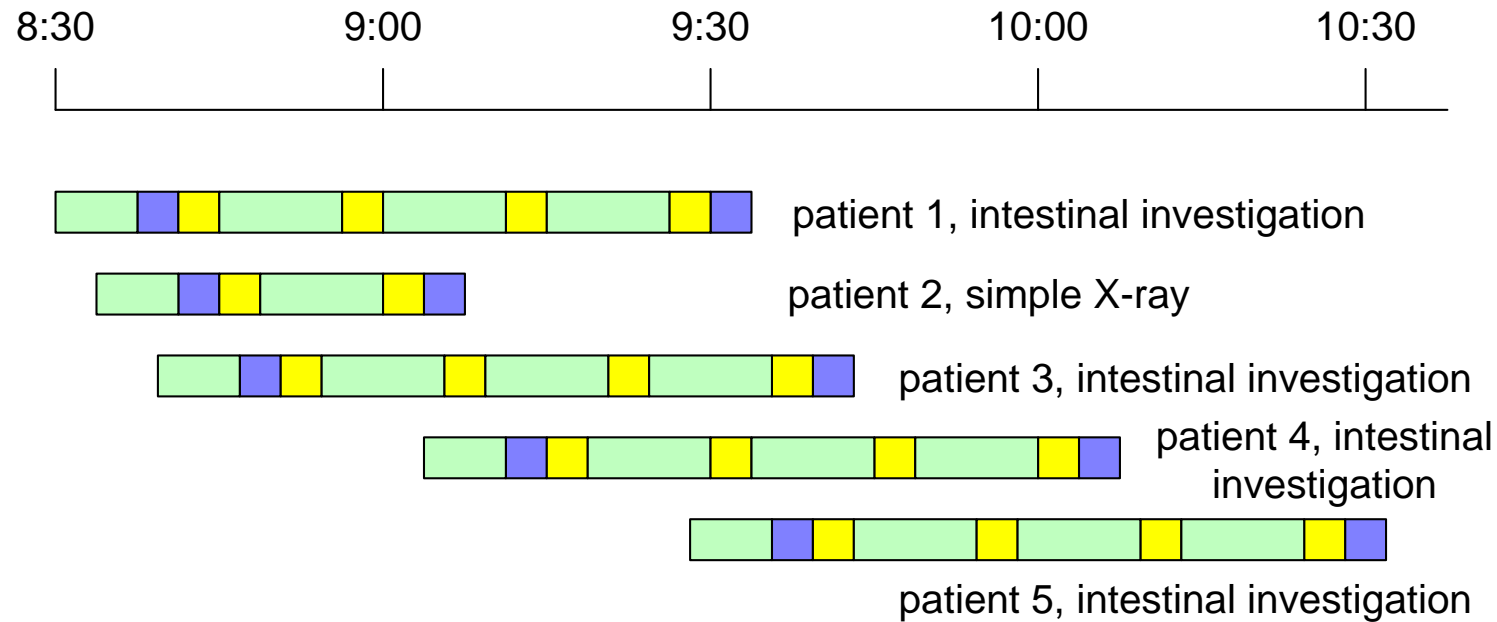
typical



Cost Of Ownership model



Dynamics of an URF examination room



- Determine stakeholders, key drivers and context of the product.
- Translate these drivers into application drivers and link them to the requirements.

Exercise Customer Side, second iteration

- Create a (max) 8 sheet presentation describing the customer objectives and application.