

# Tutorial Architectural Reasoning Using Conceptual Modeling

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## Abstract

Conceptual models are models that are sufficiently simplified to help architects to understand, reason, communicate, and make decisions. The abstraction level of these models ranges from back-of-the-envelope to simple visualizations, mathematical formulas, and limited spreadsheet models. These models range from critical system internals, to life cycle issues, to customer value analysis. In this tutorial, we show and exercise how different representations and views are used complementary to communicate, discuss, and analyze at a level that supports architecting. Main challenge is balance the need for detail to ensure credibility and the need to keep the model limited for the sake of communication, discussion, and analysis.

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status: draft  
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# Tutorial, Course and Reading Material

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## *Course Material*

Tutorial <http://www.gaudisite.nl/info/TutorialARconceptualModeling.info.html>

SEMA course <http://www.gaudisite.nl/SEMAmaterial.html>

## *Reading Material*

Elevator [http://www.gaudisite.nl/CIRP2014\\_Muller\\_TeachingConceptualModeling.pdf](http://www.gaudisite.nl/CIRP2014_Muller_TeachingConceptualModeling.pdf)

Subsea example [http://www.gaudisite.nl/INCOSE2015\\_MullerEtAl\\_SubseaOverviewA3.pdf](http://www.gaudisite.nl/INCOSE2015_MullerEtAl_SubseaOverviewA3.pdf)  
A3 <http://www.gaudisite.nl/SSMEoverviewA3.pdf>

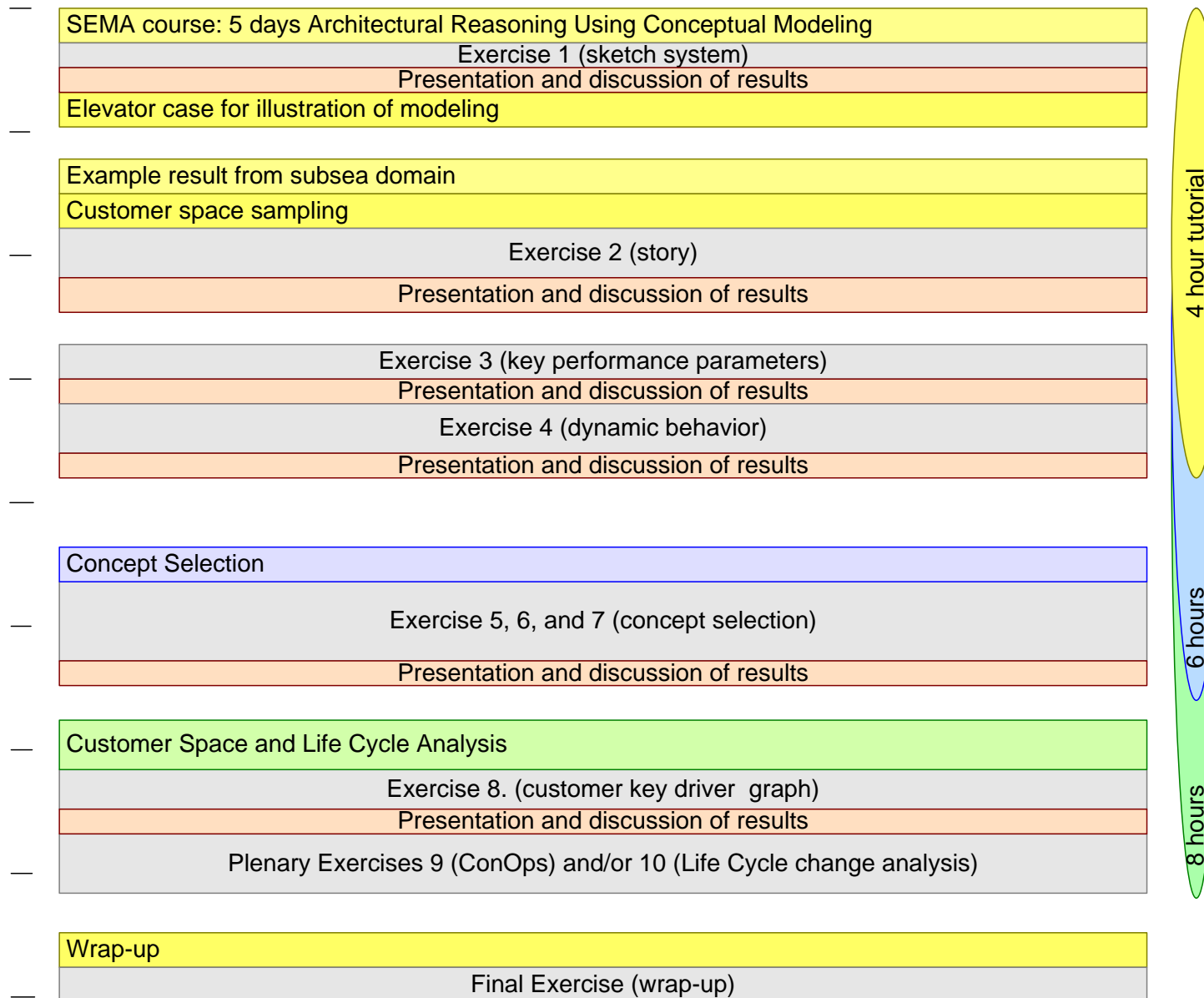
Customer space sampling <http://www.gaudisite.nl/StoryHowToPaper.pdf>

Customer Key Driver Graph <http://www.gaudisite.nl/KeyDriversHowToPaper.pdf>

Life Cycle Analysis <http://www.gaudisite.nl/MAlifeCyclePaper.pdf>

Gaudi Site <http://www.gaudisite.nl/>

# An (over?)Optimistic Program of the Tutorial

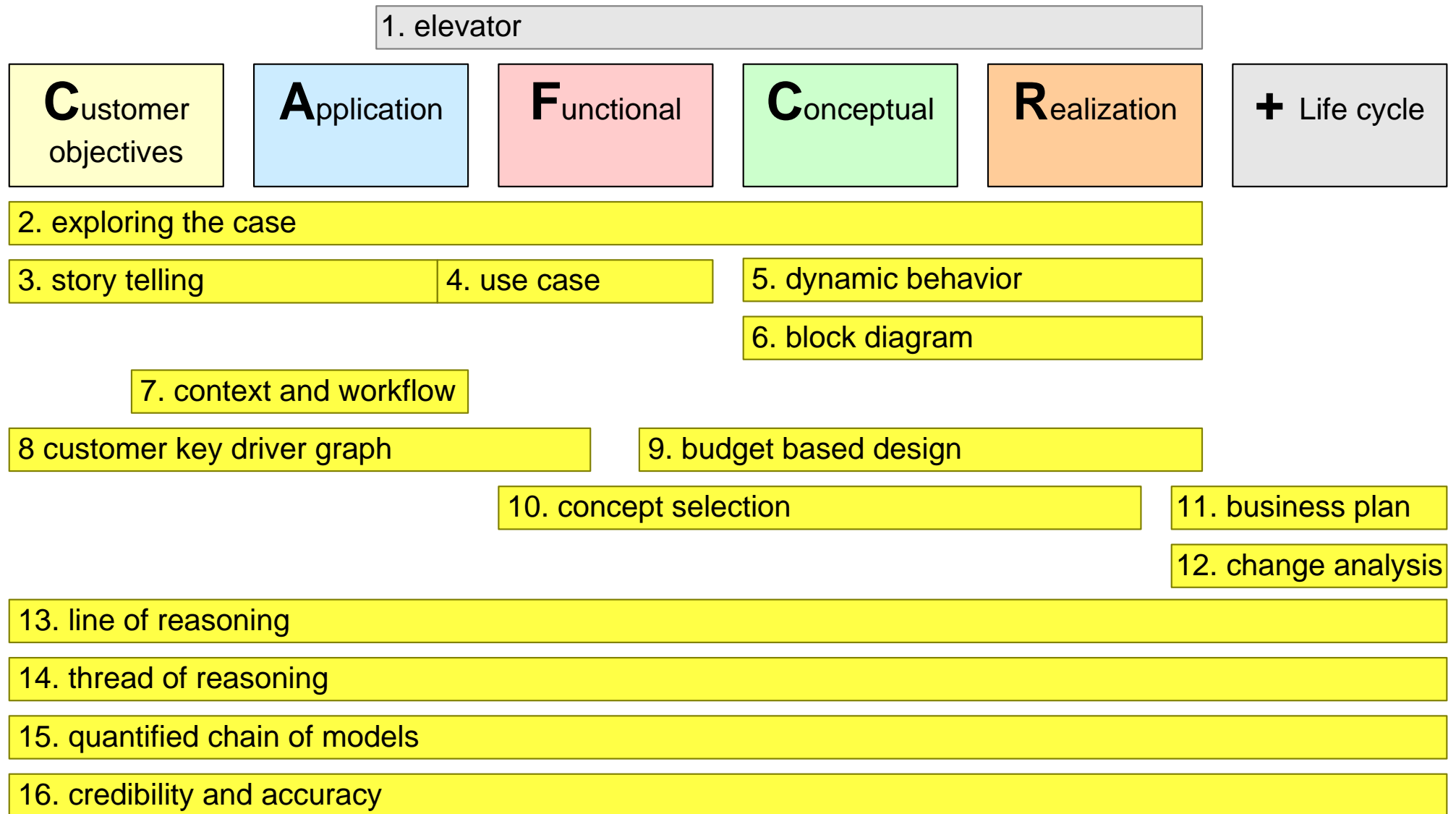


# Course Program of the 5-day SEMA Course

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day 1	introduction to modeling	exploring the case
day 2	sample customer space	functions and parts
day 3	customer space analysis	quantification and concepts
day 4	business and life cycle	integration and reasoning
day 5	modeling	wrap-up

# Assignments during the 5-day SEMA Course



# SEMA Basic Philosophy

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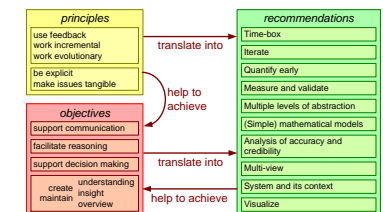
## Abstract

This presentation explains the basic philosophy behind the SEMA course. The SEMA course in the first place is a course that provides an approach to architectural reasoning. Core to architectural reasoning is the ability to make conceptual models and to use them in conjunction. The course discusses how to make conceptual models, how to get input, and how to use them for analysis. Modeling is put in broader perspective, such as model evolution, simulation, and validation.

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# You will mostly be working!

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One **Case** during the course and the home work assignment

Work in **teams** if possible

Select a case close to **your day-to-day practice**

## **Learning by Doing**

Some theory, apply on case

Case = System of interest + developing organization + some innovative change

Choice of case is critical!

# Our Primary Interest

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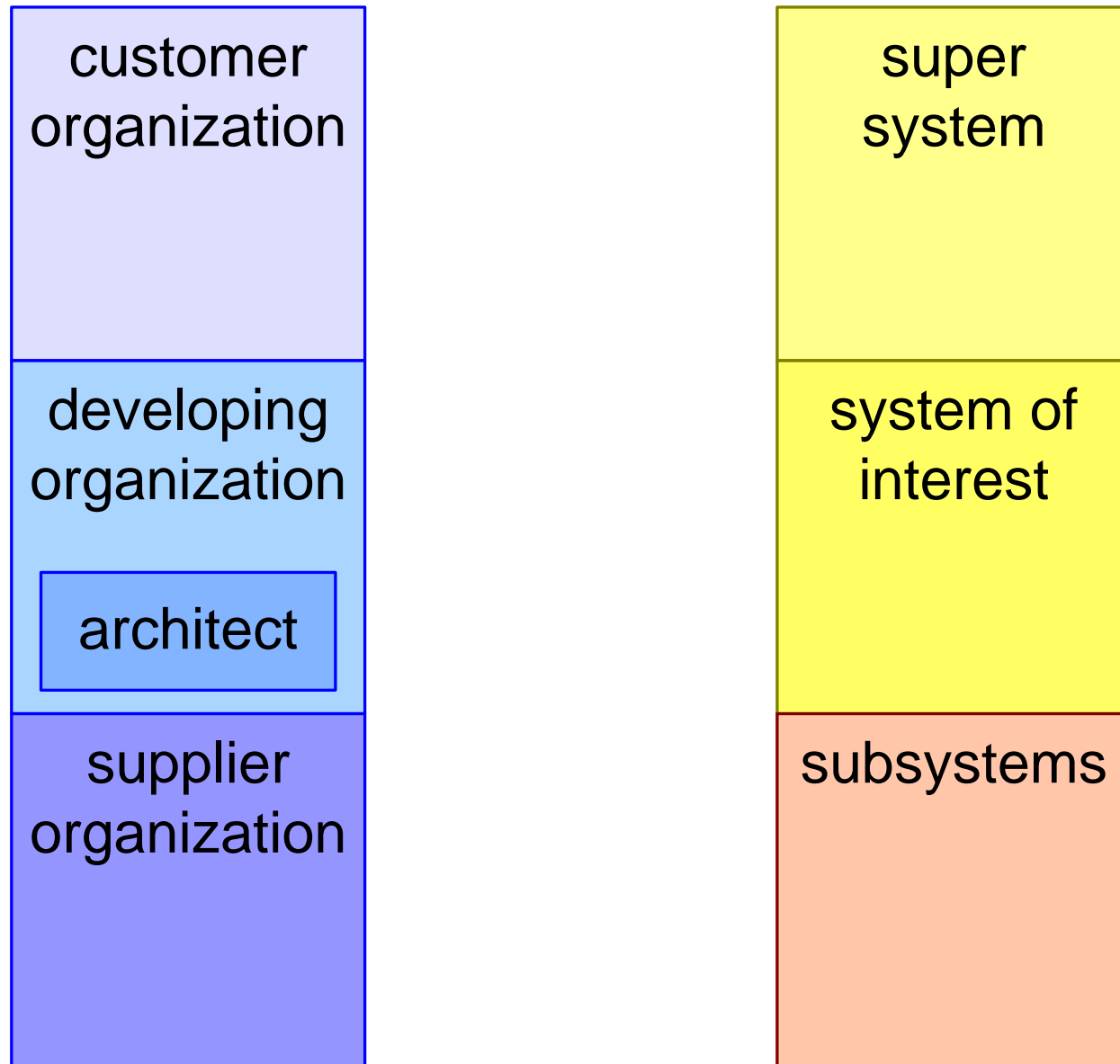
developing  
organization

architect

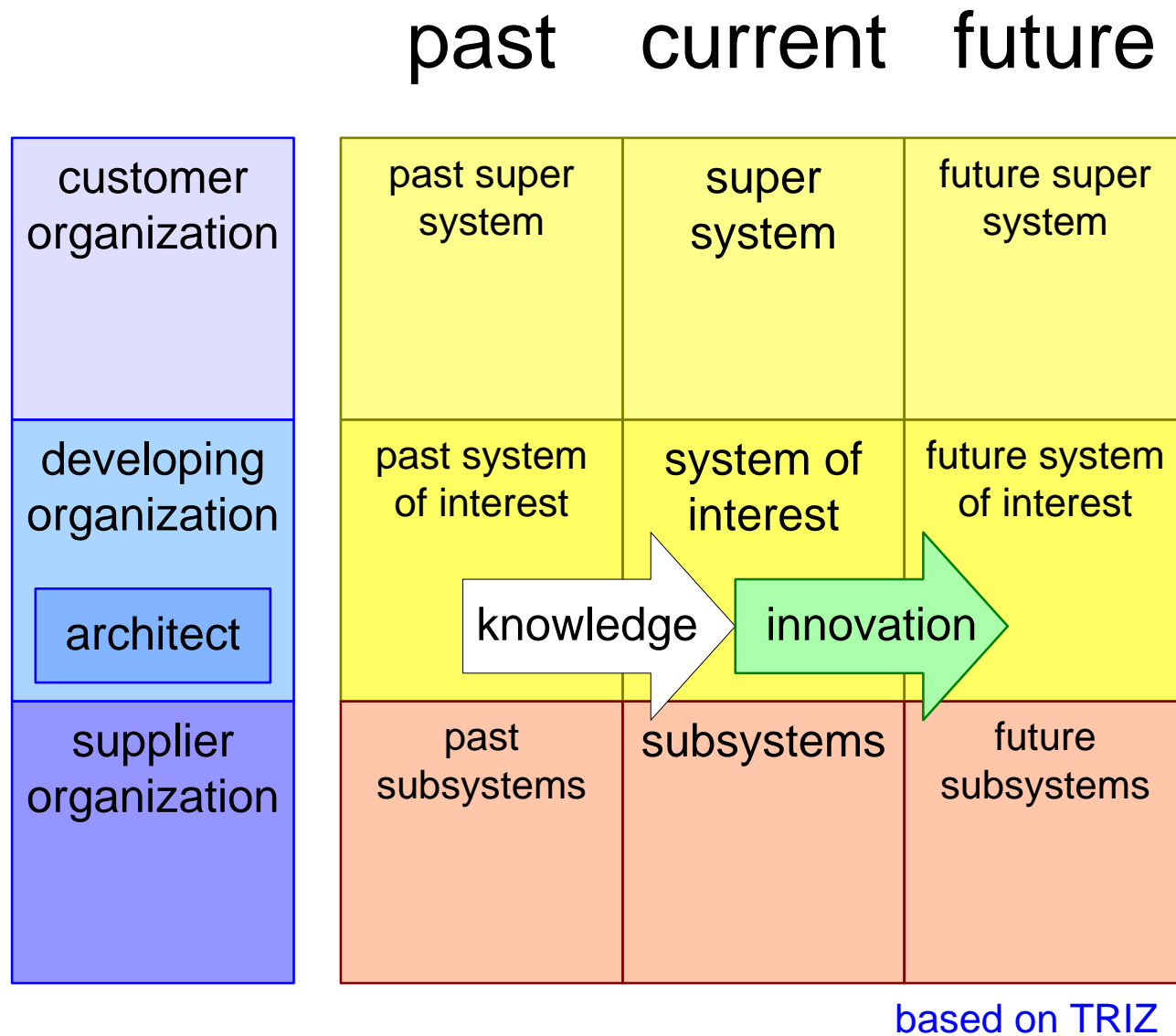
system of  
interest

# Context, Zoom-out and Zoom-in

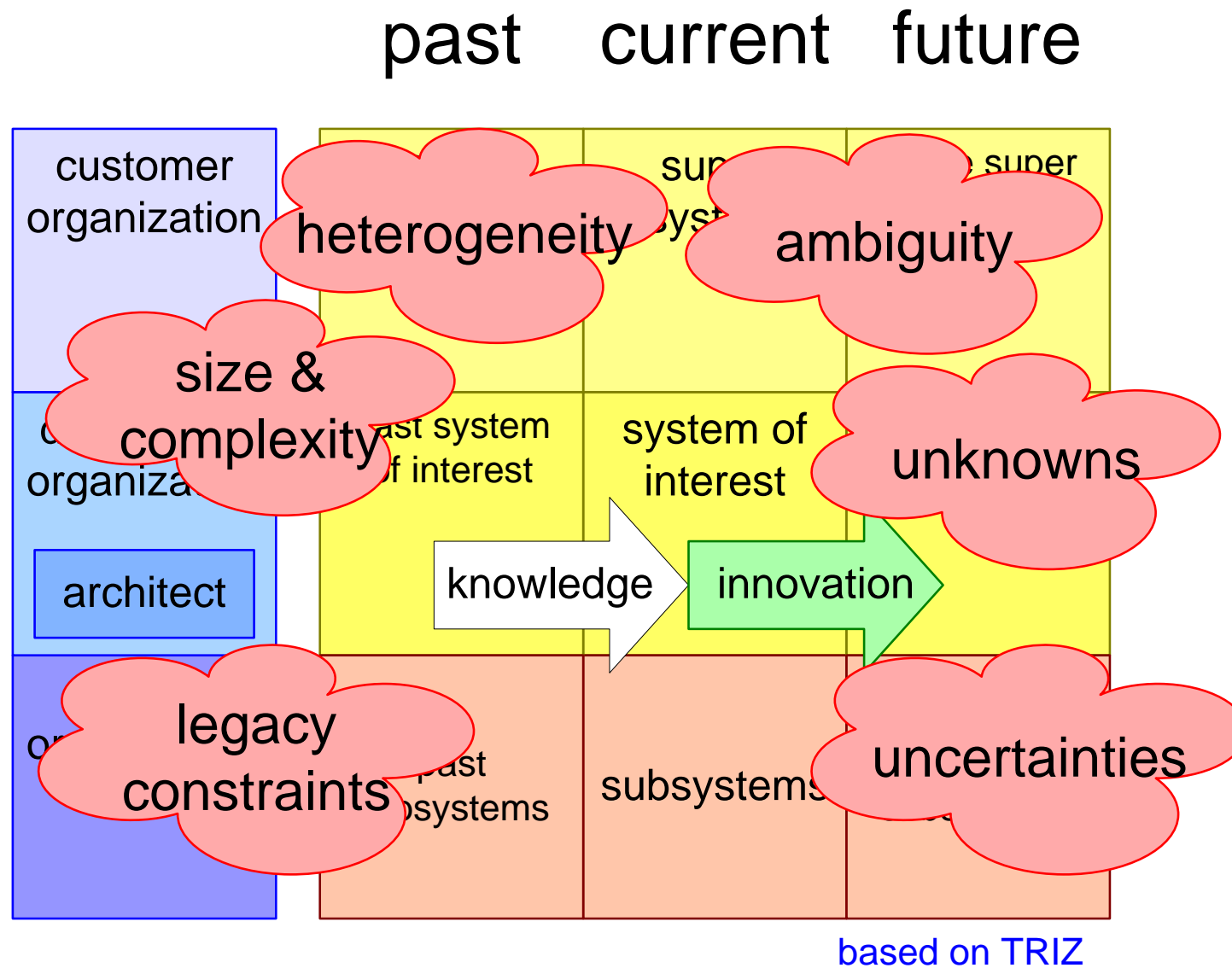
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# Adding the Time Dimension

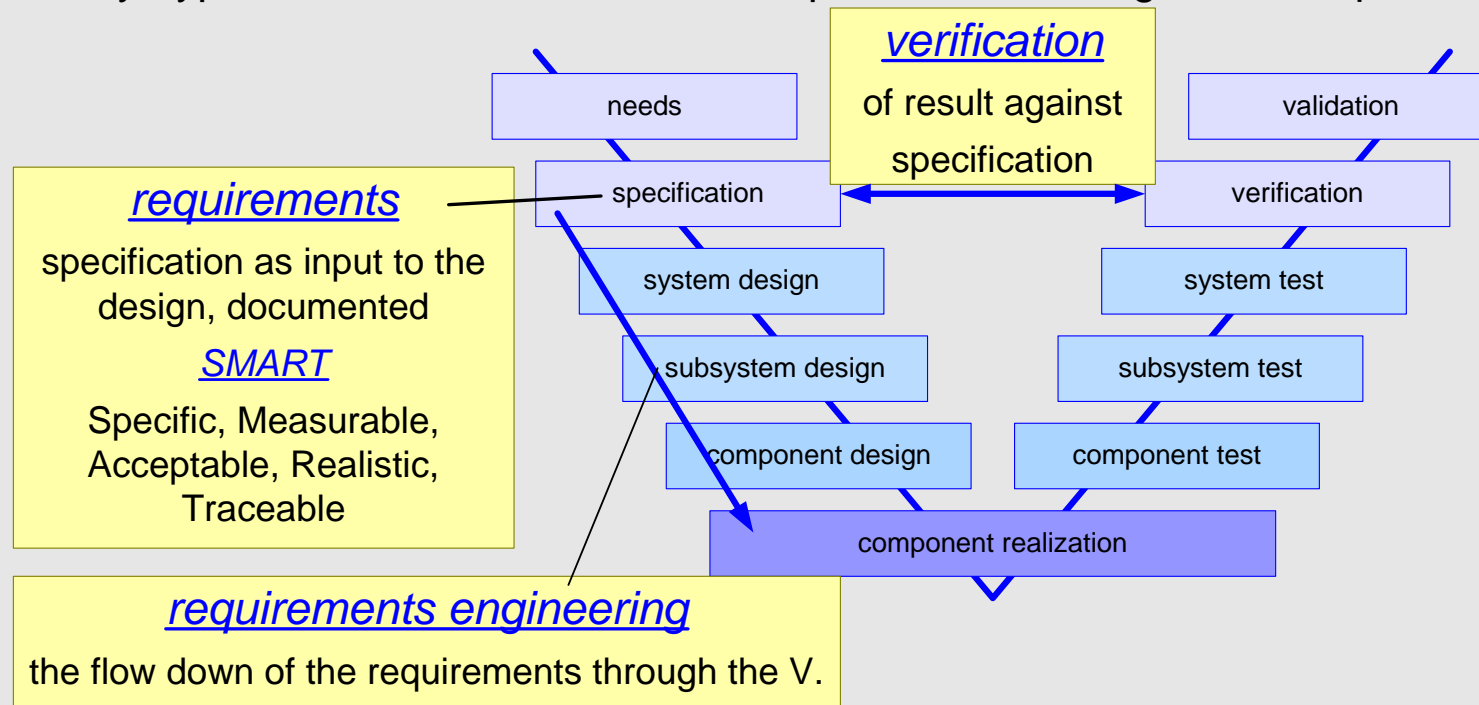


# Challenges

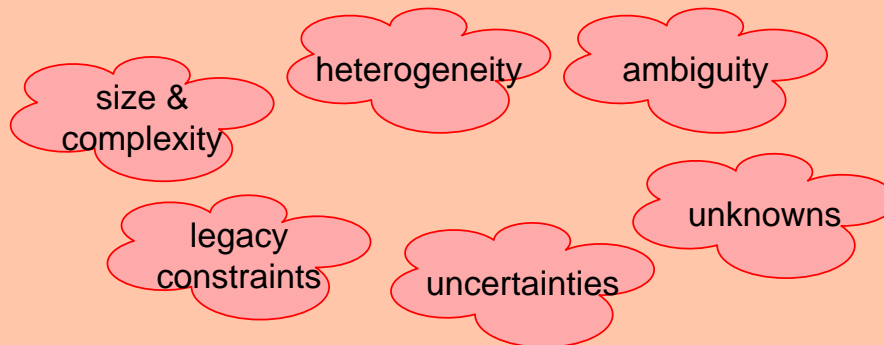


# From Theory to Practice

Theory: typical SE workflow: V-model, requirements management, “top-down”

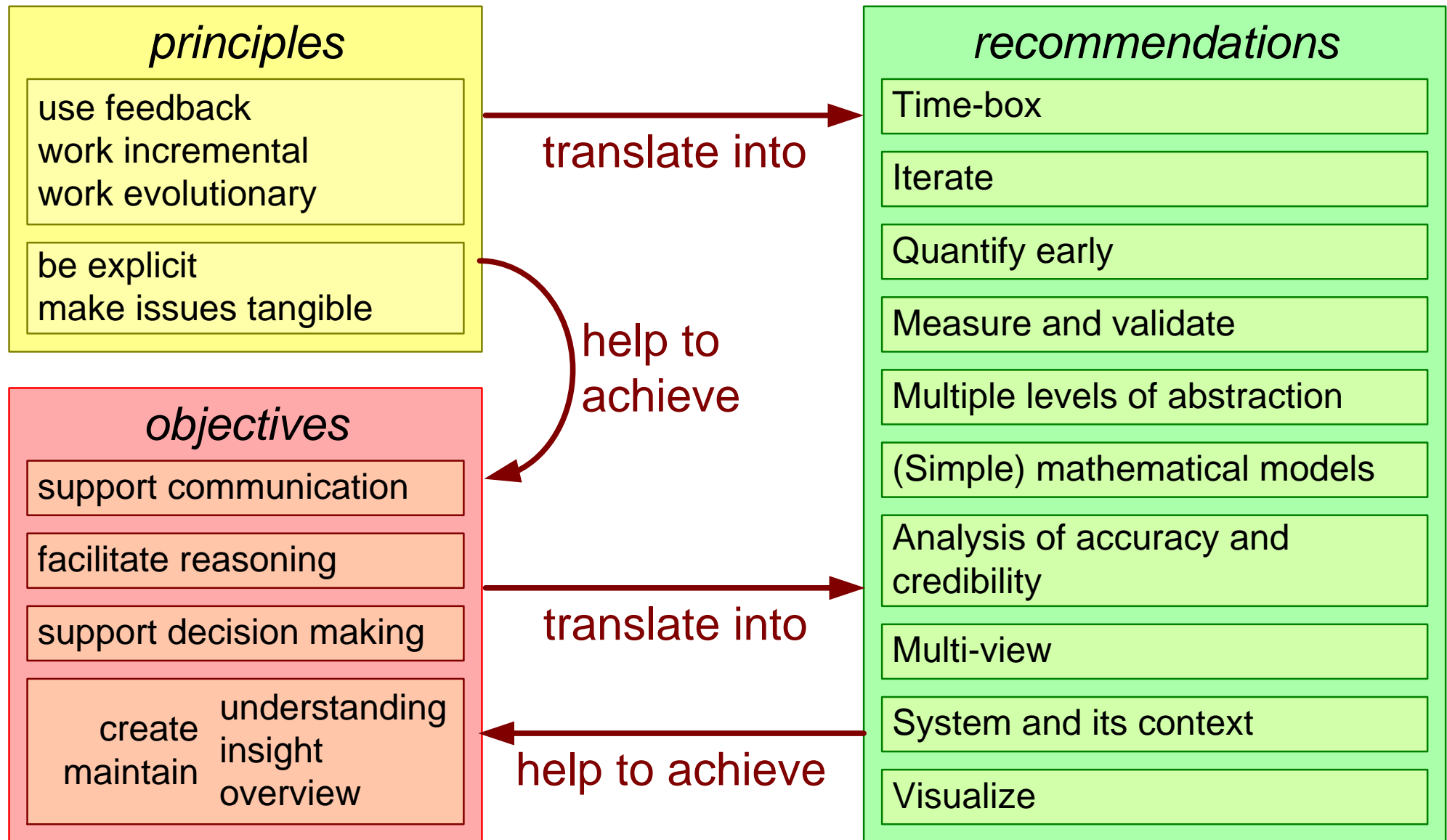


Practice: Finite knowledge and wisdom causes late disruptions

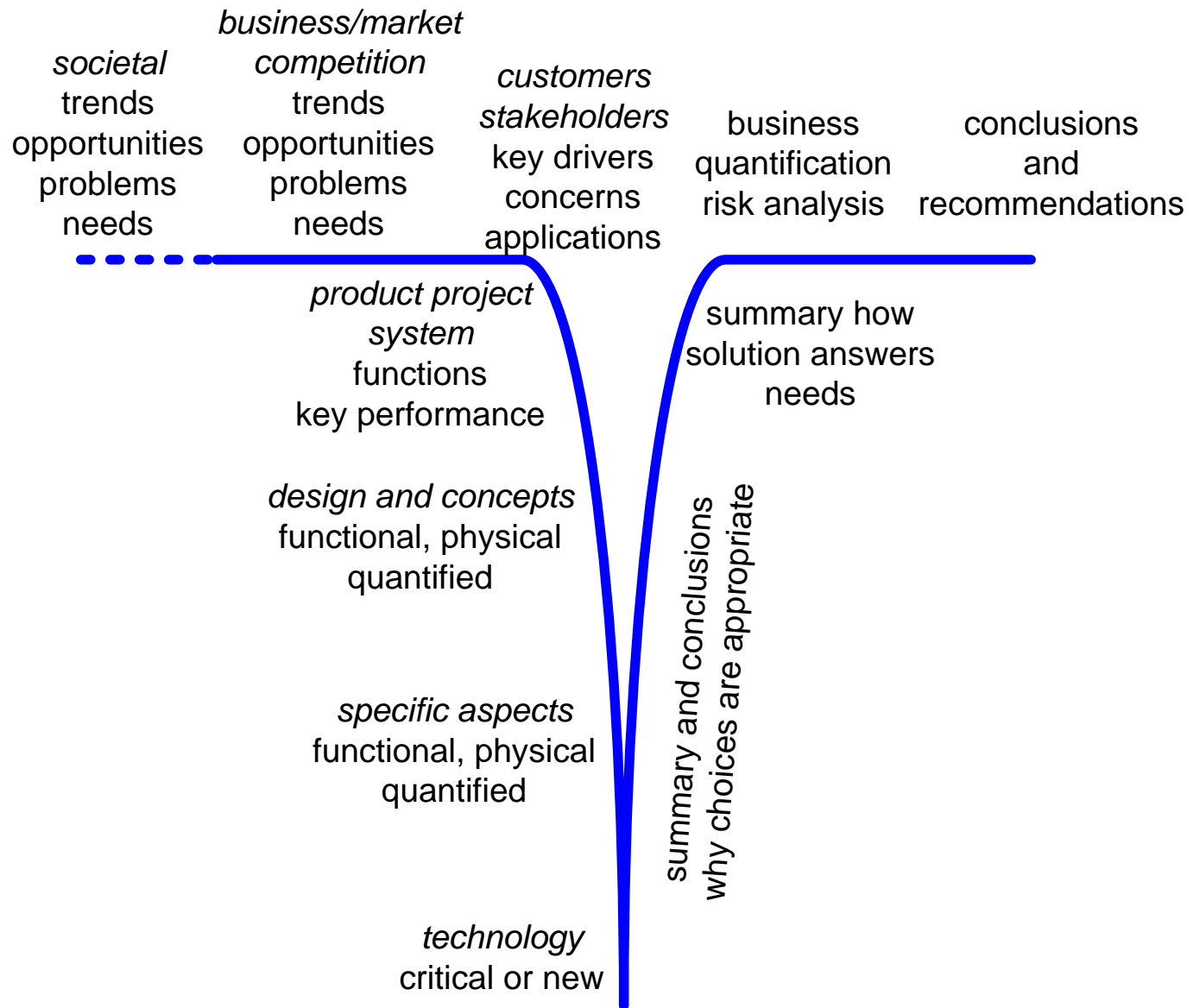


Innovation and new territory require *learning*, e.g. *experimenting, exploring, failing, discovering* complement with “bottom-up”

# Recommendations as Common Thread



# Final Delivery: Presentation to Top Management



# Recommendations for Exercises

Do	Do not	Because
<ul style="list-style-type: none"><li>• start sketching/drawing as soon as possible</li><li>• use shared large sheets of paper (e.g. flip-over)</li><li>• number the flip-overs and add a title</li><li>• annotate (add notes) during discussions</li><li>• use yellow note stickers and flip-over markers</li><li>• be open for ideas and surprises</li></ul>	<ul style="list-style-type: none"><li>• write long texts .</li><li>• immediately capture electronic</li><li>• have nice but volatile discussions</li><li>• write with pen or pencil</li><li>• Do not stick to the first solution</li></ul>	<ul style="list-style-type: none"><li>• sketches stimulate sharing and discussion</li><li>• sharing and discussion help to explore faster</li><li>• remembering the order gets challenging</li><li>• information and insight is quickly lost</li><li>• stickers are easily (re)moved</li><li>• you hopefully discover a lot; increased insight will change problem and solution</li></ul>

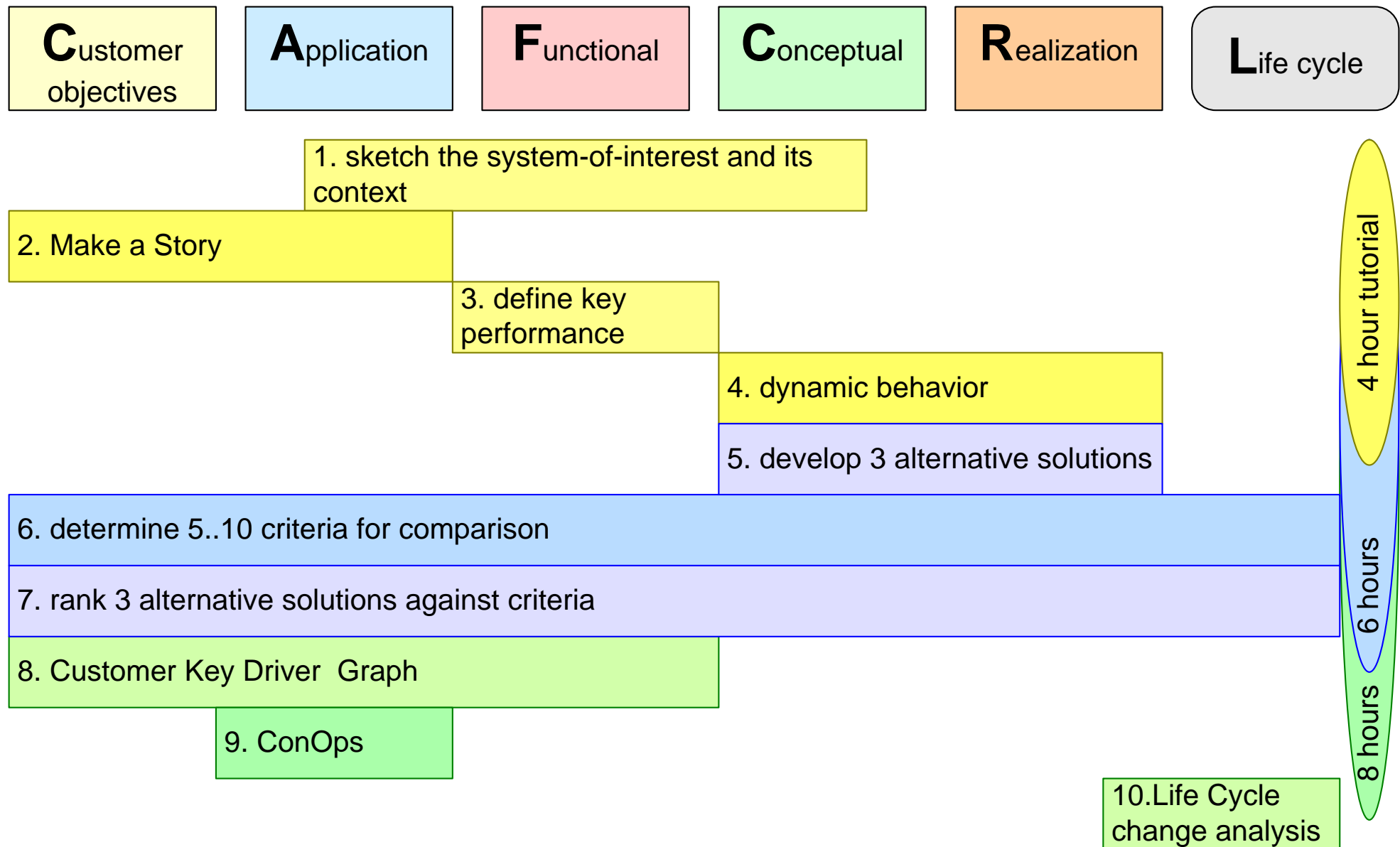
# Exercise Sketch the System-of-Interest

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**Sketch** the **System-of-Interest** in its **context**

- Show some of the internals of the system-of-interest
- Indicate the boundary of the system-of-interest

# Exercises during the Tutorial



# Elevator Case: Learning Goals

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To understand the need for

- various views, e.g. physical, functional, performance
- mathematical models
- quantified understanding
- assumptions (when input data is unavailable yet) and later validation
- various visualizations, e.g. graphs
- understand and hence model at multiple levels of abstraction
- starting simple and expanding in detail, views, and solutions gradually, based on increased insight

To see the value and the limitations of these conceptual models

To appreciate the complementarity of conceptual models to other forms of modeling, e.g. problem specific models (e.g. structural or thermal analysis), SysML models, or simulations

*warning*

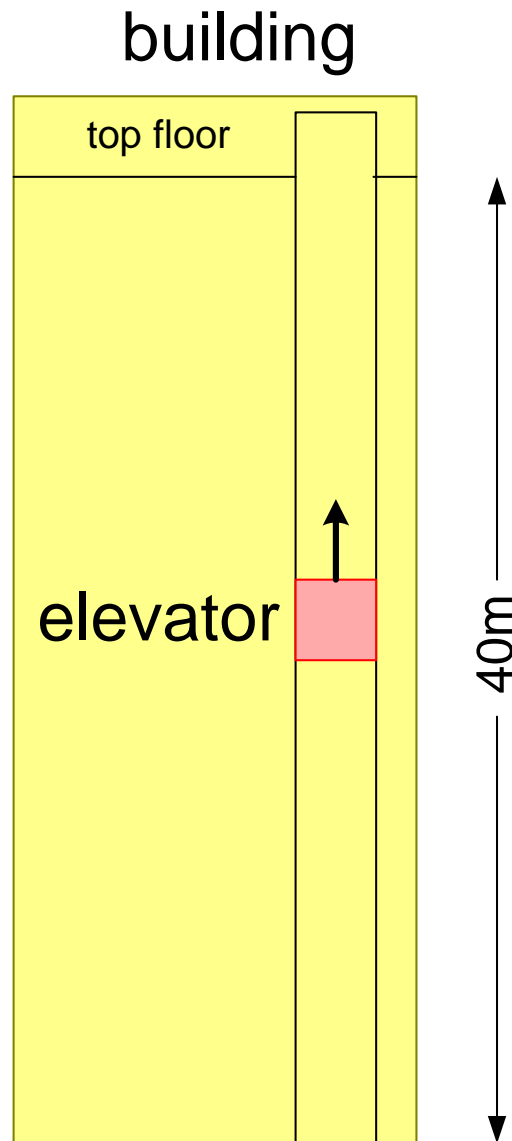
This presentation starts with a trivial problem.

Have patience!

Extensions to the trivial problem are used to illustrate many different modeling aspects.

*Feedback on correctness and validity is appreciated*

# The Elevator in the Building



*inhabitants want to reach  
their destination fast and comfortable*

*building owner and service operator  
have economic constraints:  
space, cost, energy, ...*

# Elementary Kinematic Formulas

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$S_t$  = position at time  $t$

$v_t$  = velocity at time  $t$

$a_t$  = acceleration at time  $t$

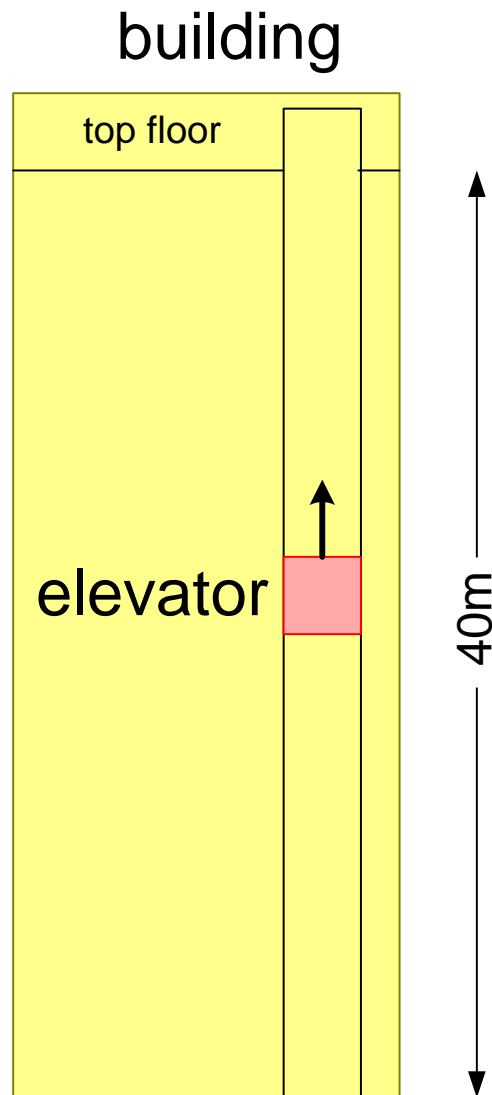
$j_t$  = jerk at time  $t$

$$v = \frac{dS}{dt} \quad a = \frac{dv}{dt} \quad j = \frac{da}{dt}$$

Position in case of uniform acceleration:

$$S_t = S_0 + v_0 t + \frac{1}{2} a_0 t^2$$

# Initial Expectations



What values do you expect or prefer for these quantities? Why?

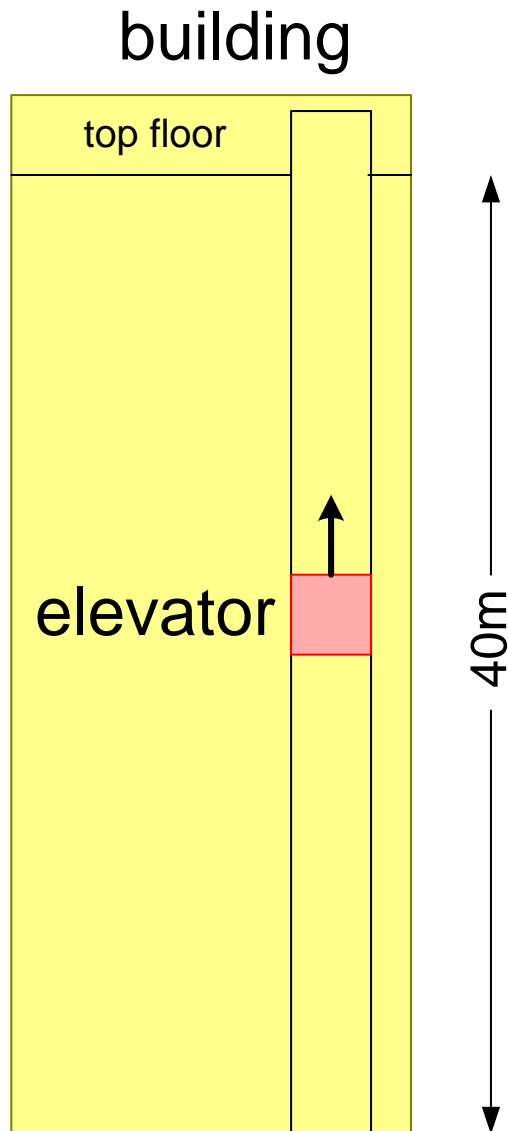
$t_{\text{top floor}}$  = time to reach top floor

$v_{\text{max}}$  = maximum velocity

$a_{\text{max}}$  = maximum acceleration

$j_{\text{max}}$  = maximum jerk

# Initial Estimates via Googling



Google "elevator" and "jerk":

$$t_{\text{top floor}} \approx 16 \text{ s}$$

$$v_{\text{max}} \approx 2.5 \text{ m/s}$$

12% of gravity;  
weight goes up

$$a_{\text{max}} \approx 1.2 \text{ m/s}^2 \text{ (up)}$$

relates to motor design  
and energy consumption

$$j_{\text{max}} \approx 2.5 \text{ m/s}^3 \text{ ————— relates to control design}$$

humans feel changes of forces  
high jerk values are uncomfortable

numbers from: [http://www.sensor123.com/vm\\_eva625.htm](http://www.sensor123.com/vm_eva625.htm)  
CEP Instruments Pte Ltd Singapore

# Exercise Time to Reach Top Floor Kinematic

## *input data*

$$S_0 = 0\text{m} \quad S_t = 40\text{m}$$

$$v_{\max} = 2.5 \text{ m/s}$$

$$a_{\max} = 1.2 \text{ m/s}^2 \text{ (up)}$$

$$j_{\max} = 2.5 \text{ m/s}^3$$

## *elementary formulas*

$$v = \frac{dS}{dt} \quad a = \frac{dv}{dt} \quad j = \frac{da}{dt}$$

Position in case of uniform acceleration:

$$S_t = S_0 + v_0 t + \frac{1}{2} a_0 t^2$$

## *exercises*

*$t_{\text{top floor}}$  is time needed to reach top floor without stopping*

Make a model for  $t_{\text{top floor}}$  and calculate its value

Make 0<sup>e</sup> order model, based on constant velocity

Make 1<sup>e</sup> order model, based on constant acceleration

What do you conclude from these models?

# Models for Time to Reach Top Floor

## input data

$$S_0 = 0\text{m} \quad S_{\text{top floor}} = 40\text{m}$$

$$v_{\text{max}} = 2.5 \text{ m/s}$$

$$a_{\text{max}} = 1.2 \text{ m/s}^2 \text{ (up)}$$

$$j_{\text{max}} = 2.5 \text{ m/s}^3$$

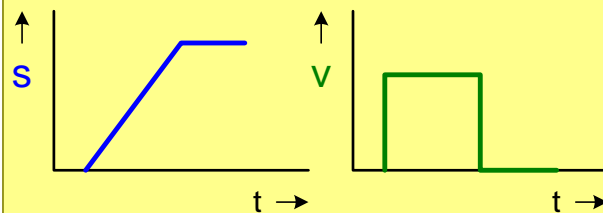
## elementary formulas

$$v = \frac{dS}{dt} \quad a = \frac{dv}{dt} \quad j = \frac{da}{dt}$$

Position in case of uniform acceleration:

$$S_t = S_0 + v_0 t + \frac{1}{2} a_0 t^2$$

## 0<sup>th</sup> order model

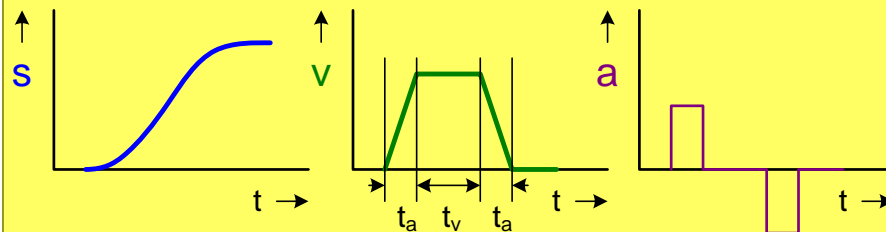


$$S_{\text{top floor}} = v_{\text{max}} * t_{\text{top floor}}$$

$$t_{\text{top floor}} = S_{\text{top floor}} / v_{\text{max}}$$

$$t_{\text{top floor}} = 40/2.5 = \mathbf{16\text{s}}$$

## 1st order model



$$t_a \approx 2.5/1.2 \approx 2\text{s}$$

$$S(t_a) \approx 0.5 * 1.2 * 2^2$$

$$S(t_a) \approx 2.4\text{m}$$

$$t_v \approx (40 - 2 * 2.4) / 2.5$$

$$t_v \approx 14\text{s}$$

$$t_{\text{top floor}} = t_a + t_v + t_a$$

$$S_{\text{linear}} = S_{\text{top floor}} - 2 * S(t_a)$$

$$t_a = v_{\text{max}} / a_{\text{max}}$$

$$t_v = S_{\text{linear}} / v_{\text{max}}$$

$$S(t_a) = \frac{1}{2} * a_{\text{max}} * t_a^2$$

$$t_{\text{top floor}} \approx 2 + 14 + 2$$

$$t_{\text{top floor}} \approx \mathbf{18\text{s}}$$

## *Conclusions*

$v_{\max}$  dominates traveling time

The model for the large height traveling time can be simplified into:

$$t_{\text{travel}} = S_{\text{travel}}/v_{\max} + (t_a + t_j)$$

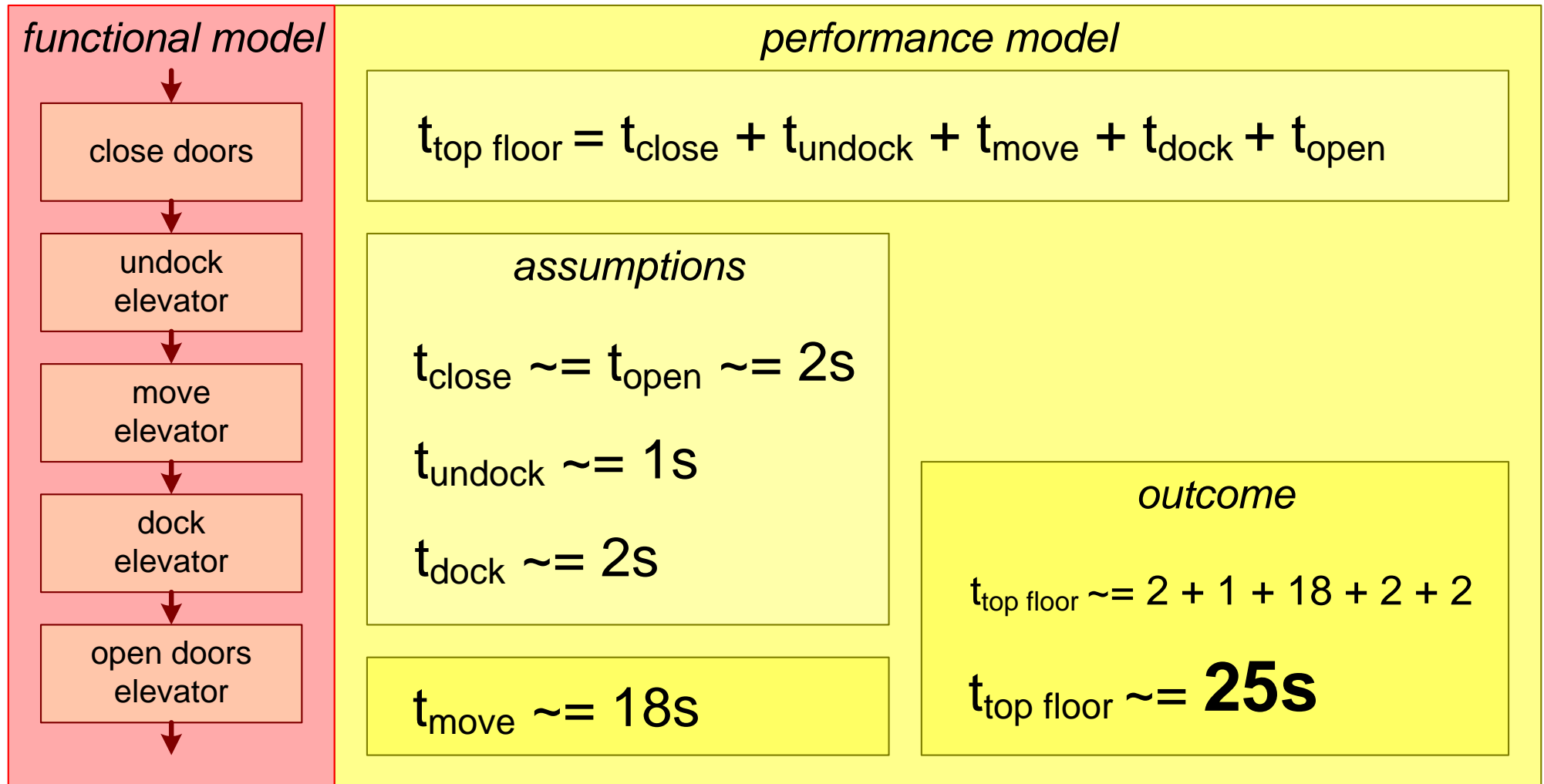
## *exercise*

Make a model for  $t_{\text{top floor}}$

Take door opening and docking into account

What do you conclude from this model?

# Elevator Performance Model



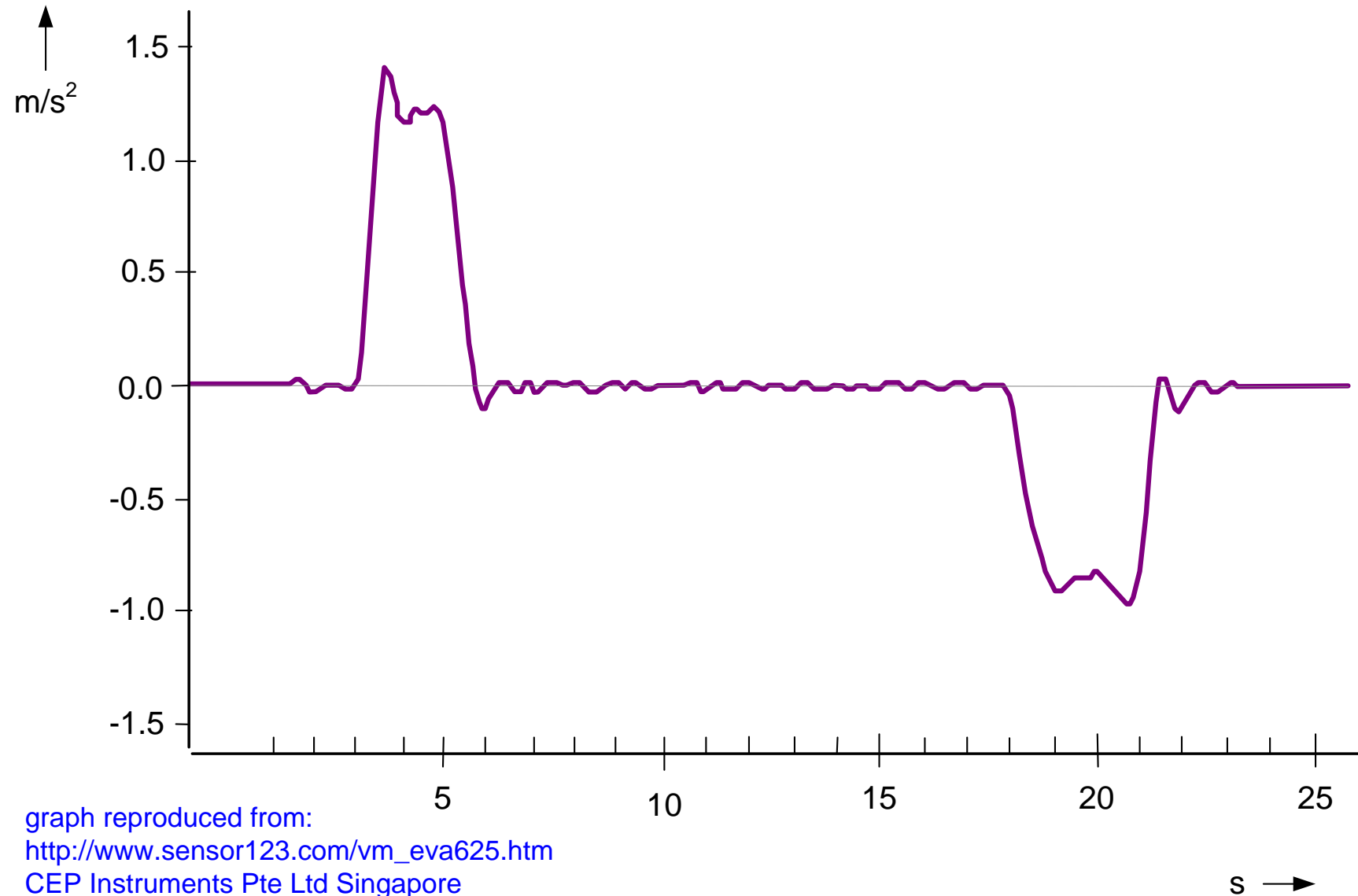
## *Conclusions*

The time to move is dominating the traveling time.

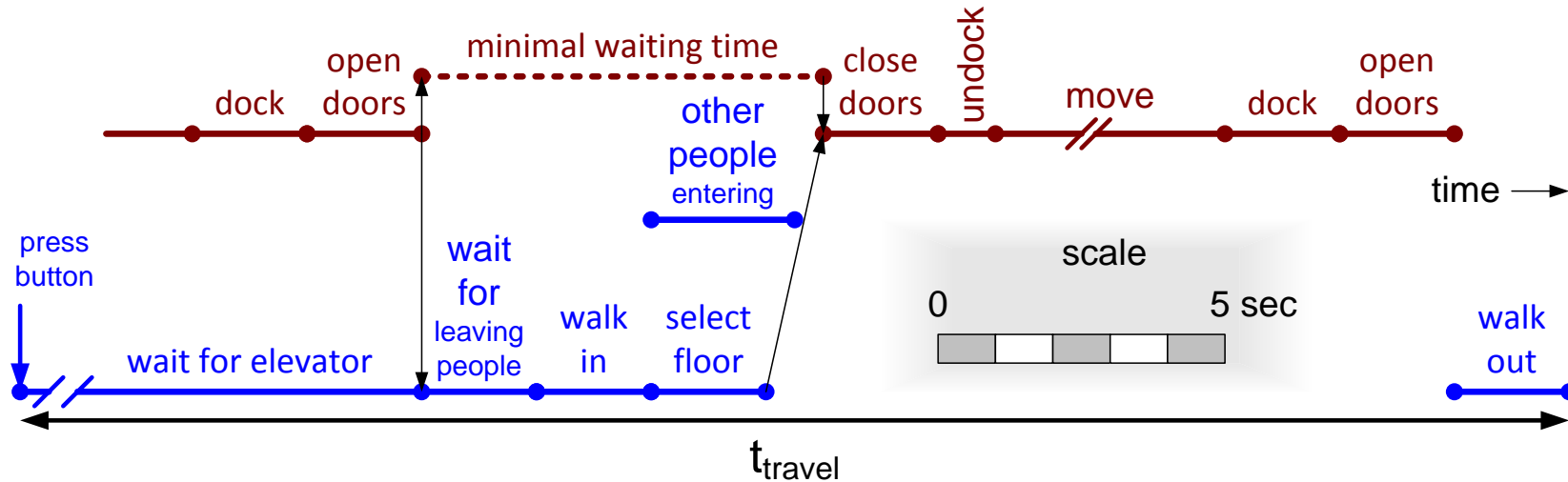
Docking and door handling is significant part of the traveling time.

$$t_{\text{top floor}} = t_{\text{travel}} + t_{\text{elevator overhead}}$$

# Measured Elevator Acceleration



# Time Line; Humans Using the Elevator



## assumptions human dependent data

$t_{\text{wait for elevator}} = [0..2 \text{ minutes}]$  depends heavily on use

$t_{\text{wait for leaving people}} = [0..20 \text{ seconds}]$  idem

$t_{\text{walk in}} \sim t_{\text{walk out}} \sim 2 \text{ s}$

$t_{\text{select floor}} \sim 2 \text{ s}$

## assumptions additional elevator data

$t_{\text{minimal waiting time}} \sim 8 \text{ s}$

$t_{\text{travel top floor}} \sim 25 \text{ s}$

$t_{\text{travel one floor}} \sim 11 \text{ s}$

## outcome

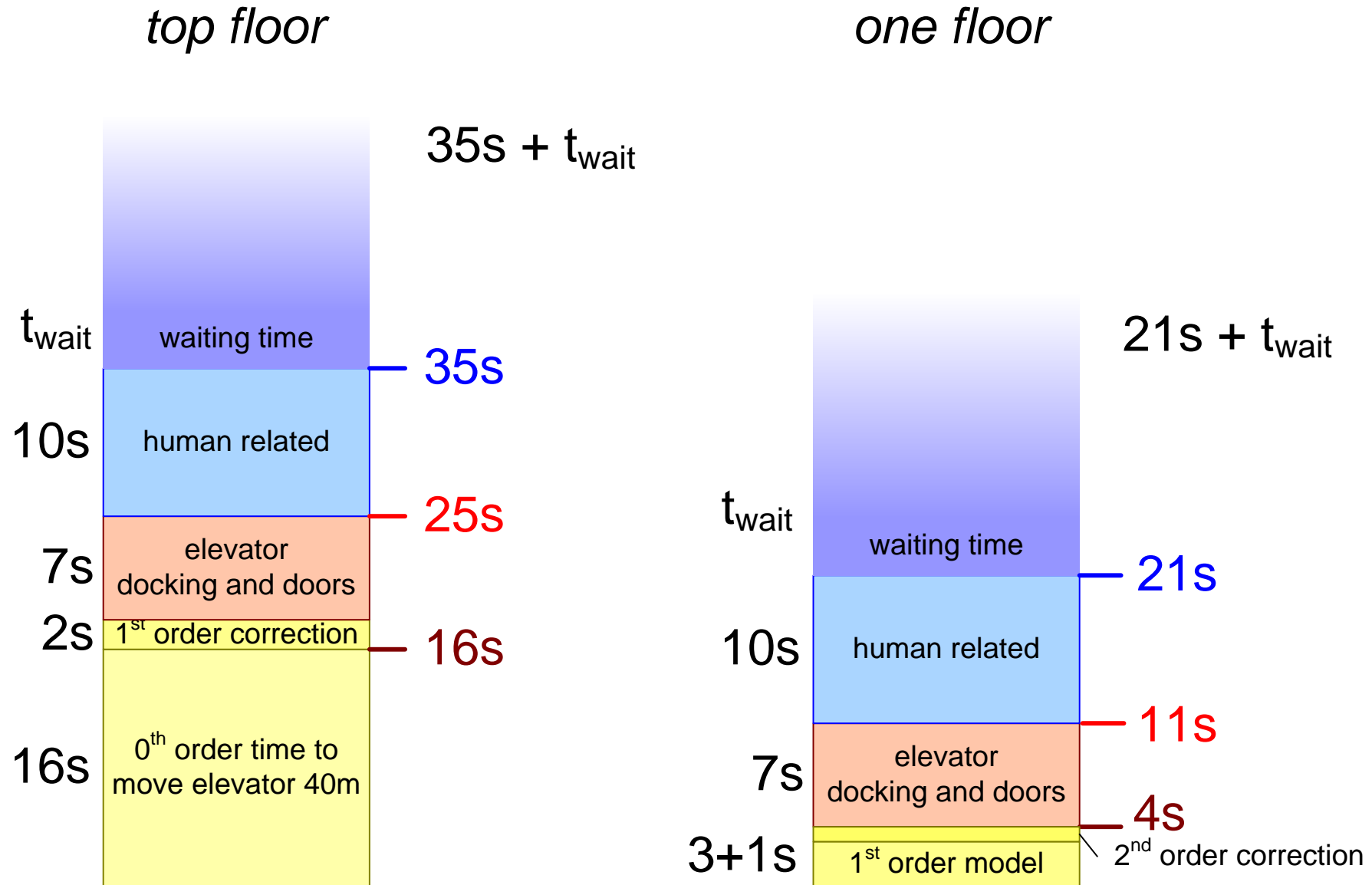
$$t_{\text{one floor}} = t_{\text{minimal waiting time}} + t_{\text{walk out}} + t_{\text{travel one floor}} + t_{\text{wait}}$$

$$t_{\text{top floor}} = t_{\text{minimal waiting time}} + t_{\text{walk out}} + t_{\text{travel top floor}} + t_{\text{wait}}$$

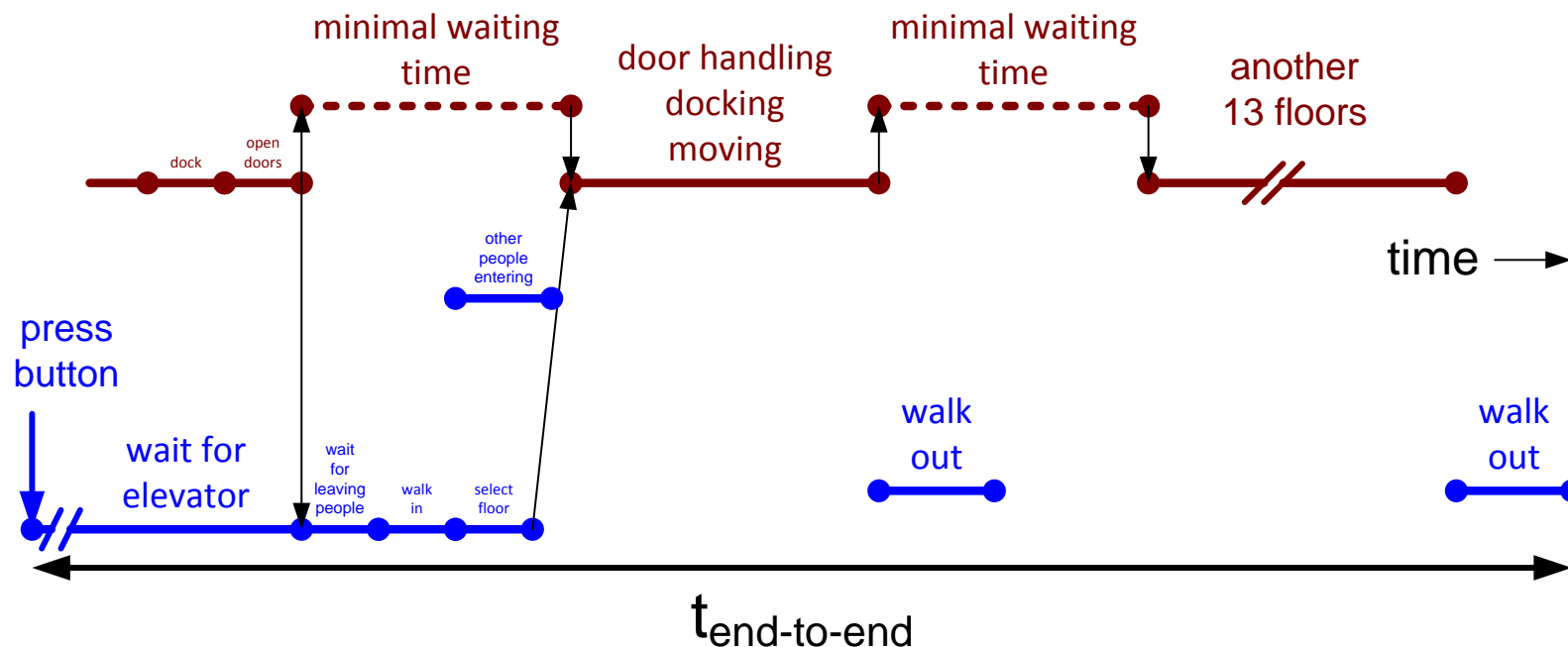
$$t_{\text{one floor}} \sim 8 + 2 + 11 + t_{\text{wait}} \\ \sim \mathbf{21 \text{ s}} + t_{\text{wait}}$$

$$t_{\text{top floor}} \sim 8 + 2 + 25 + t_{\text{wait}} \\ \sim \mathbf{35 \text{ s}} + t_{\text{wait}}$$

# Overview of Results for One Elevator



# Multiple Users Model



## *elevator data*

$$t_{\text{min wait}} \approx 8\text{s}$$

$$t_{\text{one floor}} \approx 11\text{s}$$

$$t_{\text{walk out}} \approx 2\text{s}$$

$$n_{\text{floors}} = 40 \text{ div } 3 + 1 = 14$$

$$n_{\text{stops}} = n_{\text{floors}} - 1 = 13$$

## *outcome*

$$t_{\text{end-to-end}} = n_{\text{stops}} (t_{\text{min wait}} + t_{\text{one floor}}) + t_{\text{walk out}} + t_{\text{wait}}$$

$$\approx 13 * (8 + 11) + 2 + t_{\text{wait}}$$

$$\approx \mathbf{249\text{ s}} + t_{\text{wait}}$$

$$t_{\text{non-stop}} \approx \mathbf{35\text{ s}} + t_{\text{wait}}$$

## *Considerations*

desired time to travel to top floor  $\sim < 1$  minute

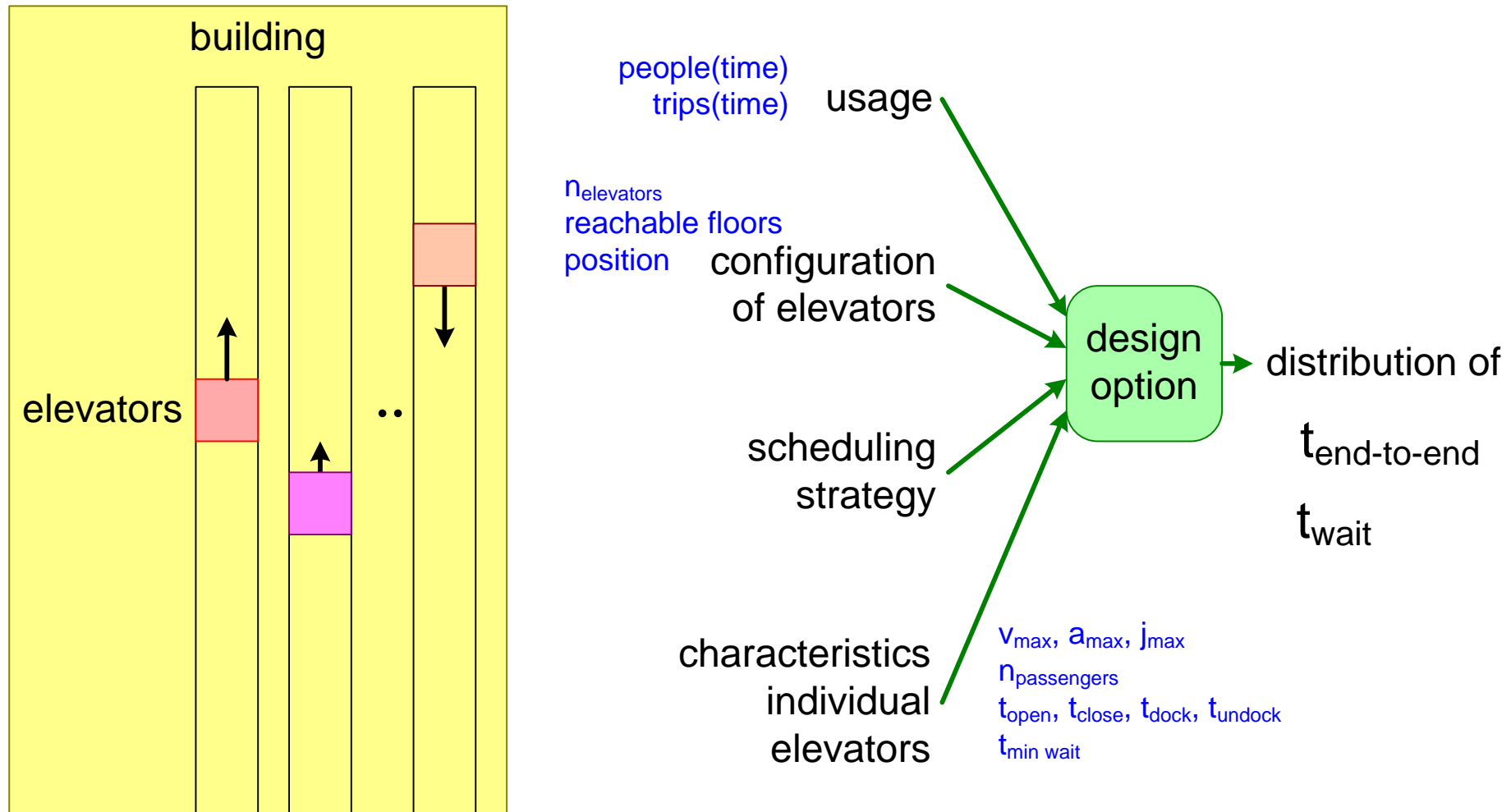
note that  $t_{\text{wait next}} = t_{\text{travel up}} + t_{\text{travel down}}$

if someone just misses the elevator then the waiting time is

$t_{\text{end-to-end}} \sim = \overset{\text{missed}}{\underset{\text{trip}}{249}} + \overset{\text{return}}{\underset{\text{down}}{35}} + \overset{\text{trip}}{\underset{\text{up}}{249}} = 533\text{s} \sim = 9 \text{ minutes!}$

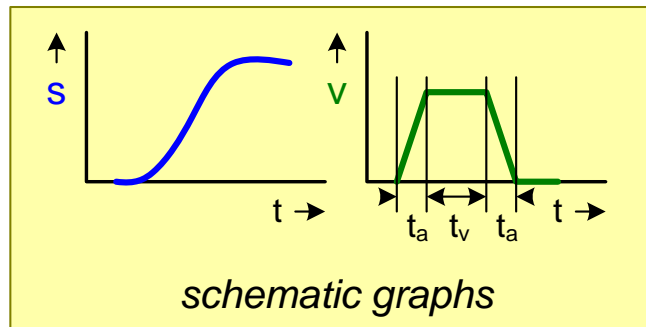
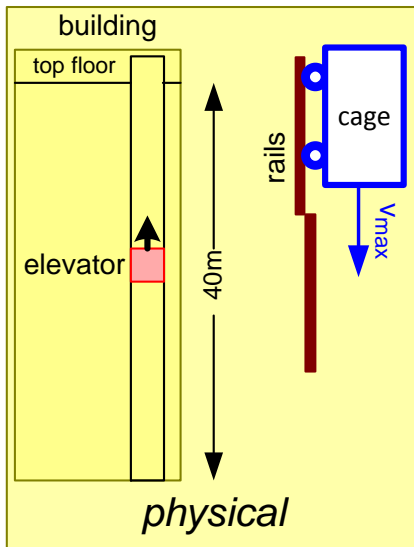
desired waiting time  $\sim < 1$  minute

# Design of Elevators System



*Design of a system with multiple elevator  
requires a different kind of models: oriented towards logistics*

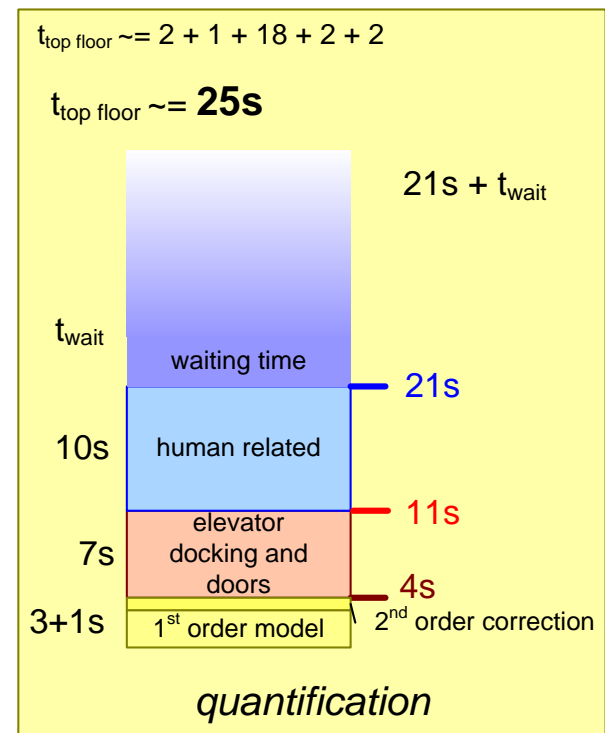
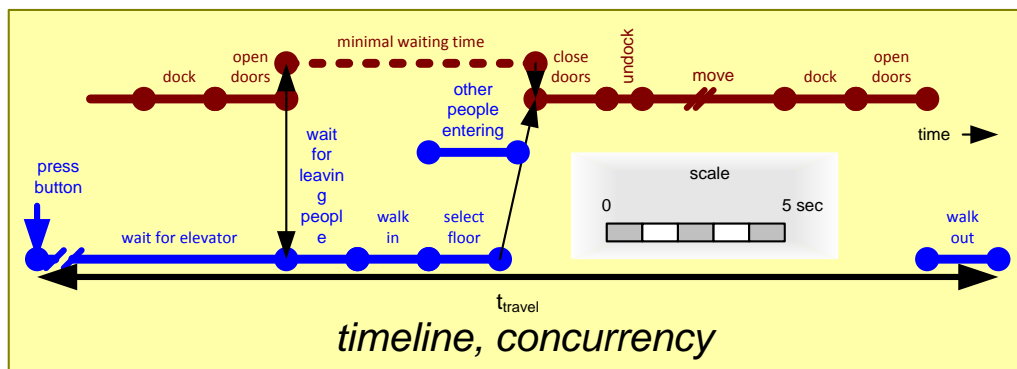
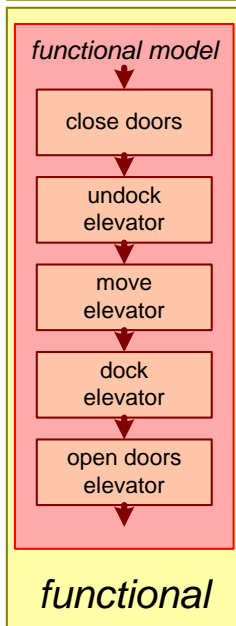
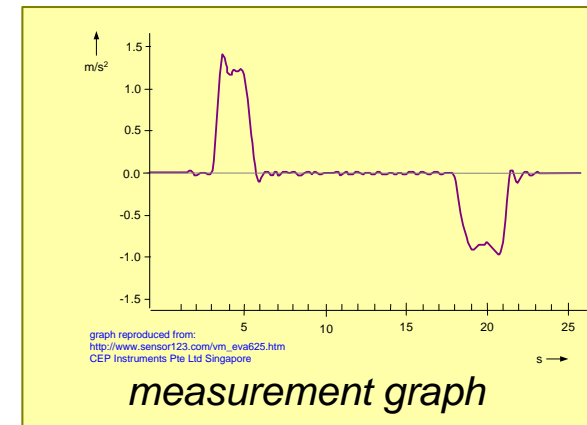
# Summary of Visualizations and Representations



$$S_t = S_0 + v_0 t + \frac{1}{2} a_0 t^2$$

$$t_{\text{top floor}} = t_{\text{close}} + t_{\text{undock}} + t_{\text{move}} + t_{\text{dock}} + t_{\text{open}}$$

*mathematical formulas*

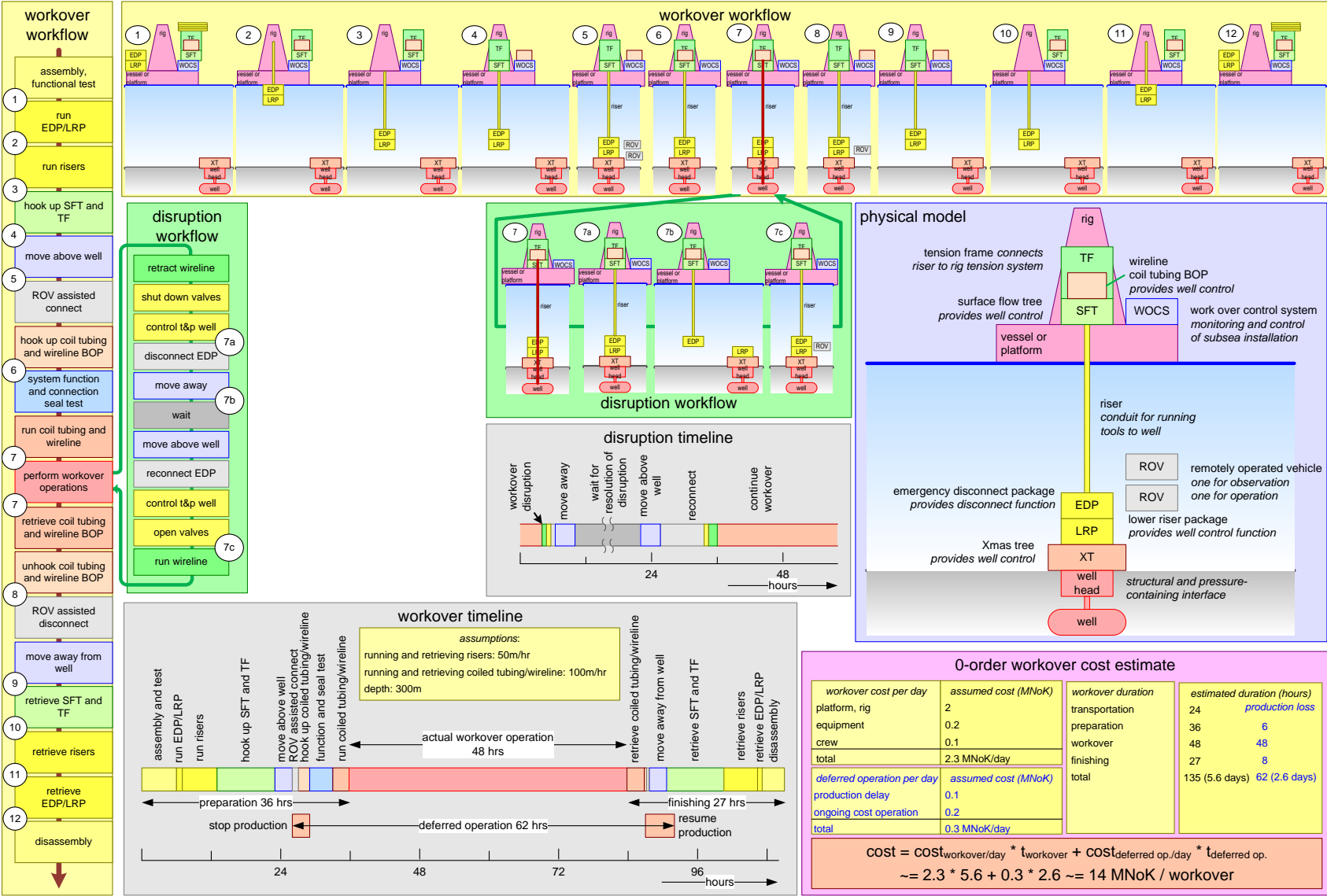


# SubSea Modeling Example (A3)

Workover operation; architecture overview

This A3 based on the work of SEMA participants: Martin Moberg<sup>a</sup>, Tormod Strand<sup>b</sup>, Vazgen Karlsen<sup>c</sup>, and Damien Wee<sup>d</sup>, and the master project paper by Dag Jostein Klever<sup>e</sup>. <sup>a</sup>Aker Solutions, <sup>f</sup>FMC Technologies

version 2.2 Gerrit Muller



# SEMA Methods Overview

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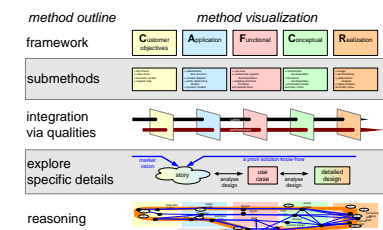
## Abstract

This presentation provides an overview of the SEMA course: Architectural Reasoning Using Conceptual Modeling. This course uses the CAFCR+ model with 6 views. Qualities connect all views. Threads-of-reasoning capture the architectural reasoning across views and qualities. Conceptual models visualize and capture the context, the system and its design. Quantification is a means to make problem and solution space tangible.

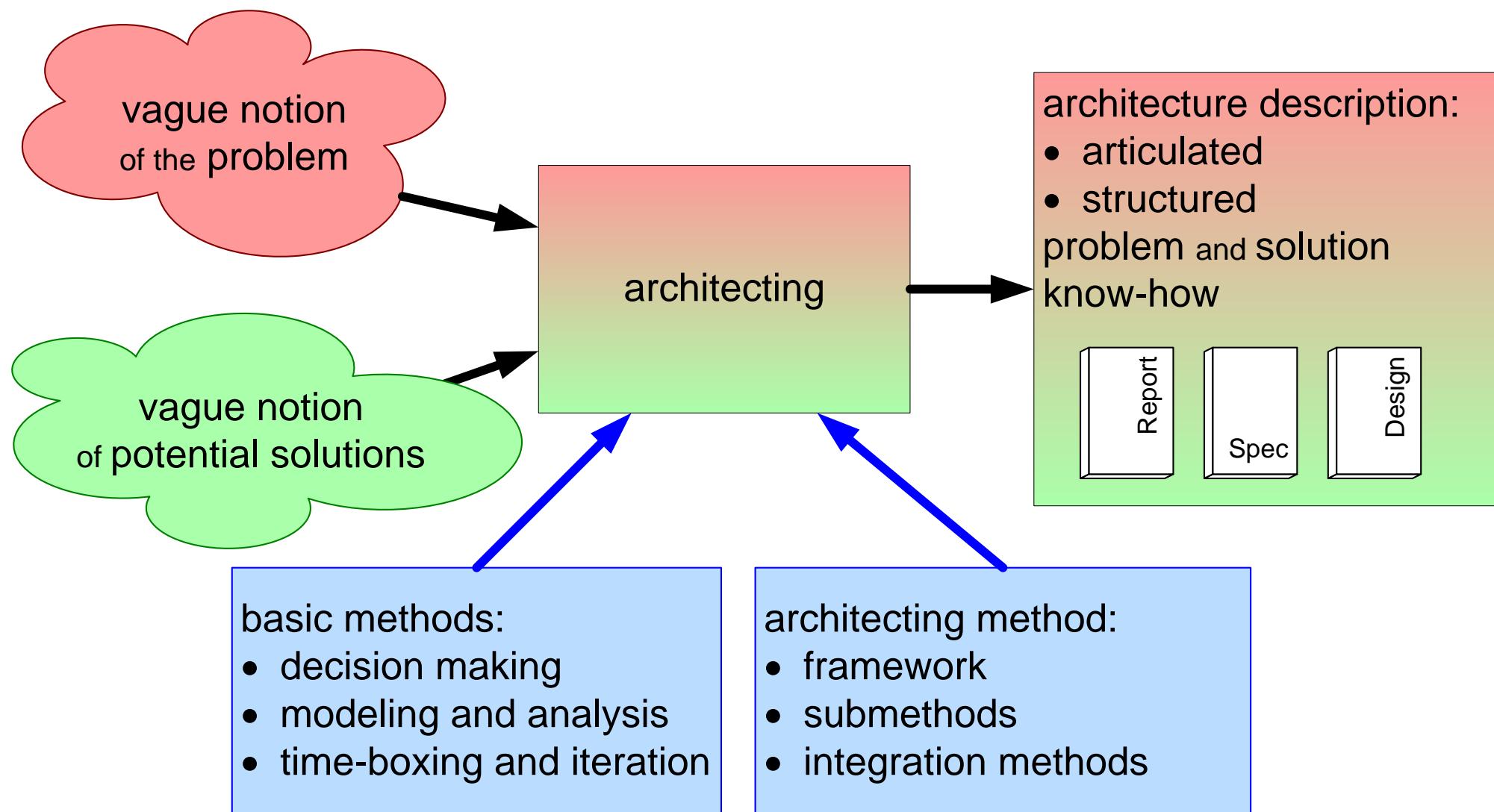
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draft  
version: 0



# From vague notions to articulate and structured



# Overview of architecting method

## method outline

## method visualization

### framework

**C**ustomer  
objectives

**A**pplication

**F**unctional

**C**onceptual

**R**ealization

### submethods

+ key drivers  
+ value chain  
+ business models  
+ supplier map

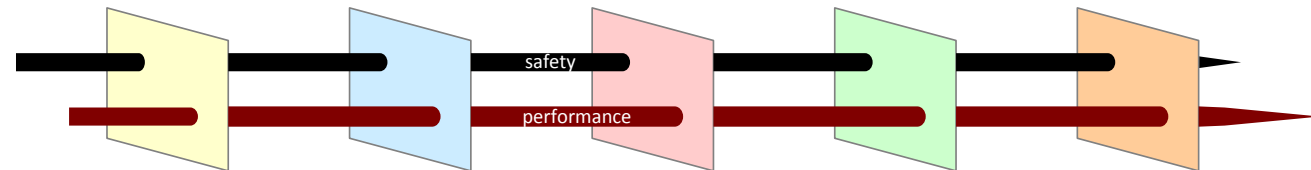
+ stakeholders  
and concerns  
+ context diagram  
+ entity relationship  
models  
+ dynamic models

+ use case  
+ commercial, logistics  
decompositions  
+ mapping technical  
functions  
and several more

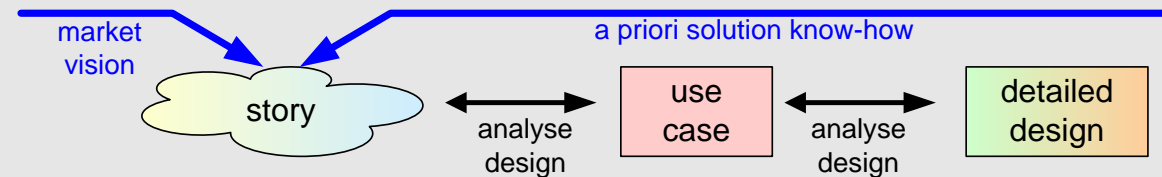
+ construction  
decomposition  
+ functional  
decomposition  
+ information model  
and many more

+ budget  
+ benchmarking  
+ performance  
analysis  
+ safety analysis  
and many more

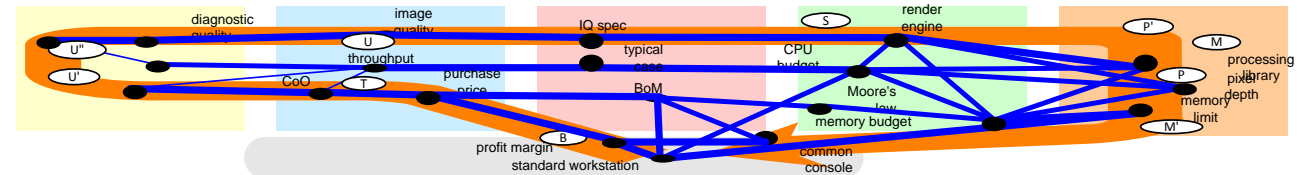
### integration via qualities



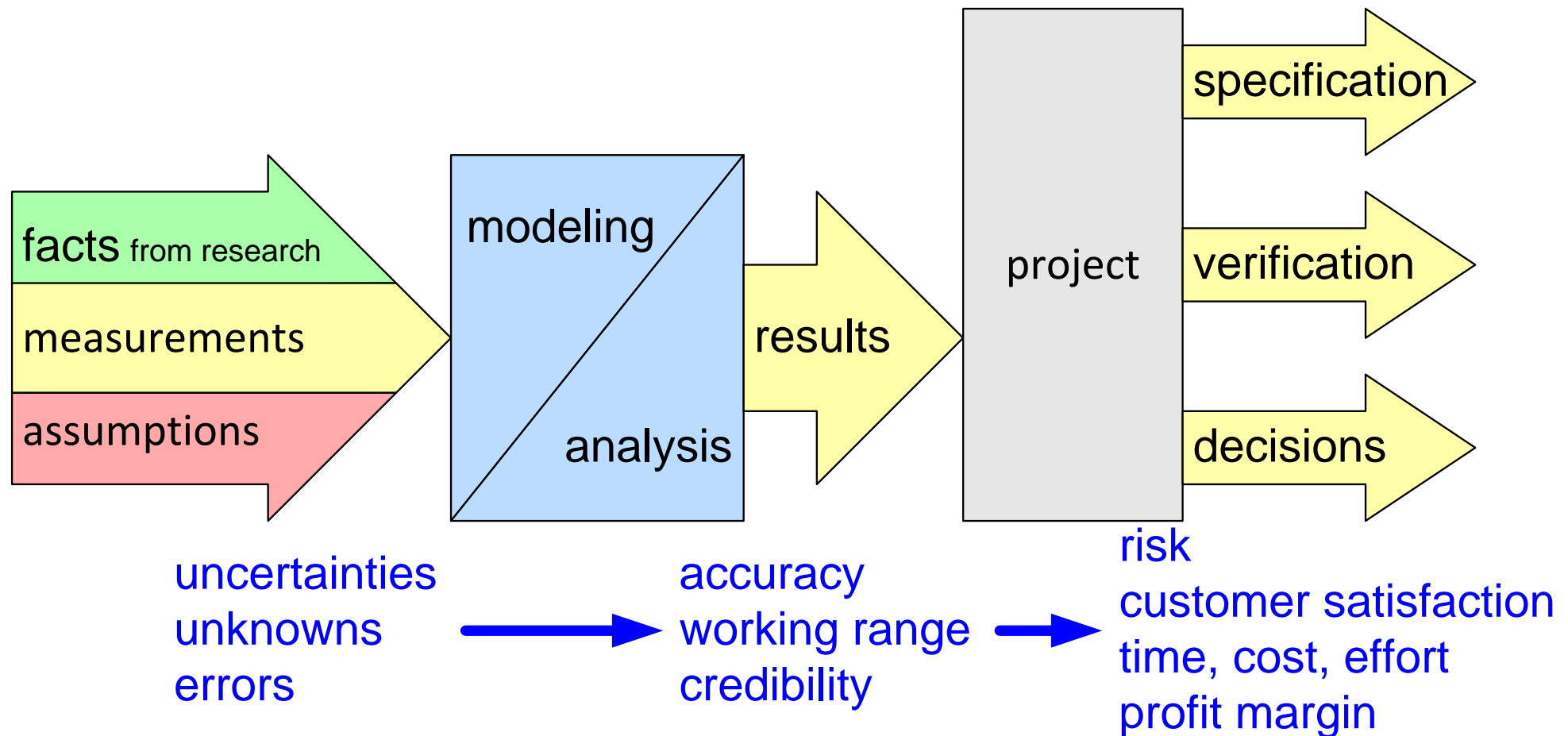
### explore specific details



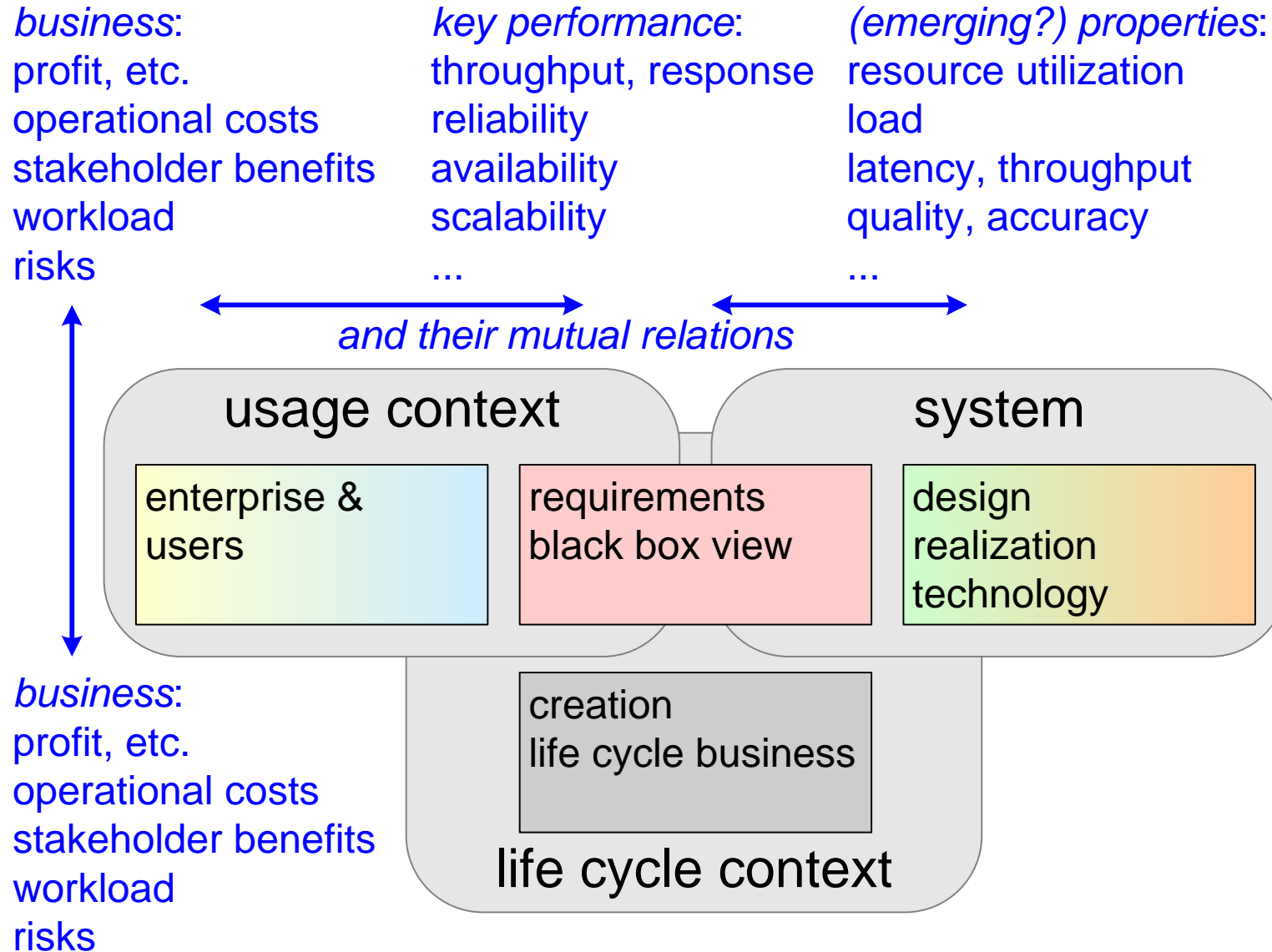
### reasoning



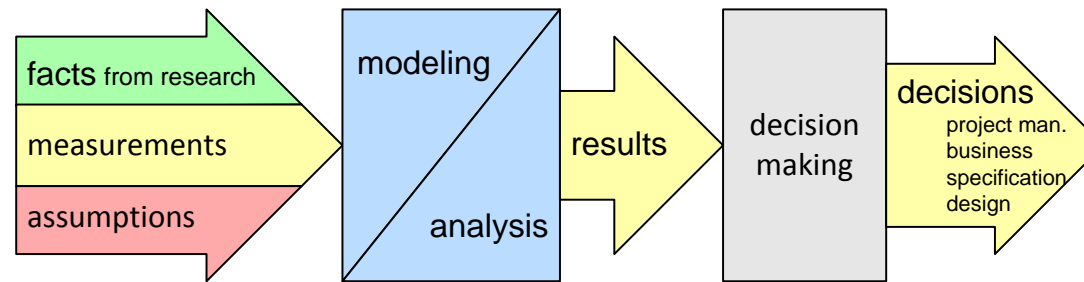
# Purpose of Modeling



# What to Model?

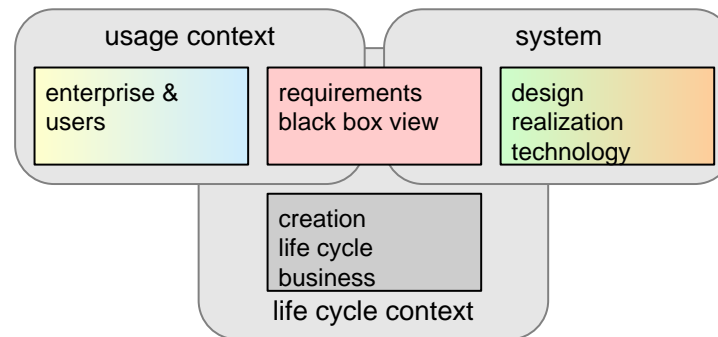


# Overview of Modeling Approach



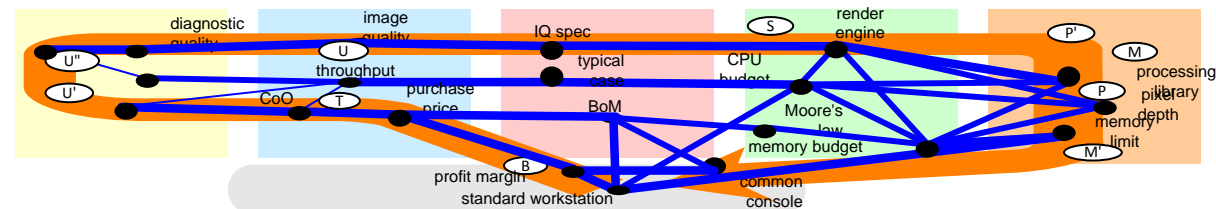
collect input  
data

model and analyse  
relevant issues



for different  
stakeholders &  
concerns

integration and reasoning



# Short introduction to basic “CAFCR” model

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e-mail: `gaudisite@gmail.com`

`www.gaudisite.nl`

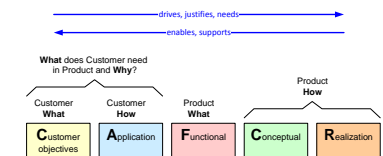
## Abstract

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.

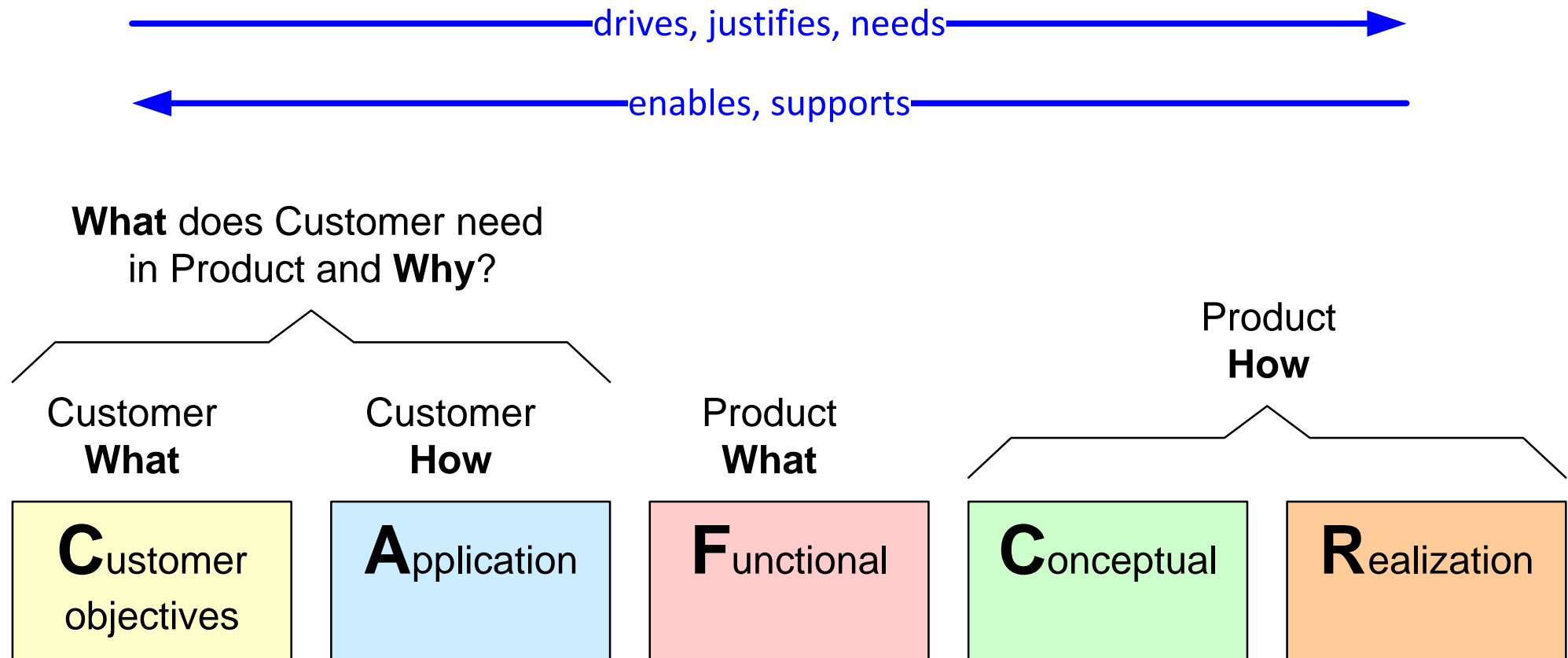
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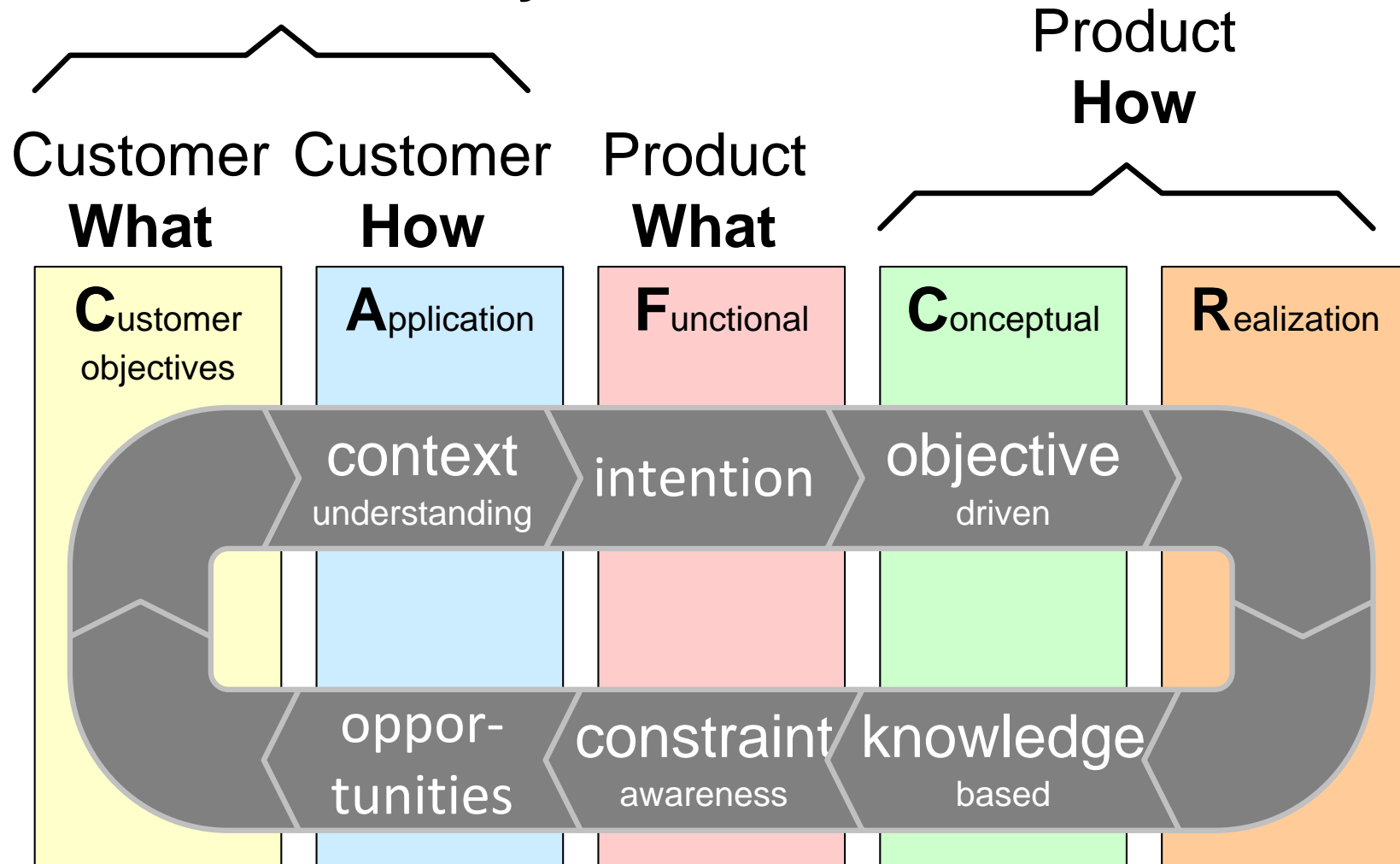
April 3, 2023  
status: draft  
version: 0.4



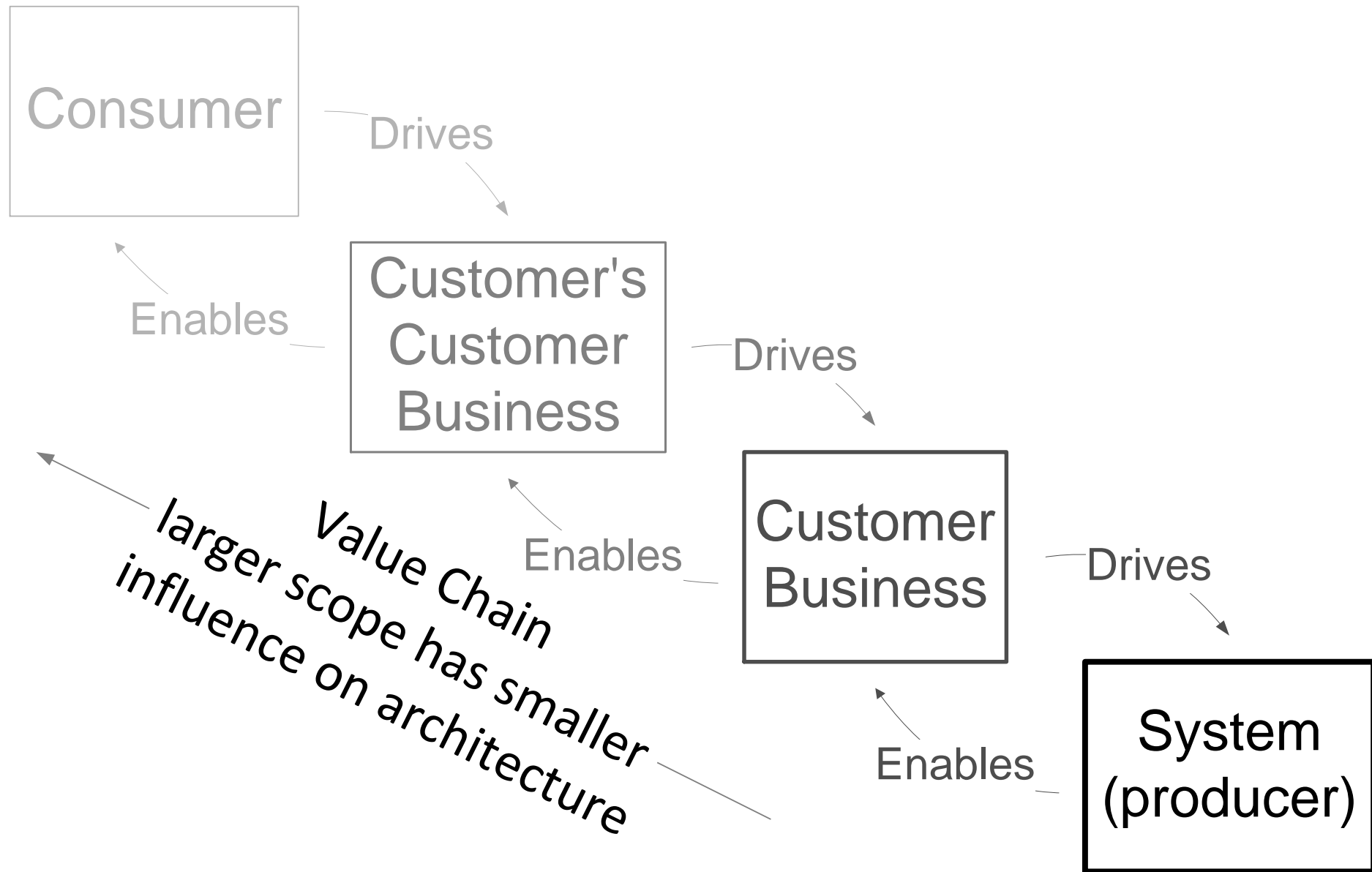
# The “CAFCR” model



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



# CAFCR can be applied recursively

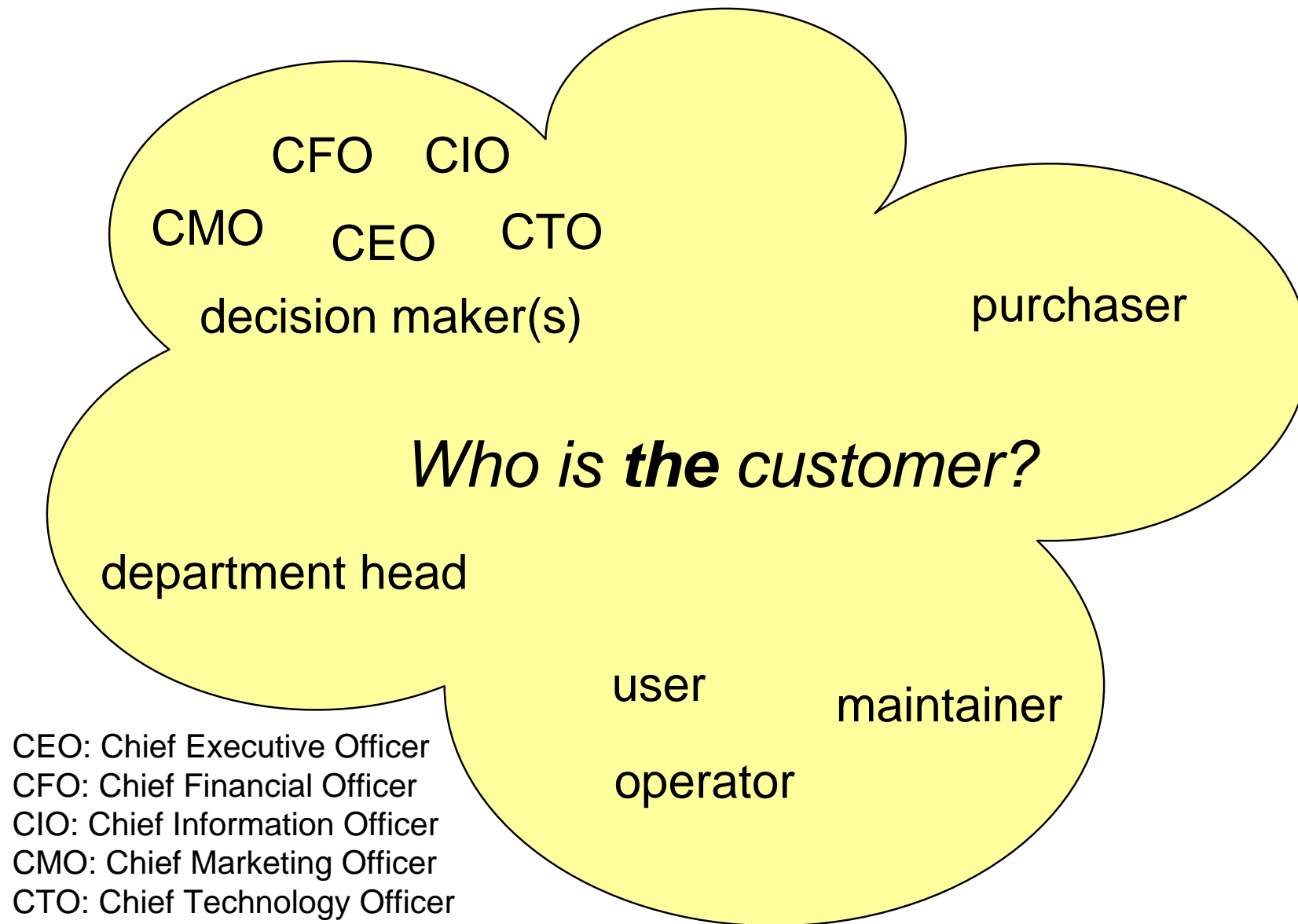


# Market segmentation

---

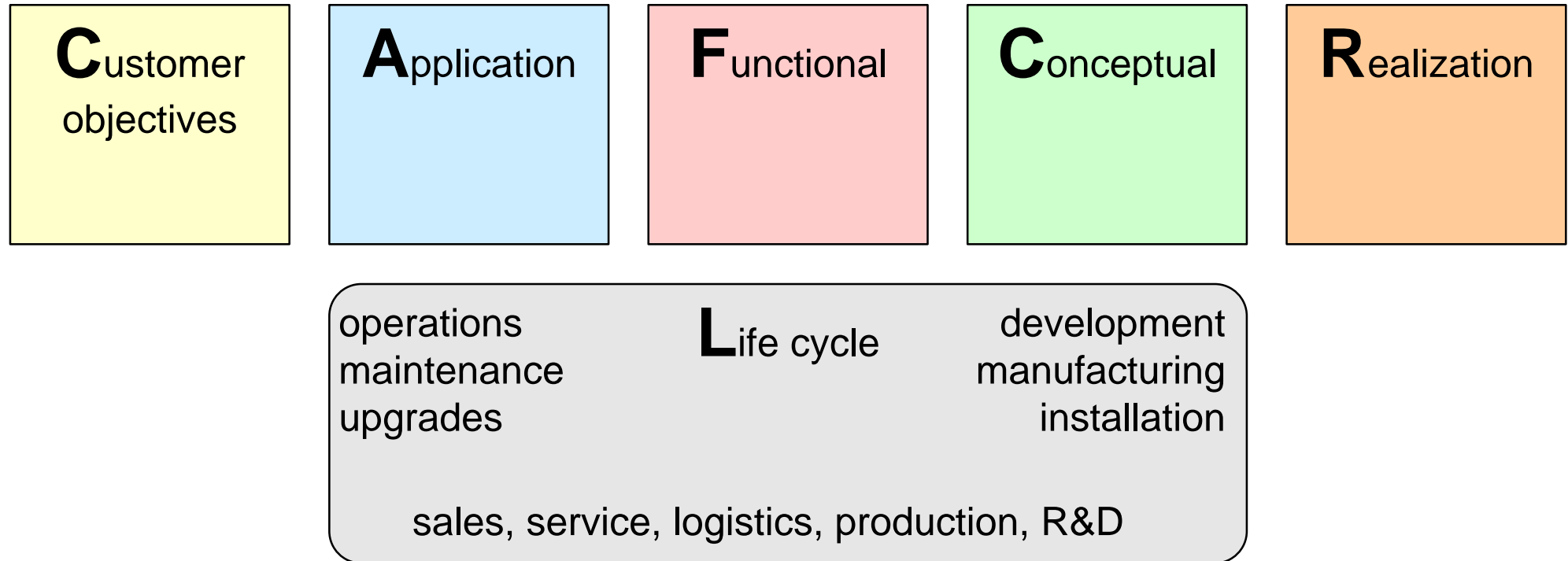
segmentation axis	examples
geographical	USA, UK, Germany, Japan, China
business model	profit, non profit
economics	high end versus cost constrained
consumers	youth, elderly
outlet	retailer, provider, OEM, consumer direct

# Example of a small buying organization



# CAFCR+ model; Life Cycle View

---



# Story How To

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

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`www.gaudisite.nl`

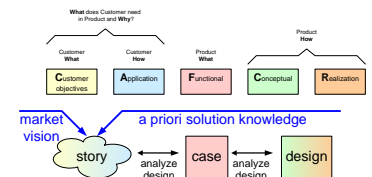
## Abstract

A story is an easily accessible story or narrative to make an application live. A good story is highly specific and articulated entirely in the problem domain: the native world of the users. An important function of a story is to enable specific (*quantified, relevant, explicit*) discussions.

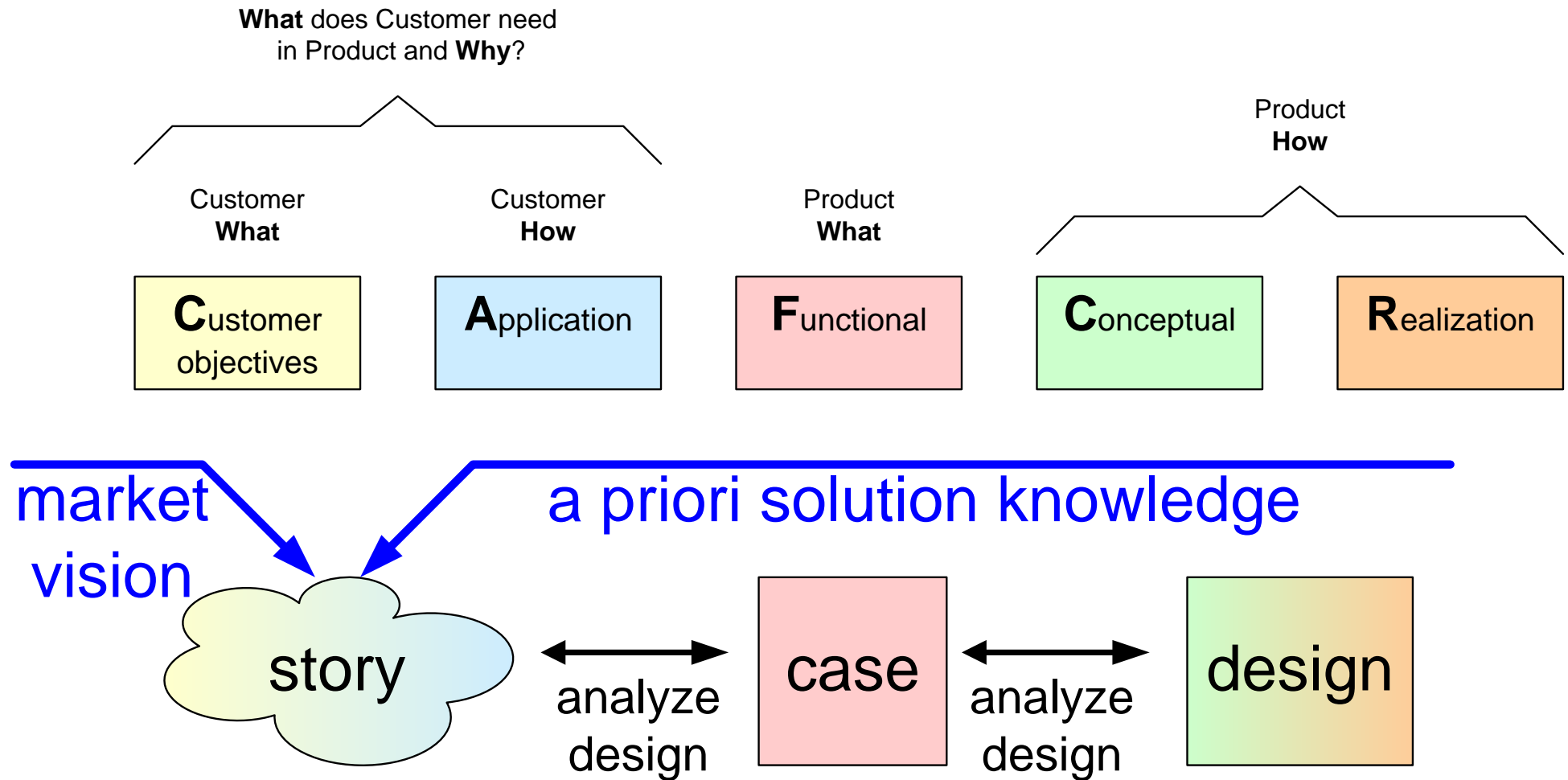
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status: concept  
version: 1.2



# From story to design



# Example story layout

ca. half a page of  
plain English text

## A day in the life of Bob

bla blah bla, rabarber music  
bla bla composer bla bla  
qwwwety30 zeps.

nja nja njet njippie est quo  
vadis? Pjotr jaleski bla bla  
bla brree fgfg gsg hgrg

mjmm bas engel heeft een  
interessant excuus, lex stelt  
voor om vanavond door te  
werken.

In the middle of the night he  
is awake and decides to  
change the world forever.

The next hour the great  
event takes place:

Yes  
or  
No  
that is the question

This brilliant invention will change the world foreverbecause it is so unique and  
valuable that nobody beliefs the feasibility. It is great and WOW at the same time,  
highly exciting.

Vtables are seen as the soltution for an indirection problem. The invention of Bob will  
obsolete all of this in one incredibke move, which will make him famous forever.

He opens his PDA, logs in and enters his provate secure unquie non trivial password,  
followed by a thorough authentication. The PDA asks for the fingerprint of this little left  
toe and to pronounce the word shit. After passing this test Bob can continue.

draft or sketch of  
some essential  
appliance

# Points of attention

---

- purpose What do you need to know for specification and design?
- scope “umbrella” or specific event?
- viewpoint, stakeholders Define your stakeholder and viewpoint  
f.i. user, maintainer, installer
- visualization Sketches or cartoon  
Helps to share and communicate ideas
- size (max 1 A4) Can be read or told in few minutes
- recursive decomposition, refinement

# Criteria for a good story

**C**ustomer  
objectives

**A**pplication

- accessible, understandable

"Do you see it in front of you?"

**C**ustomer  
objectives

**A**pplication

- valuable, appealing

attractive, important

"Are customers queuing up for this?"

**C**onceptual

**R**ealization

- critical, challenging

"What is difficult in the realization?"

"What do you learn w.r.t. the design?"

**A**pplication

- frequent, no exceptional niche

"Does it add significantly to the bottom line?"

**A**pplication

**F**unctional

- specific

names, ages, amounts, durations, titles, ...

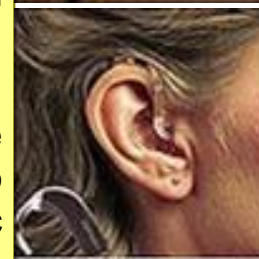
# Example of a story

Betty is a 70-year-old woman who lives in Eindhoven. Three years ago her husband passed away and since then she lives in a home for the elderly. Her 2 children, Angela and Robert, come and visit her every weekend, often with Betty's grandchildren Ashley and Christopher. As so many women of her age, Betty is reluctant to touch anything that has a technical appearance. She knows how to operate her television, but a VCR or even a DVD player is way to complex.

When Betty turned 60, she stopped working in a sewing studio. Her work in this noisy environment made her hard-of-hearing with a hearing-loss of 70dB around 2kHz. The rest of the frequency spectrum shows a loss of about 45dB. This is why she had problems understanding her grandchildren and why her children urged her to apply for hearing aids two years ago. Her technophobia (and her first hints or arthritis) inhibit her to change her hearing aids' batteries. Fortunately her children can do this every weekend.

This Wednesday Betty visits the weekly Bingo afternoon in the meetingplace of the old-folk's home. It's summer now and the tables are outside. With all those people there it's a lot of chatter and babble. Two years ago Betty would never go to the bingo: "I cannot hear a thing when everyone babbles and clatters with the coffee cups. How can I hear the winning numbers?!". Now that she has her new digital hearing instruments, even in the bingo cacophony, she can understand everyone she looks at. Her social life has improved a lot and she even won the bingo a few times.

That same night, together with her friend Janet, she attends Mozart's opera The Magic Flute. Two years earlier this would have been one big low rumble mess, but now she even hears the sparkling high piccolos. Her other friend Carol never joins their visits to the theaters. Carol also has hearing aids, however hers only "work well" in normal conversations. "When I hear music it's as if a butcher's knife cuts through my head. It's way too sharp!". So Carol prefers to take her hearing aids out, missing most of the fun. Betty is so happy that her hearing instruments simply know where they are and adapt to their environment.



source: Roland Mathijssen  
Embedded Systems Institute  
Eindhoven

# Value and Challenges in this story

**C**ustomer  
objectives

**A**pplication

Value proposition in this story:

quality of life:

active participation in different social settings

usability for nontechnical elderly people:

"intelligent" system is simple to use

loading of batteries

**C**onceptual

**R**ealization

Challenges in this story:

Intelligent hearing instrument

Battery life — at least 1 week

No buttons or other fancy user interface on the hearing instrument,  
other than a robust On/Off method

The user does not want a technical device but a solution for a problem

Instrument can be adapted to the hearing loss of the user

Directional sensitivity (to prevent the so-called cocktail party effect)

Recognition of sound environments and automatic adaptation (adaptive  
filtering)

source: Roland Mathijssen, Embedded Systems Institute, Eindhoven

# Exercise StoryTelling

---

Create a story

as text + sketch or as cartoon

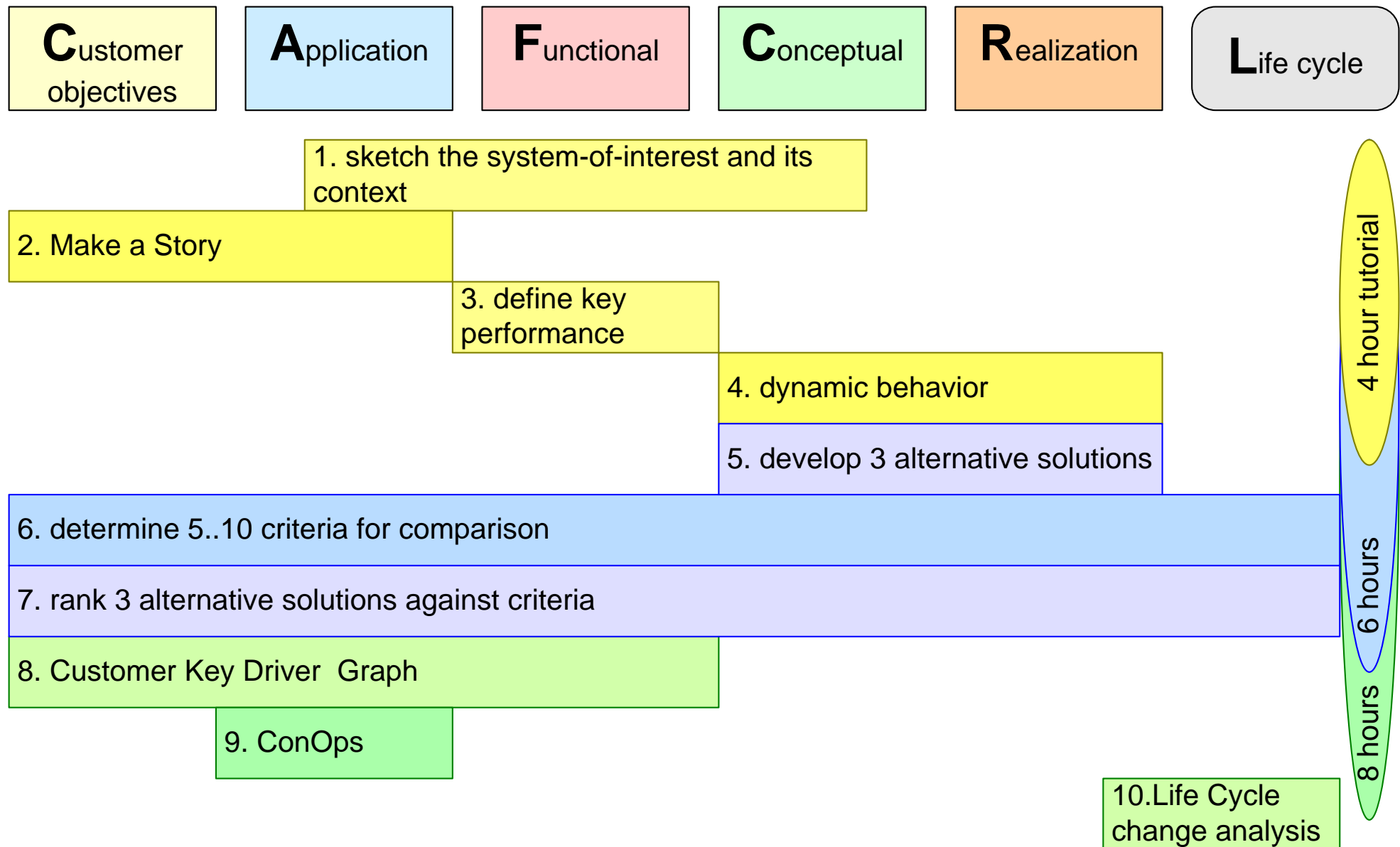
Use the criteria

be highly specific!

envision the future value proposition

Enjoy!

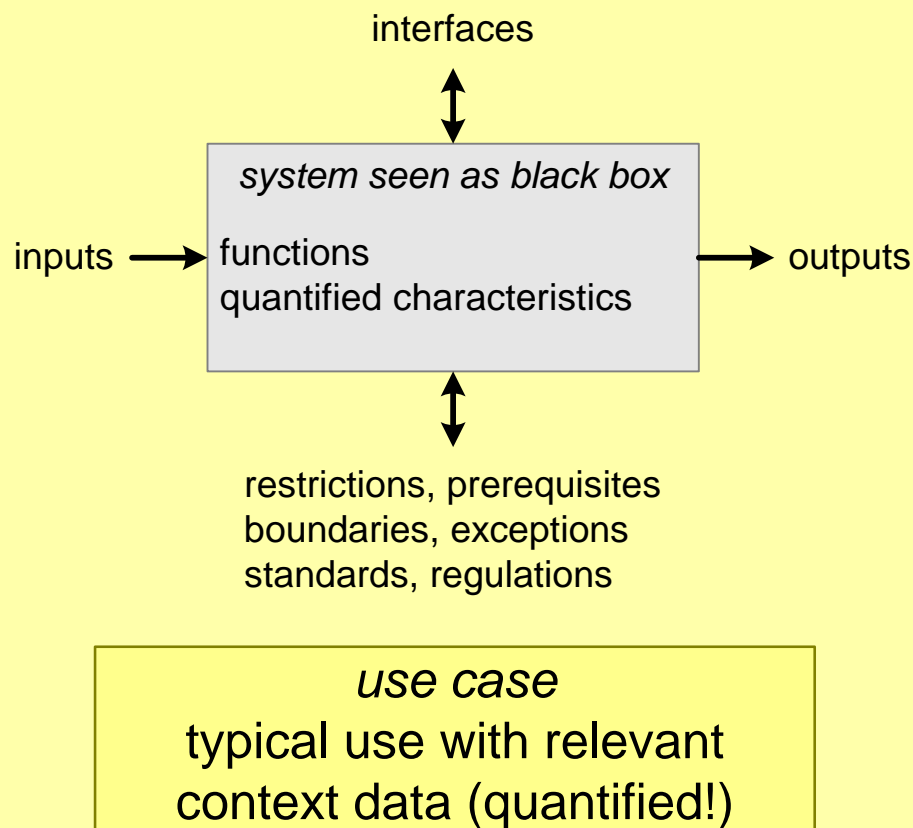
# Exercises during the Tutorial



# Exercise Key Performance Parameters

Make specification overview with ~10 **SMART** Key Performance Parameters (or functions or interfaces)

determine at least one use case



- **S**pecific *quantified*
- **M**easurable *verifiable*
- **A**chievable (Attainable, Action oriented, Acceptable, Agreed-upon, Accountable)
- **R**ealistic (Relevant, Result-Oriented)
- **T**ime-bounded (Timely , Tangible, Traceable)

Capture the **dynamic behavior** of the **internals** of your system in **multiple** diagrams.

Diagrams that capture dynamic behavior are among others:

- Functional flow (of control or information, material or goods, or energy)
- Activity or sequence diagrams (e.g. with “swimming lanes”)
- State diagrams

# Concept Selection, Set Based Design and Late Decision Making

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

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`www.gaudisite.nl`

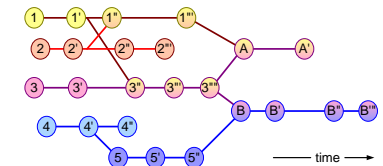
## Abstract

We discuss a systems design approach where several design options are maintained concurrently. In LEAN Product Development this is called set-based design. Concurrent systems engineering also promotes the concurrent evaluation of multiple concepts, the so-called concept selection. Finally, LEAN product development advocates to keep options open as long as feasible; the so-called late decision making.

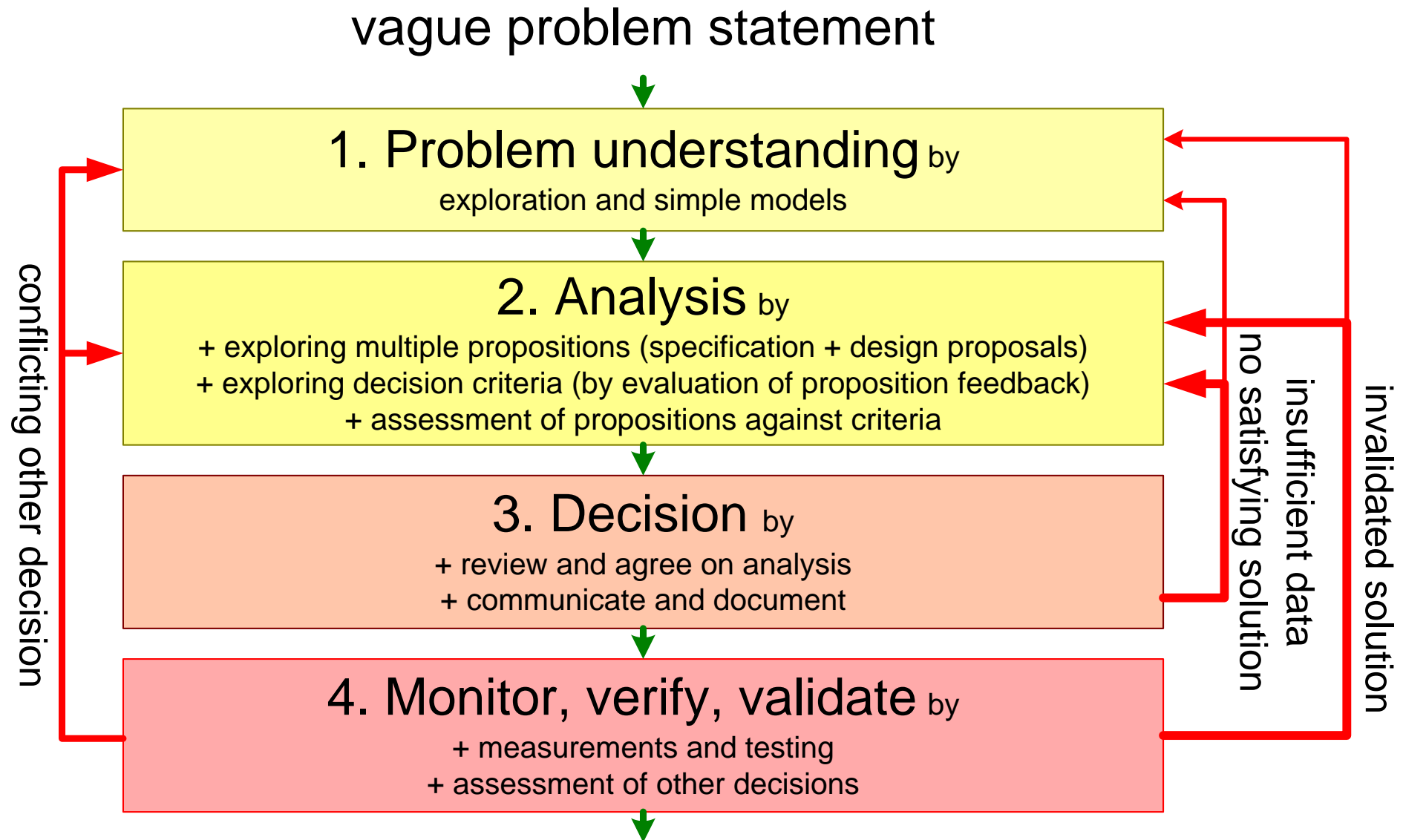
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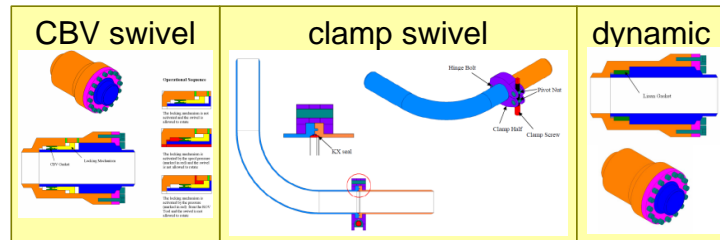


# Problem Solving Approach



# Examples of Pugh Matrix Application

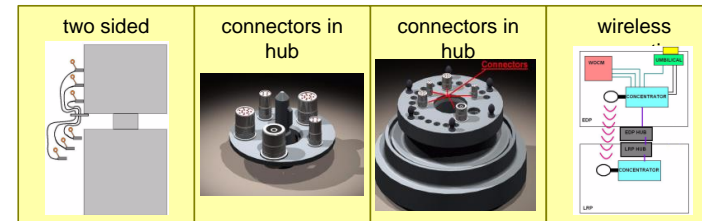
## Swivel concept selection



evaluation criteria	weight	CBV		clamp		dynamic	
Maturity	10	5	50	2	20	2	50
Development level							
Cost	20	4	80	2	40	5	100
Hardware cost							
Development cost		5	100	2	40	2	40
Design robustness	25						
Design life							
swivel cycles		5	125	3	75	3	75
pressure cycles		5	125	4	100	5	125
Pressure range							
internal		4	100	4	100	4	100
external		2	50	5	125	2	50
Temperature range		4	100	4	100	4	100
Installation	20						
Initial installatio/retrieval		2	40	3	60	4	80
Connection/disconnection		2	40	4	80	5	100
Operation	25						
Swivel resistance		1	25	4	100	5	125
Spool Length Short		1	25	4	100	5	125
Spool Length Long		3	75	5	125	5	125
Hub loads		2	50	4	100	5	125
$\Sigma$ points		985		1165		1290	

from master paper Halvard Bjørnsen, 2009

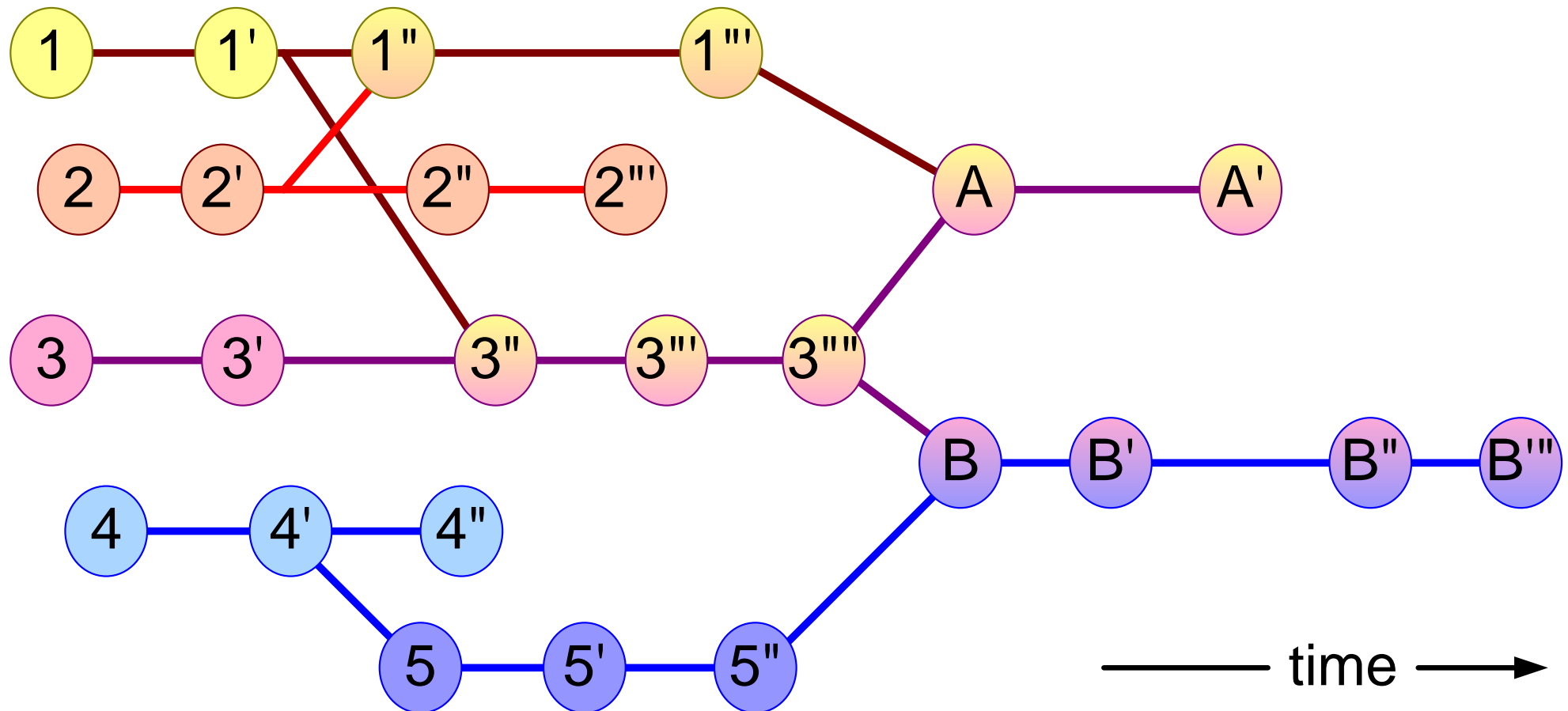
## EDP-LRP connection



		Concepts			
Evaluation Criteria	Score	1	2	3	4
Time to connect		-	+	+	+
Need for ROV		-	+	+	+
Design		-	+	+	+
Robustness					
Connector design		-	S	S	+
Number of parts		-	-	+	+
Handle roll-off		+	-	S	+
Influence other		+	S	-	S
Redundancy					
Design		+	-	-	S
Interchangeability		+	-	-	-
Cost					
HW cost		-	-	-	-
Manufacturing cost		S	S	-	S
Engineering cost		+	-	S	-
Service cost		-	+	+	+
Maturity		-	-	S	+
$\Sigma$ -		7	7	5	3
$\Sigma$ S		1	3	4	3
$\Sigma$ +		5	3	4	7
Pos.		3	4	2	1

from master paper Dag Jostein Klever, 2009

# Evolution of Design Options



Evolving multiple concepts increases insight and understanding  
(LEAN product development: set-based design, SE: Pugh matrix)

Articulation of criteria sharpens evaluation




The discussion about the Pugh matrix is more valuable than final  
bottomline summation

Delaying decisions may help to keep options (Lean Product  
Development: late decision making, finance: real options)

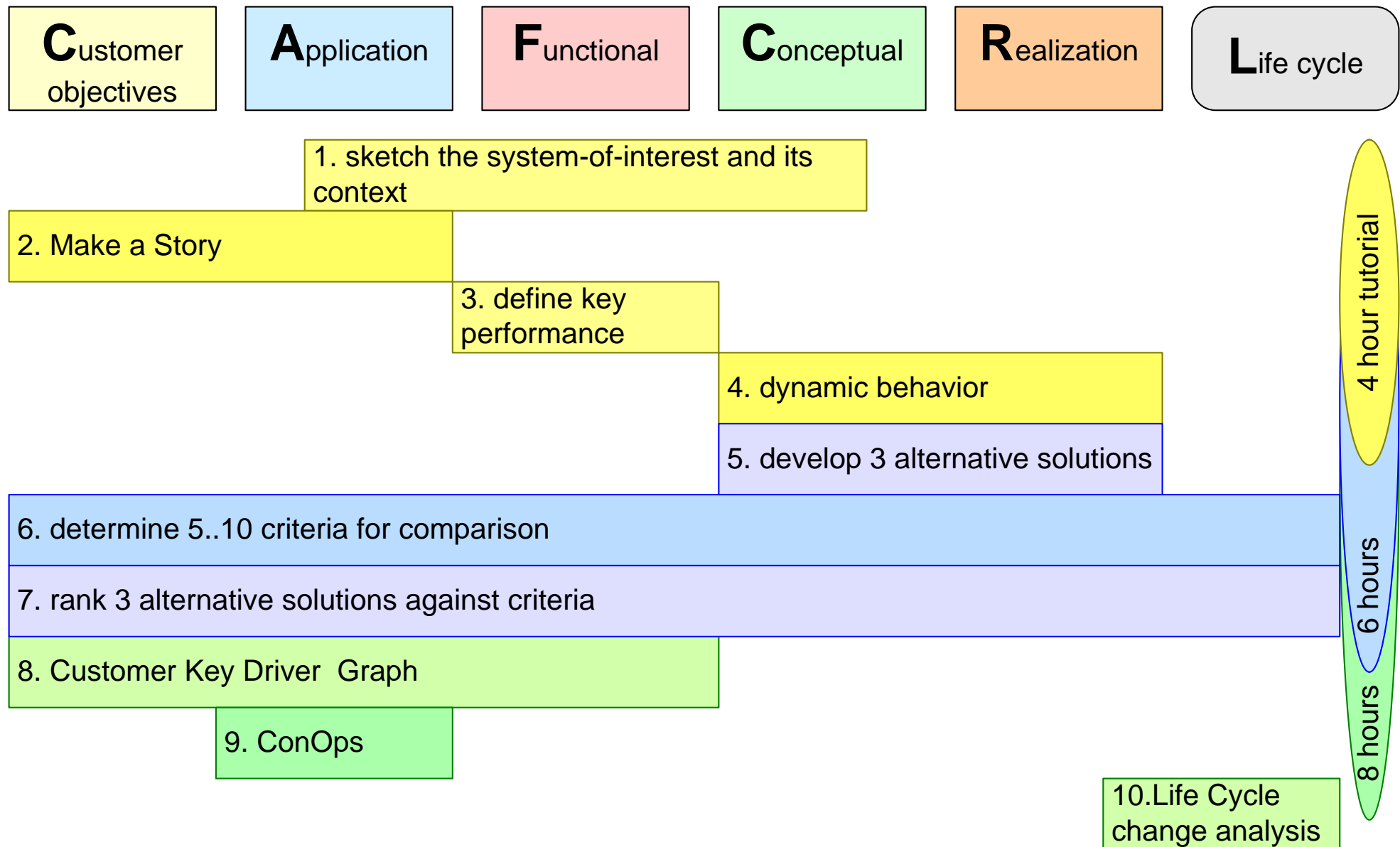
# Exercise Concept Selection

Make a **decision matrix** for one of the **concept selections**.

- define at least 3 concepts
- define 7 to 10 criteria for selection
- score the concepts against the criteria, for example using a scale from 1 to 5: 1 = very poor, 5 = very good
- recommend a concept with a rationale

	concept 1	concept 2	concept 3
			
criterion 1	1	3	5
criterion n	4	4	2
			best, because ...

# Exercises during the Tutorial



# Module 34, Architectural Reasoning Customer Space Analysis

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

e-mail: `gaudisite@gmail.com`

`www.gaudisite.nl`

## Abstract

This module provides methods and techniques to analyze the customer space.

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April 3, 2023

status:     preliminary

draft

version: 1.1



# Methods to Explore the Customer Perspective

by *Gerrit Muller*     University of South-Eastern Norway

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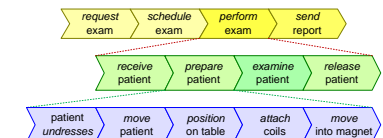
## Abstract

This presentation provides a set of techniques to explore the customer perspective. The main purpose is for an organization to understand its customer sufficiently. Architects need this level of understanding to guide specification and design.

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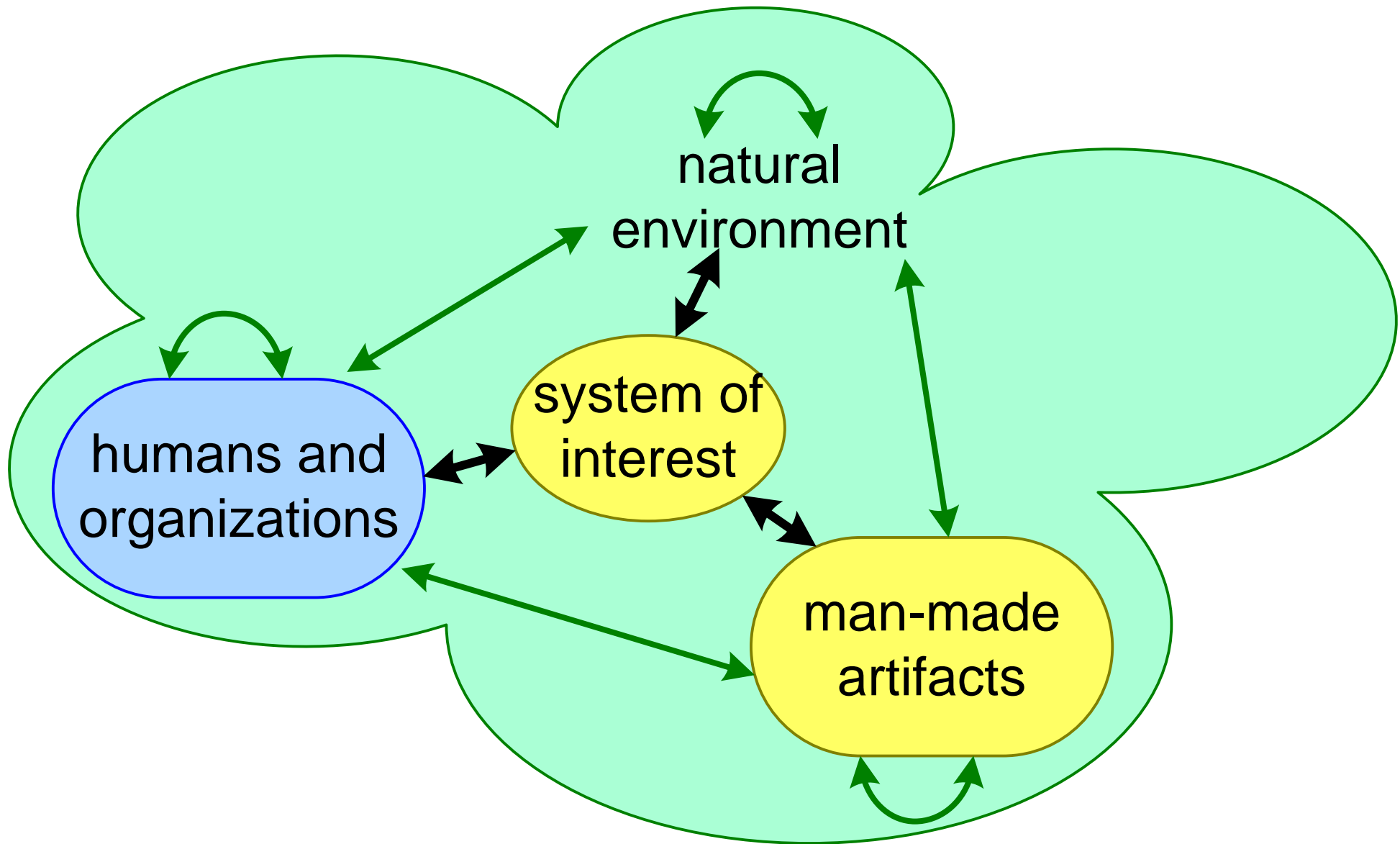
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version: 0.1



# Overview of methods

what	story telling, scenario	<a href="http://www.gaudisite.nl/info/StoryHowTo.info.html">http://www.gaudisite.nl/info/StoryHowTo.info.html</a>
who	stakeholders and concerns	<i>humans</i> <i>organizations</i> autonomous behavior emotions
how	system context diagram workflow	<i>human-made artifacts</i>
when	timeline	from seconds to years
where	map	from nanometers to kilometers
why	customer key driver graph productivity model	<a href="http://www.gaudisite.nl/info/KeyDriversHowTo.info.html">http://www.gaudisite.nl/info/KeyDriversHowTo.info.html</a>
financial	cost of ownership model money flow	

# Various Perspectives on Context

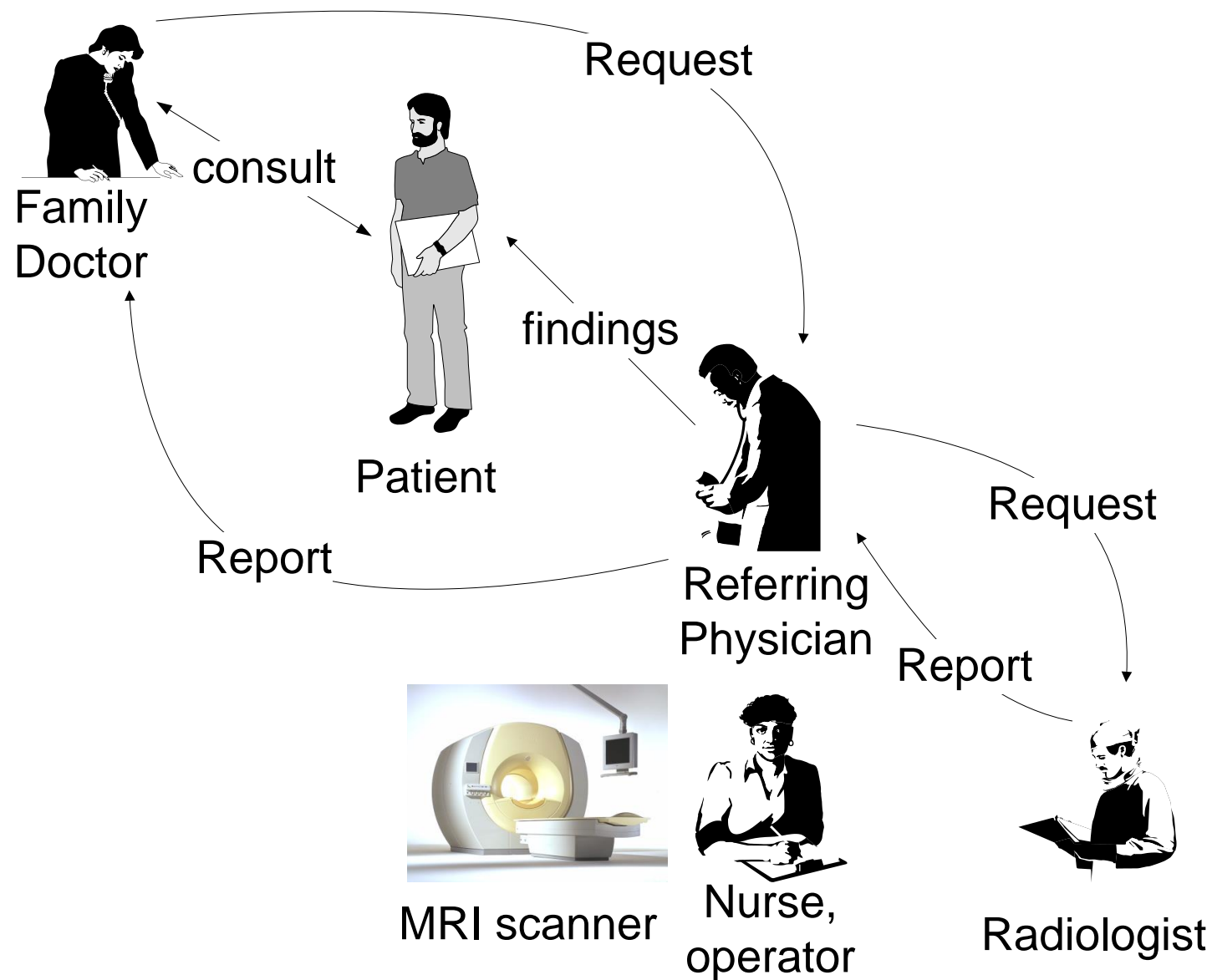


# Scenario: Patient George

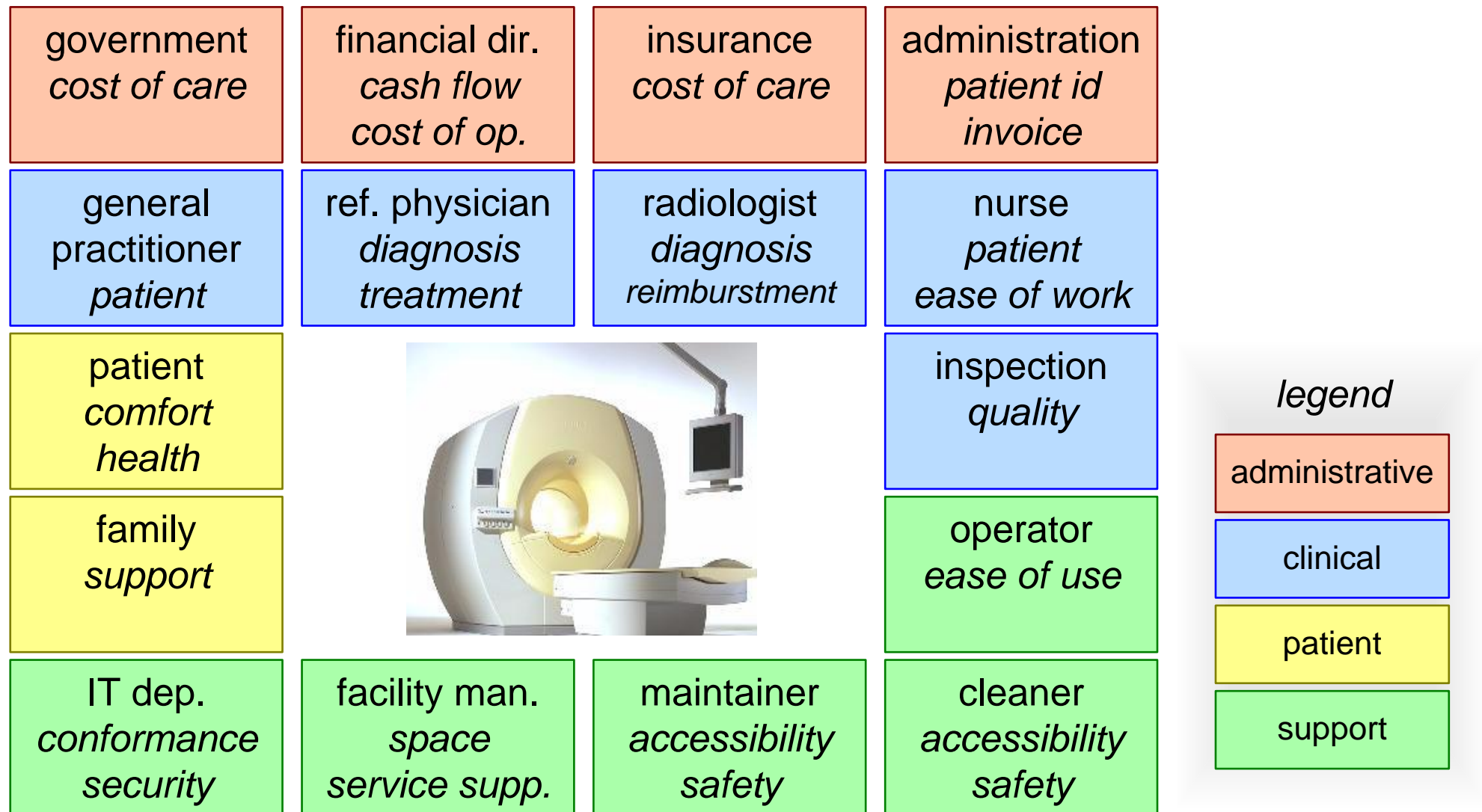
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- Patient George has continuous headache.
- His family doctor has send him to the Neurologist.
- The Neurologist wants to exclude the possibility of a tumor and requests an MRI examination.
- The Radiologists does not see any indication for a tumor.
- The Radiologist sends his report to the Neurologist.
- The Neurologist discusses his findings with the patient and sends a report to the family doctor.

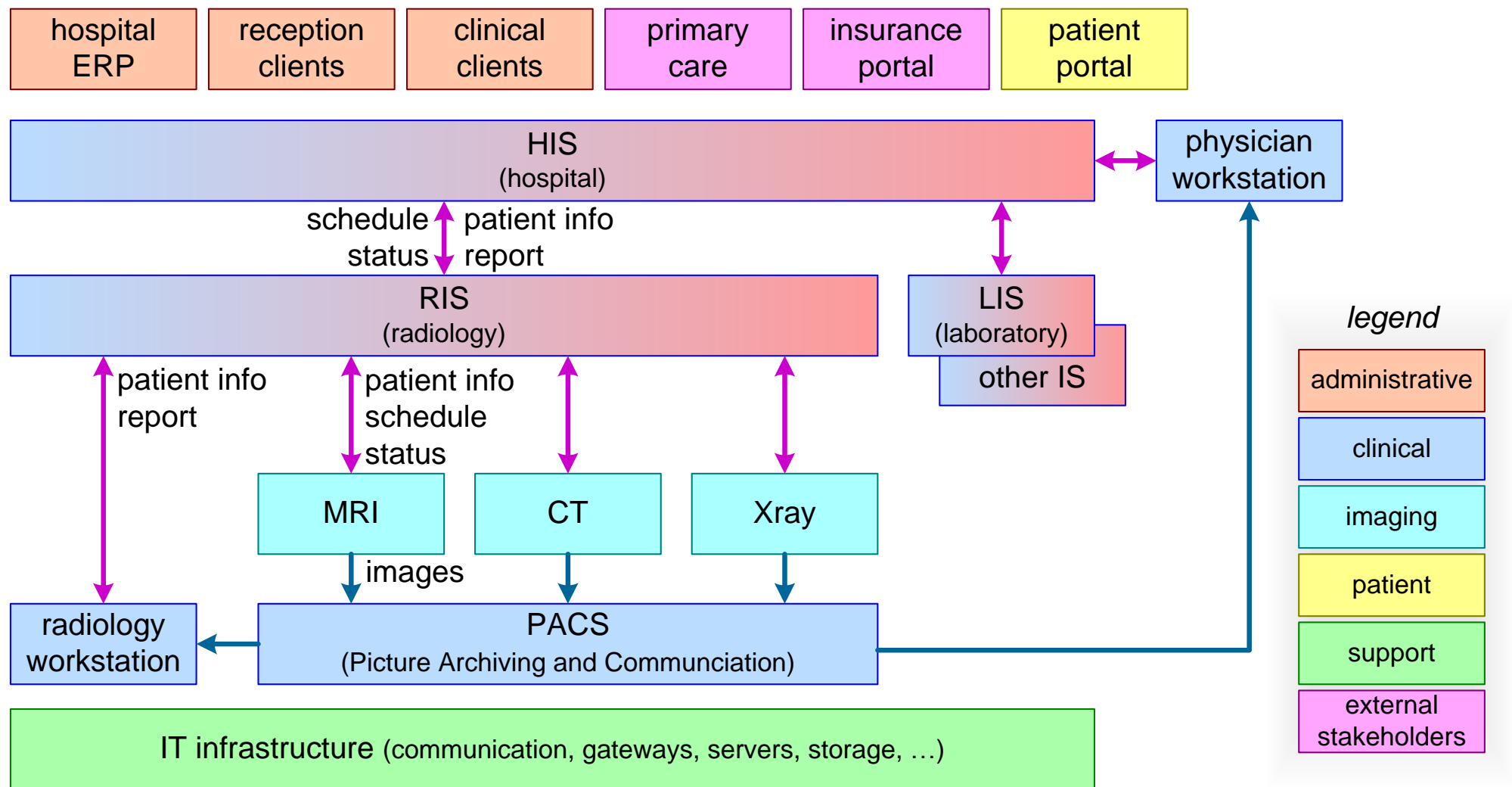
# From Complaint to Diagnosis



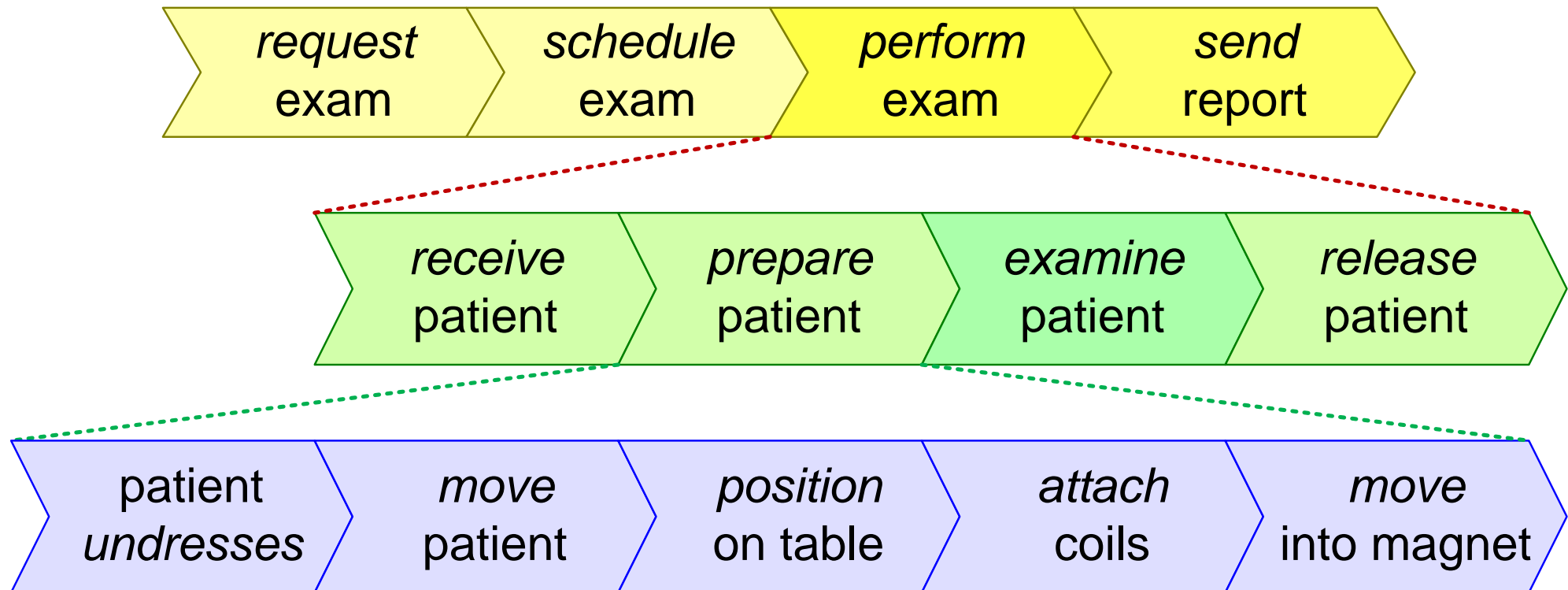
# Stakeholders and concerns MRI scanner



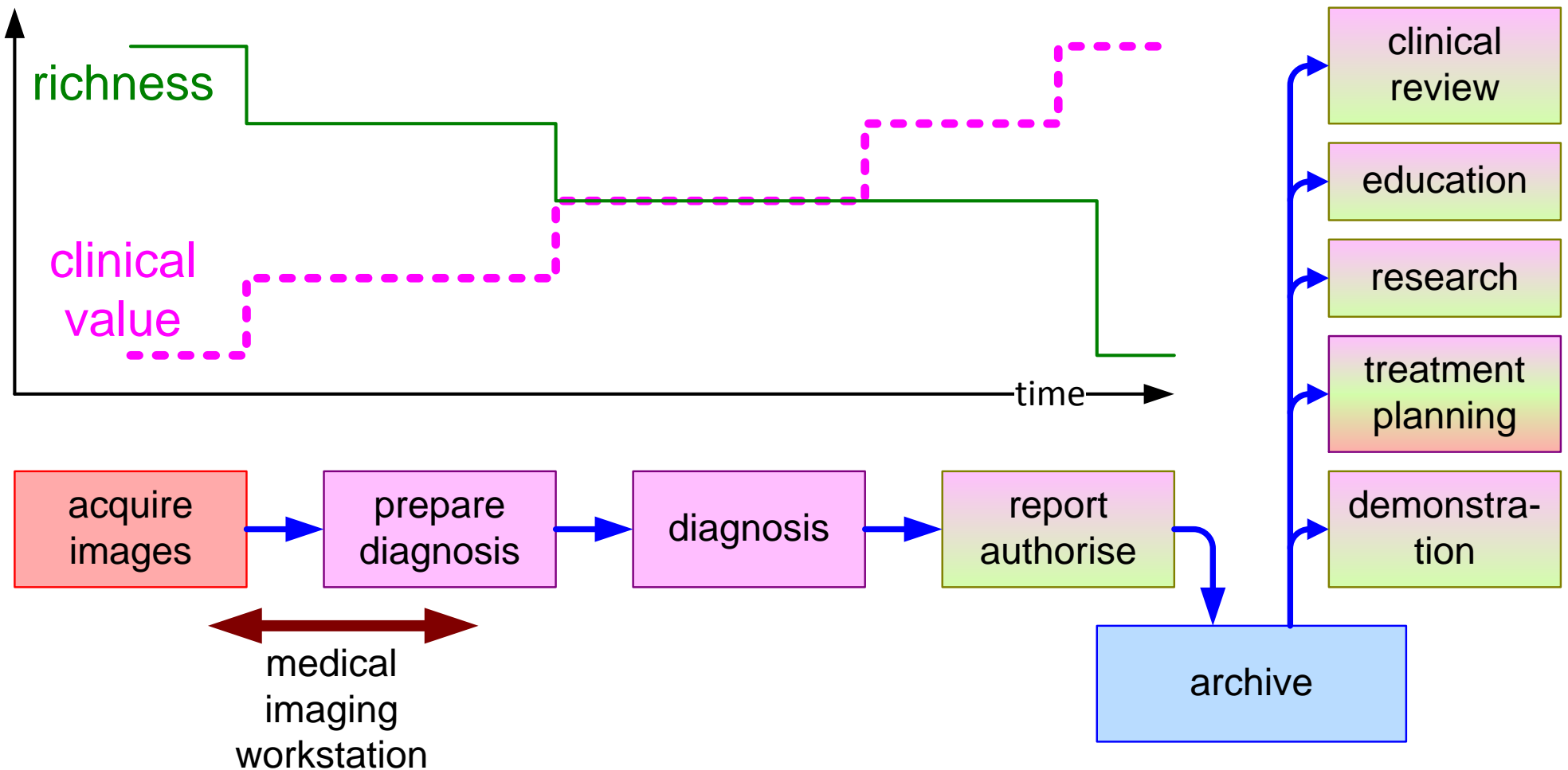
# Context of MRI



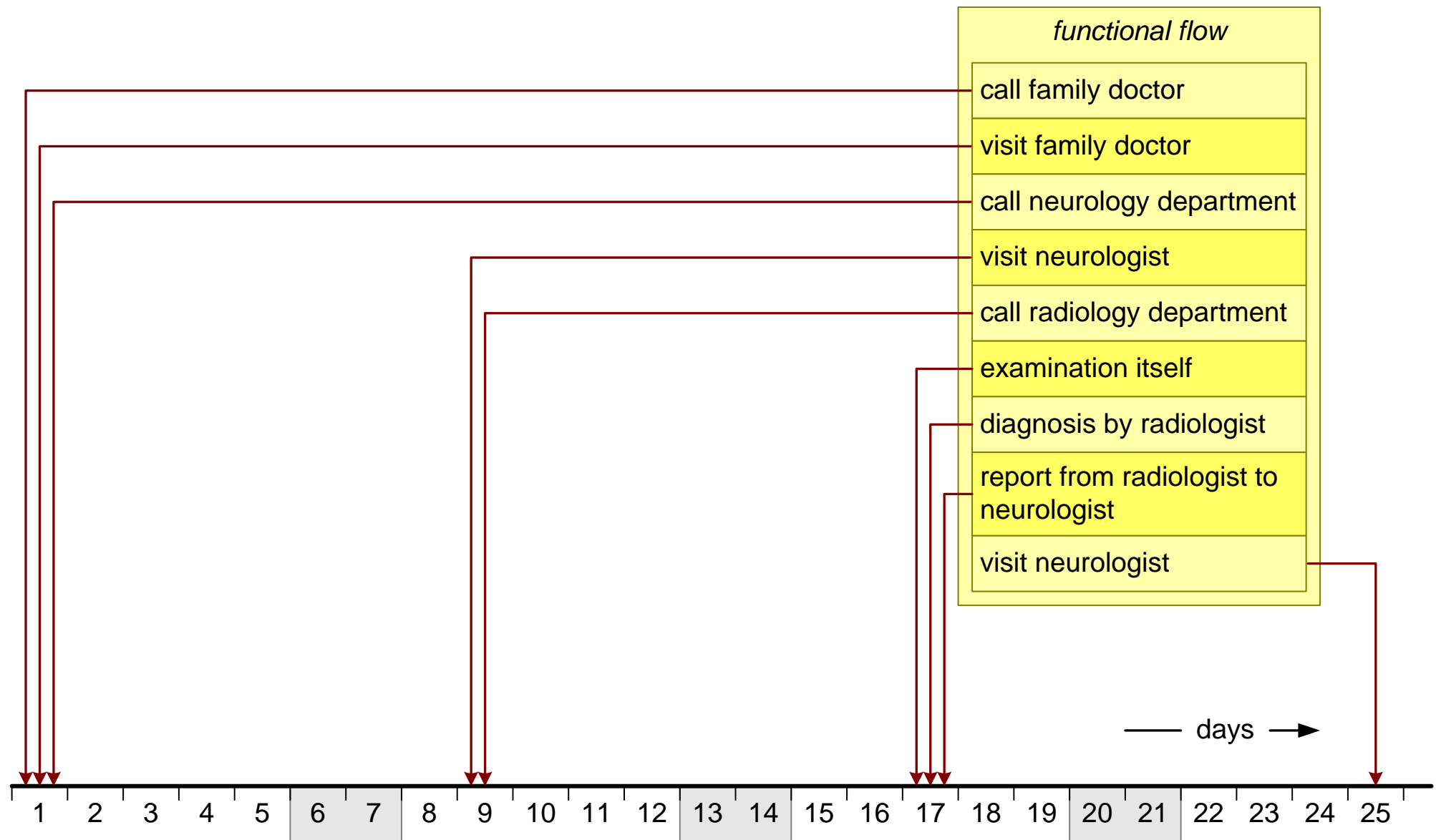
# Workflow



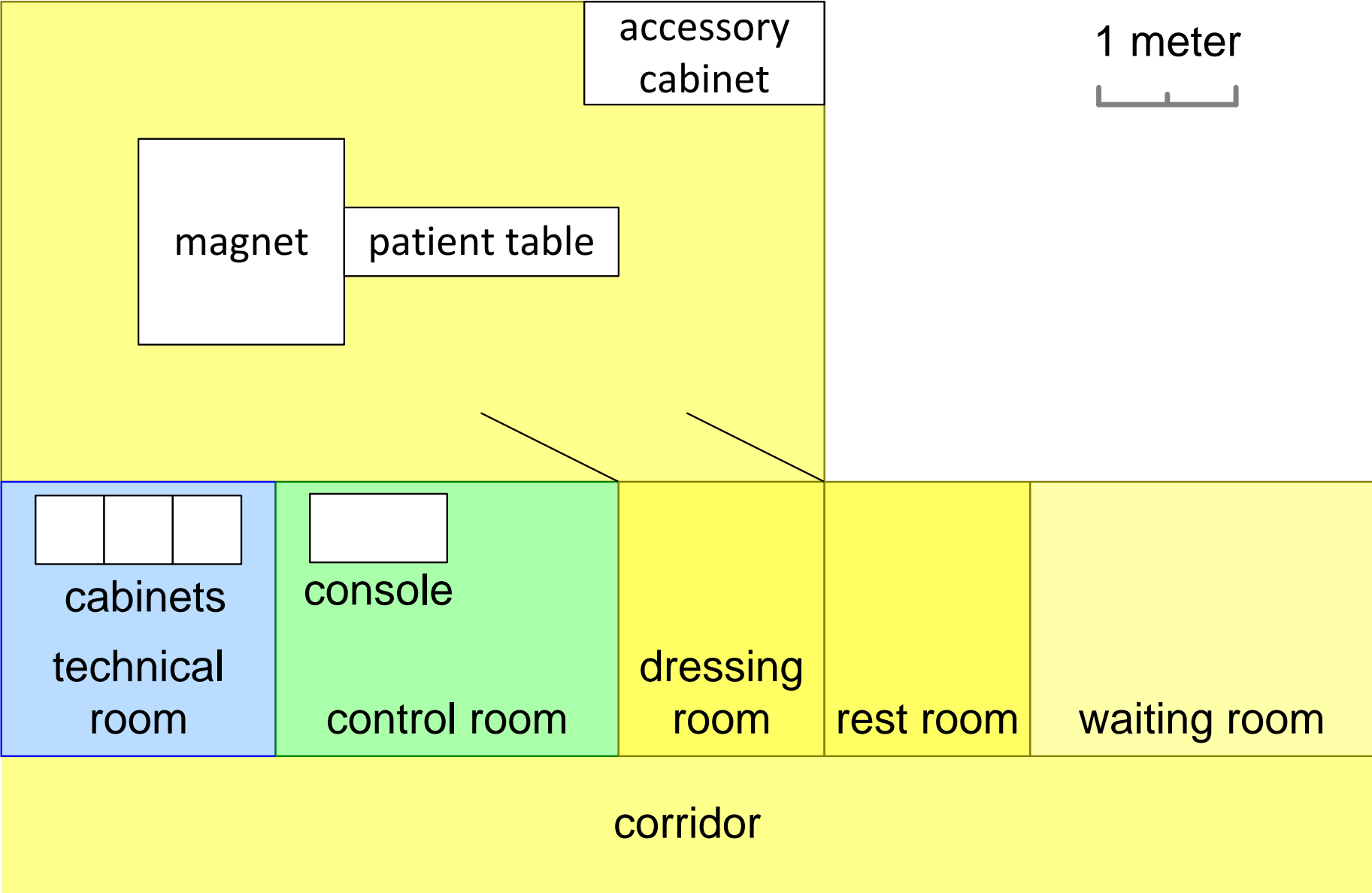
# Clinical Information Flow



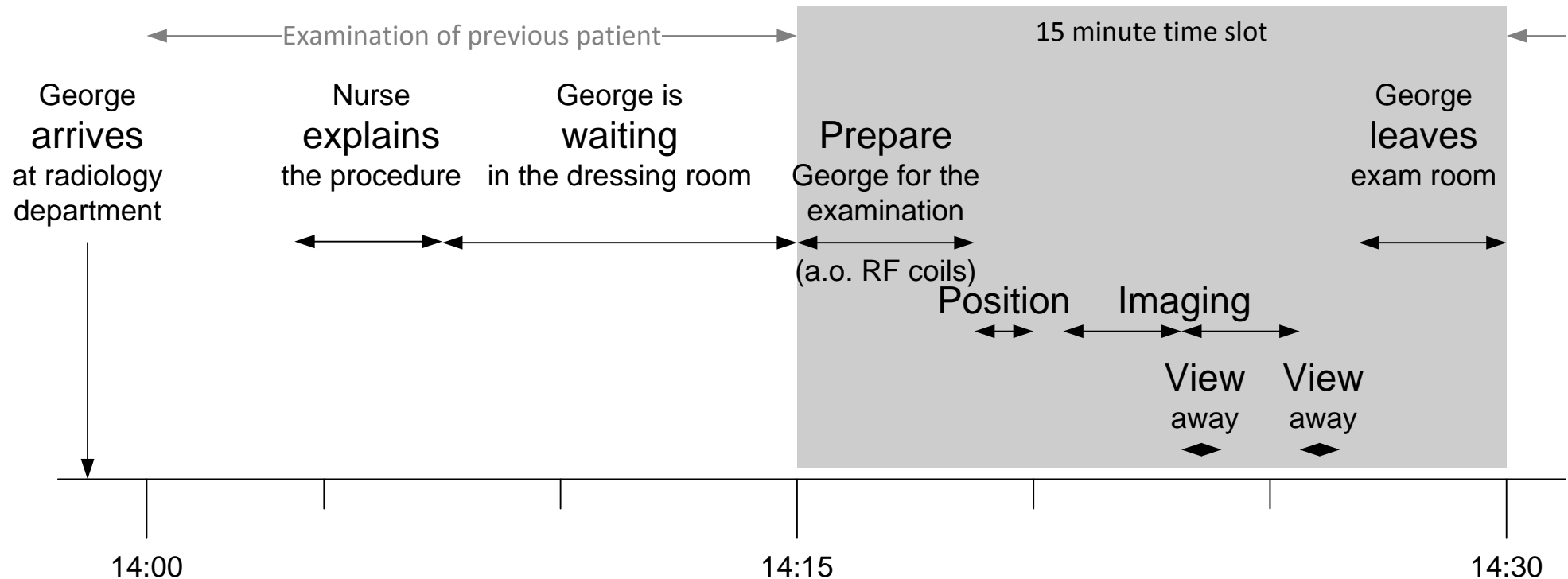
# weeks view: from Complaint to Diagnosis



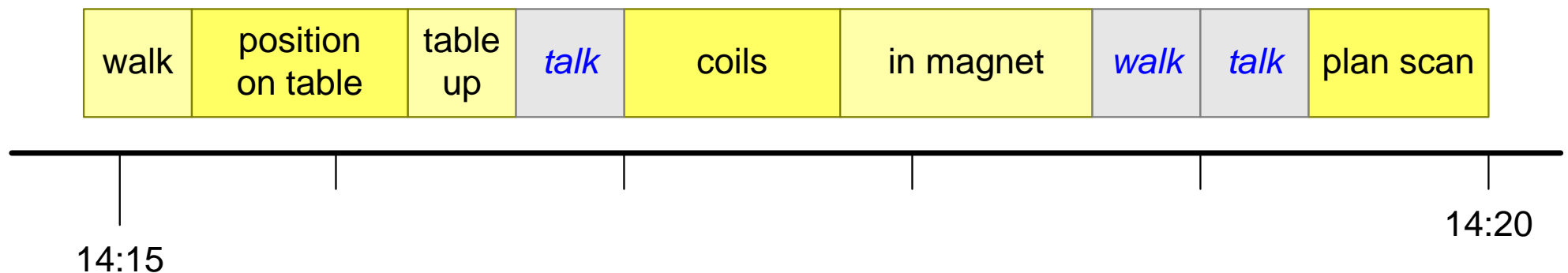
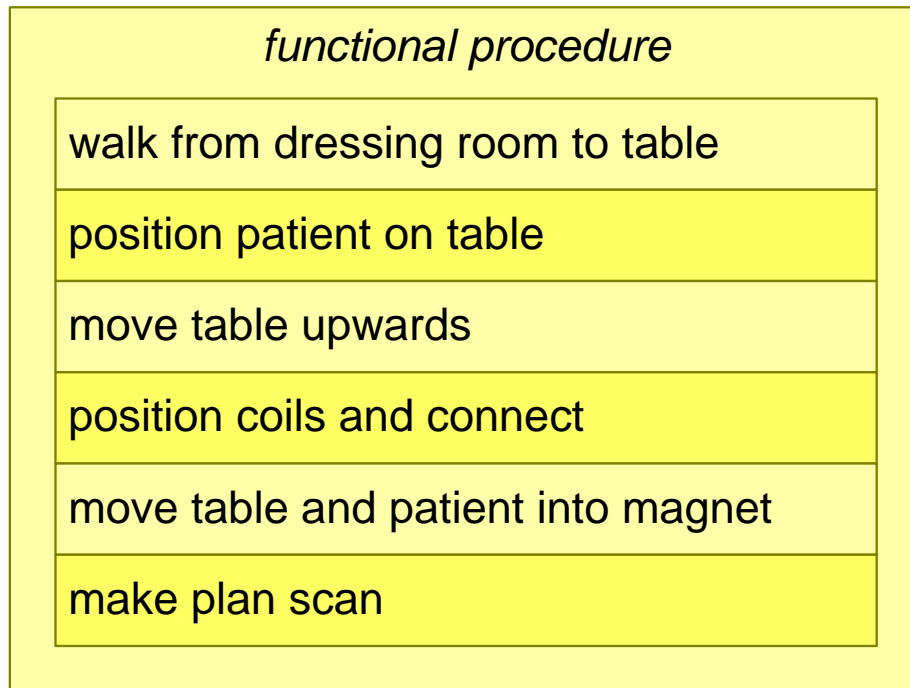
# Room Layout



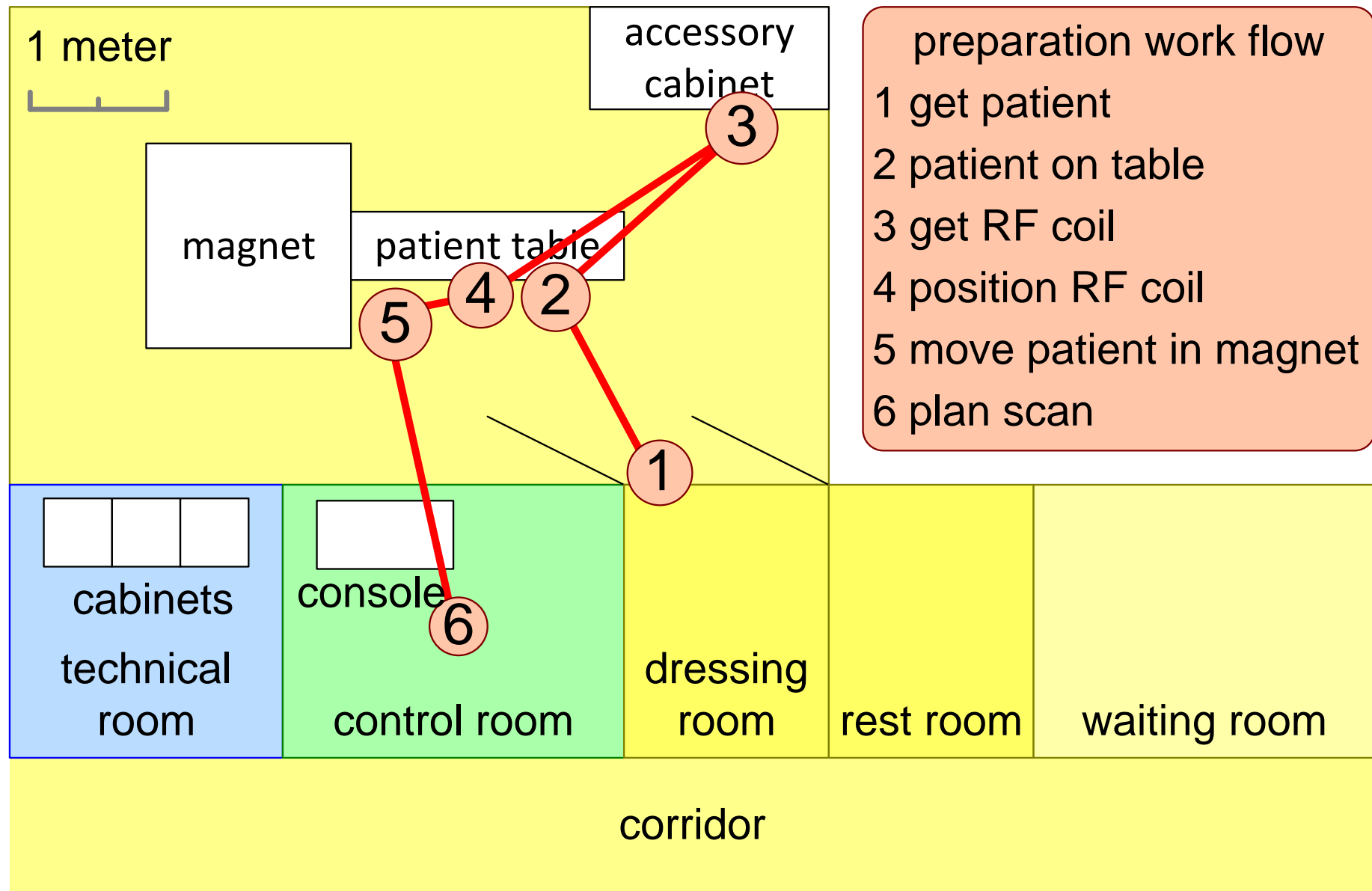
# half hour view: Examination



# 5 minute view: Patient Preparation (1 operator)

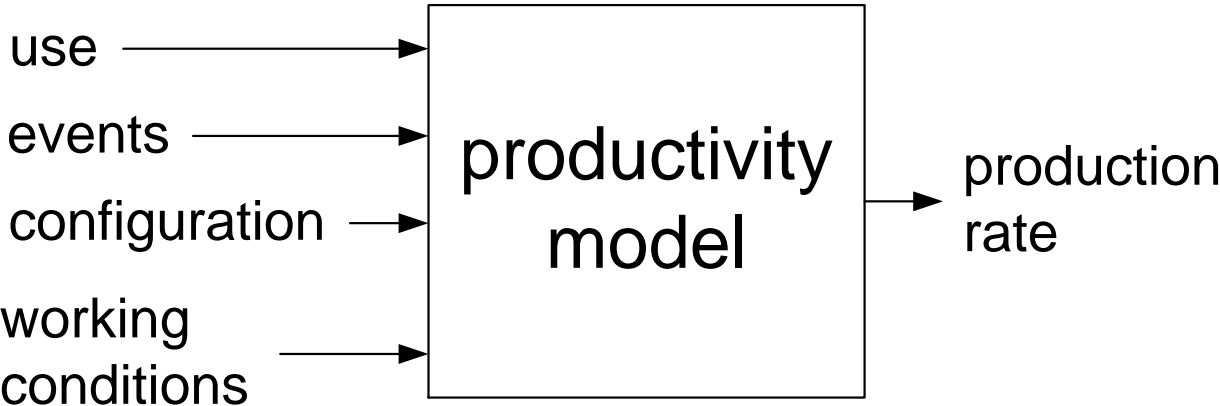


# Patient Preparation Work Flow

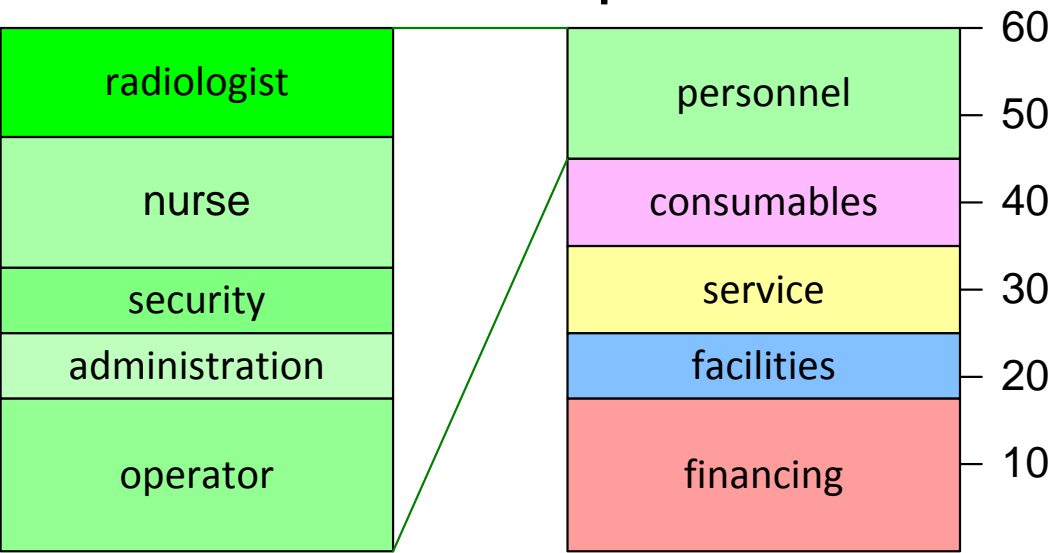


# Productivity and Cost models

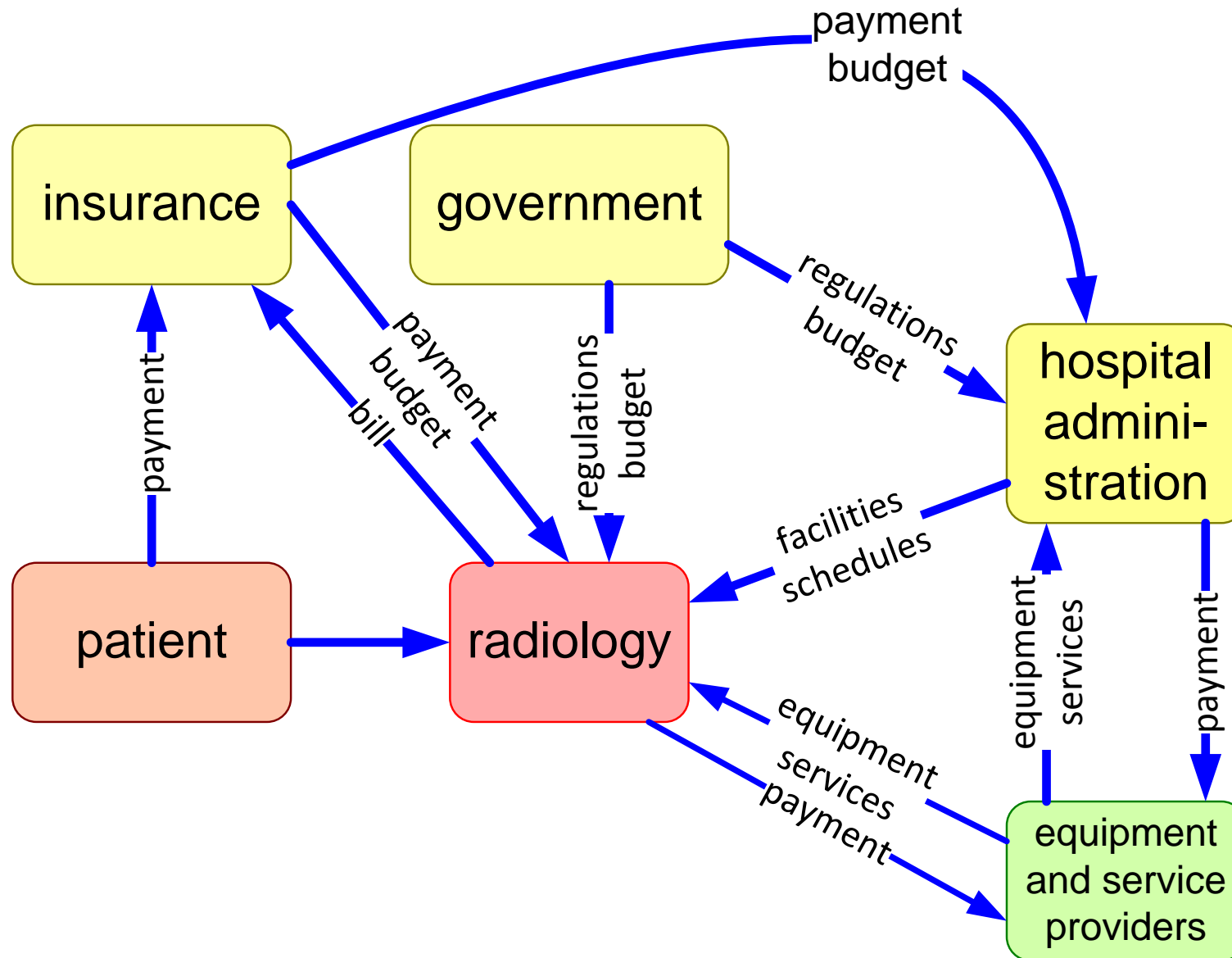
typical



## Cost Of Ownership model



# The financial context of the radiology department



Make a **context diagram**, showing the **systems** and their **relations** in the **customer space**

- typically, tens of systems are relevant for customers

Capture one or a few main **workflows** in the customer space

# Key Drivers How To

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

e-mail: `gaudisite@gmail.com`

`www.gaudisite.nl`

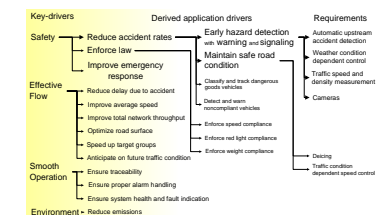
## Abstract

The notion of "business key drivers" is introduced and a method is described to link these key drivers to the product specification.

## Distribution

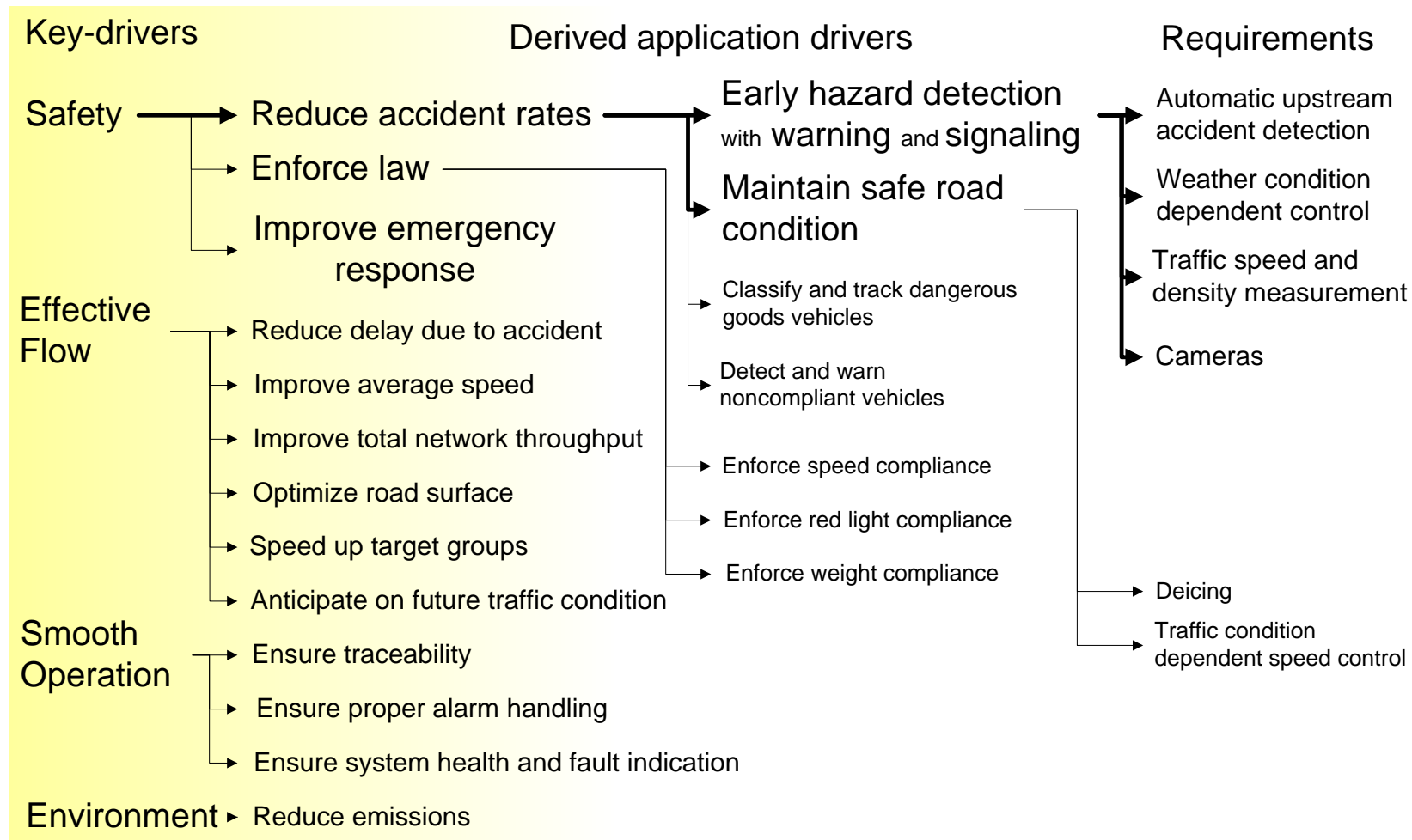
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status: draft  
version: 0.2



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

# Example Motorway Management Analysis



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

# Method to create Key Driver Graph

---

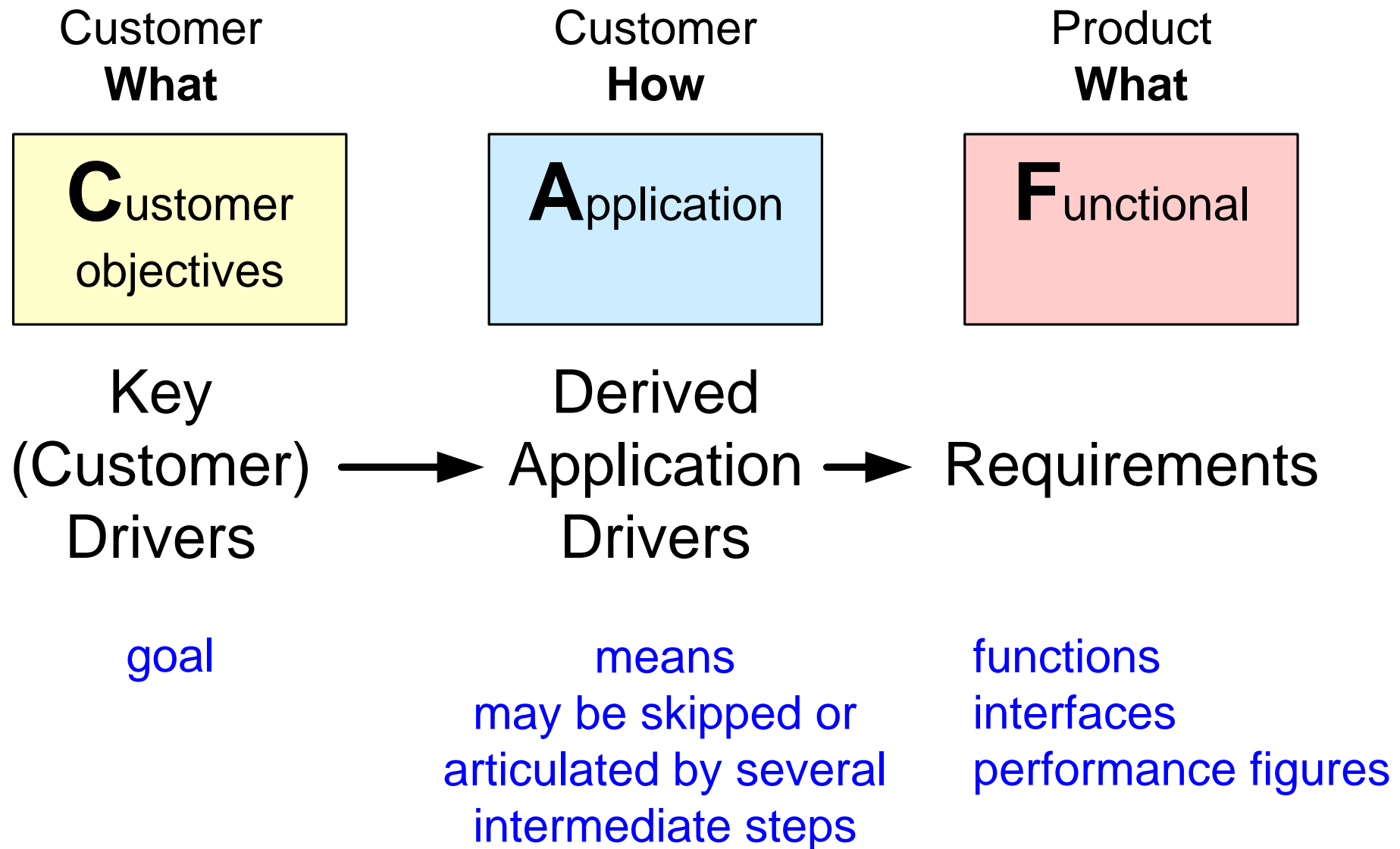
- |  |  |
|--|--|
| • Define the scope specific.   | in terms of stakeholder or market segments   |
| • Acquire and analyze facts  | extract facts from the product specification<br>and ask why questions about the specification of existing products.  |
| • Build a graph of relations between drivers and requirements<br>by means of brainstorming and discussions | where requirements<br>may have multiple drivers  |
| • Obtain feedback  | discuss with customers, observe their reactions  |
| • Iterate many times   | increased understanding often triggers the move of issues<br>from driver to requirement or vice versa and rephrasing |

# Recommendation for the Definition of Key Drivers

---

- 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

# Transformation of Key Drivers into Requirements

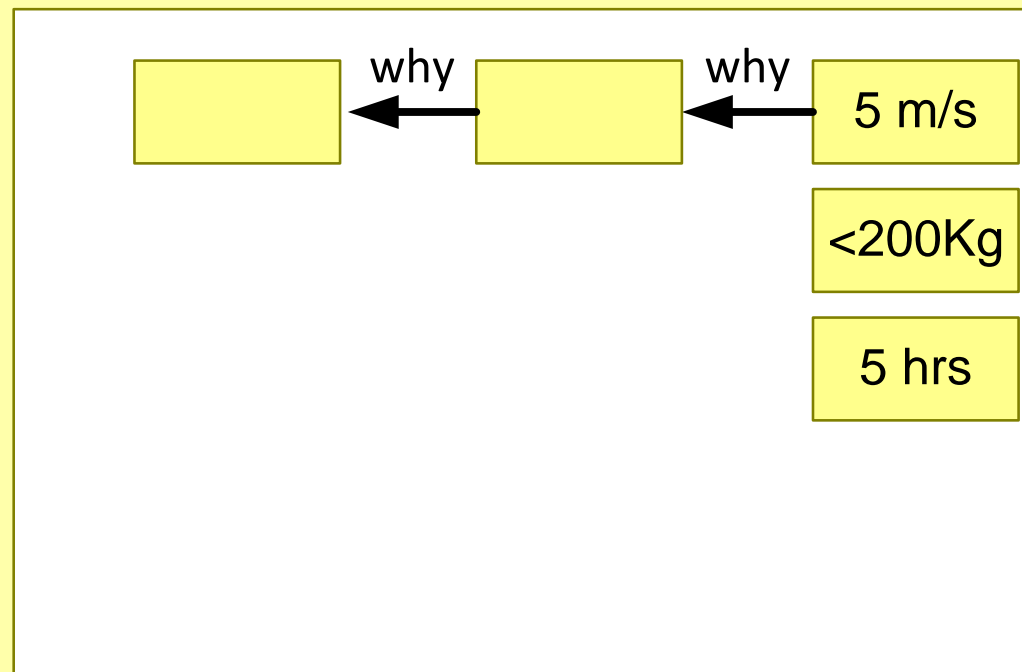


# Exercise Customer Key Driver Graph

Make a **customer key driver graph**

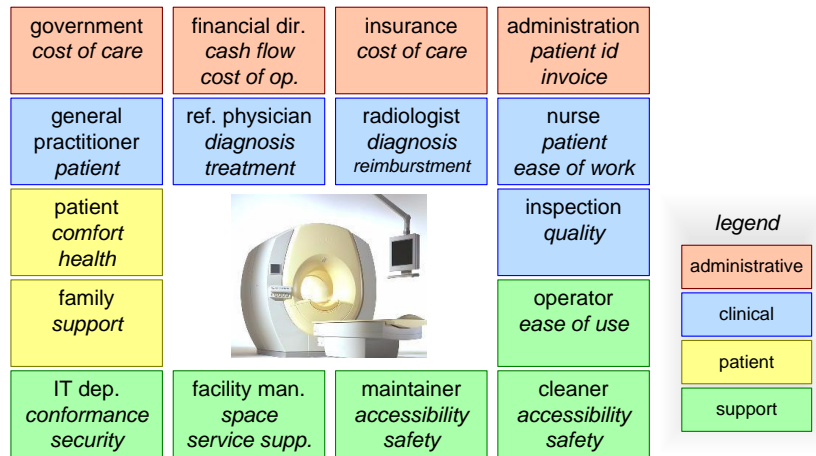
Use yellow note stickers

Start at the right hand side

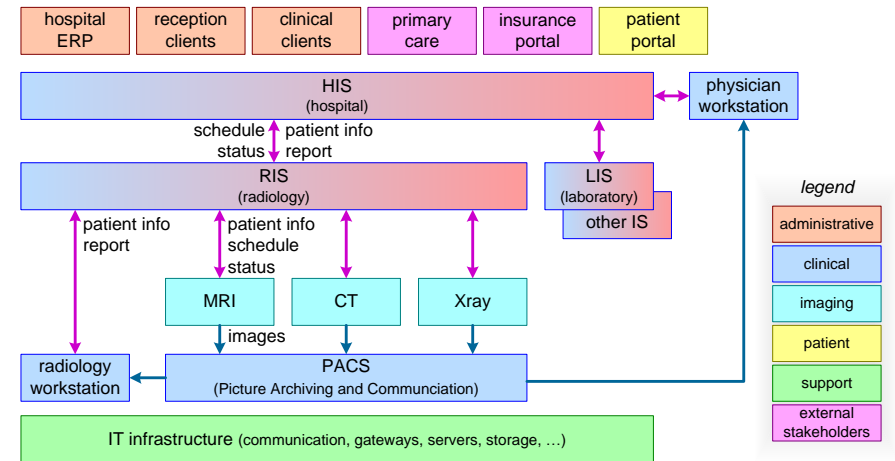


# Analysis Methods and Techniques

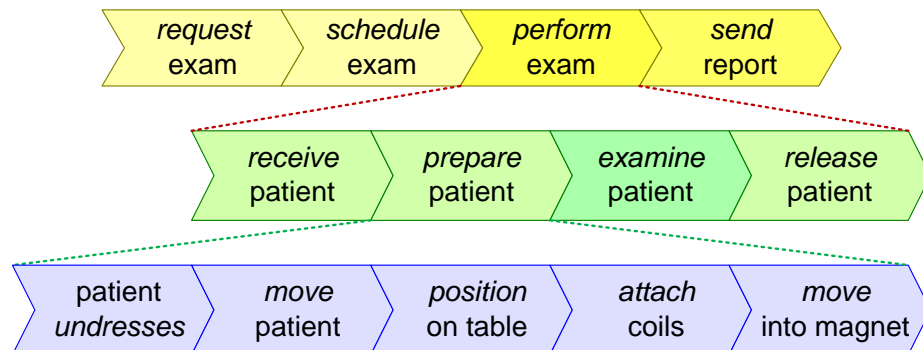
## Stakeholders and Concerns (Who)



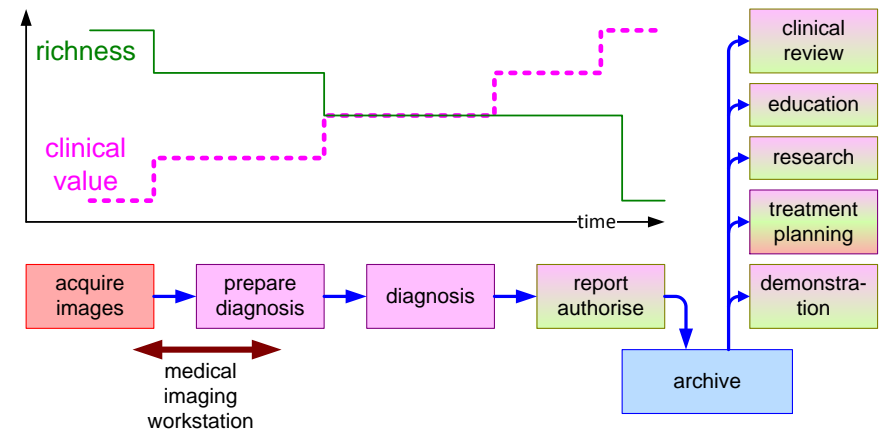
## Context Diagram (what systems)



## Workflow (what dynamics)

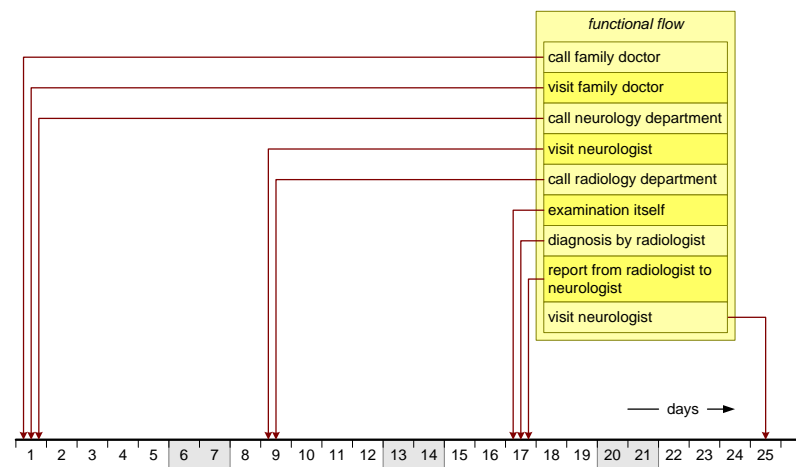


## Information Flow

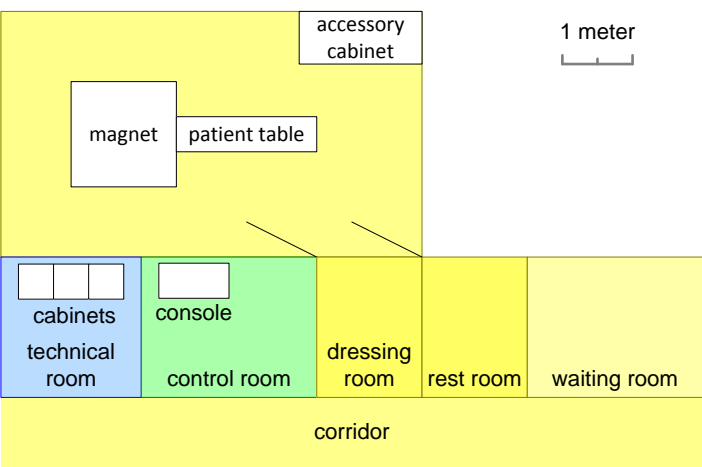


# More Analysis Methods and Techniques

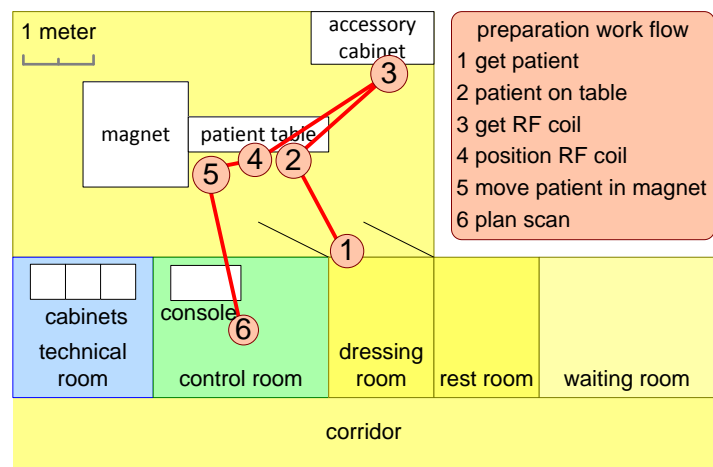
## Timeline (when, what, who)



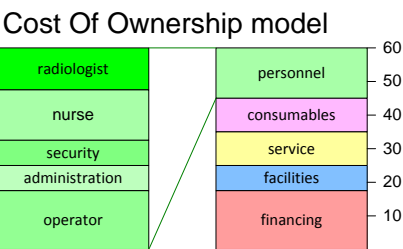
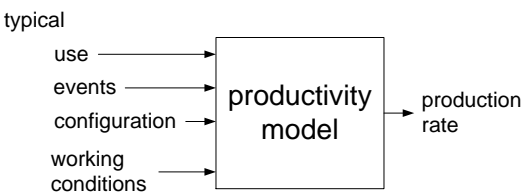
## 2D or 3D map (where)



## Annotated map (where, what)

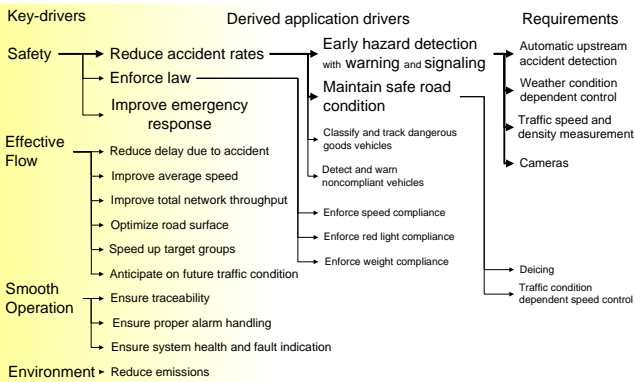


## Cost Models



# Customer Key Driver Graph

## Focus on Customer World



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

## Specific Scope, Fact Based

- 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 *where requirements may have multiple drivers* by means of brainstorming and discussions
- 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*

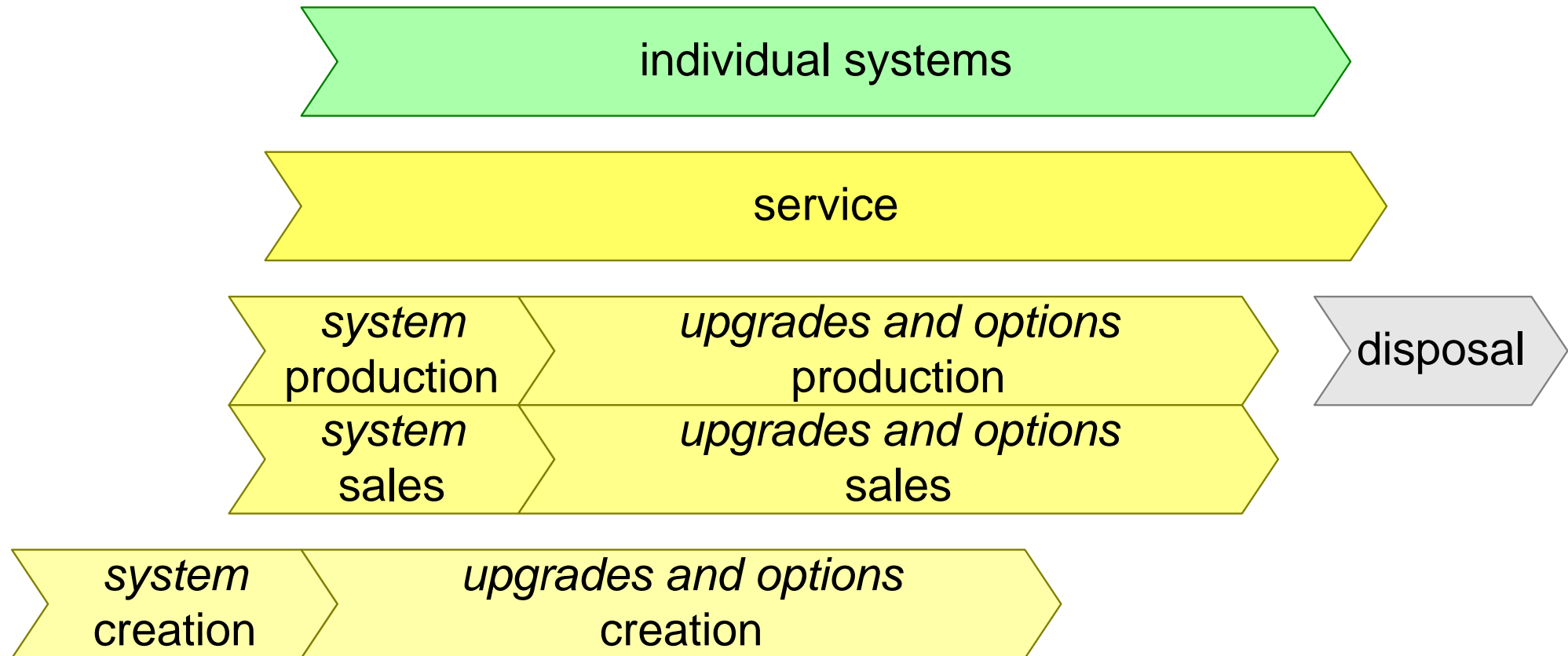
## 3 to 6 Key driver, Capture Tensions

- 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*

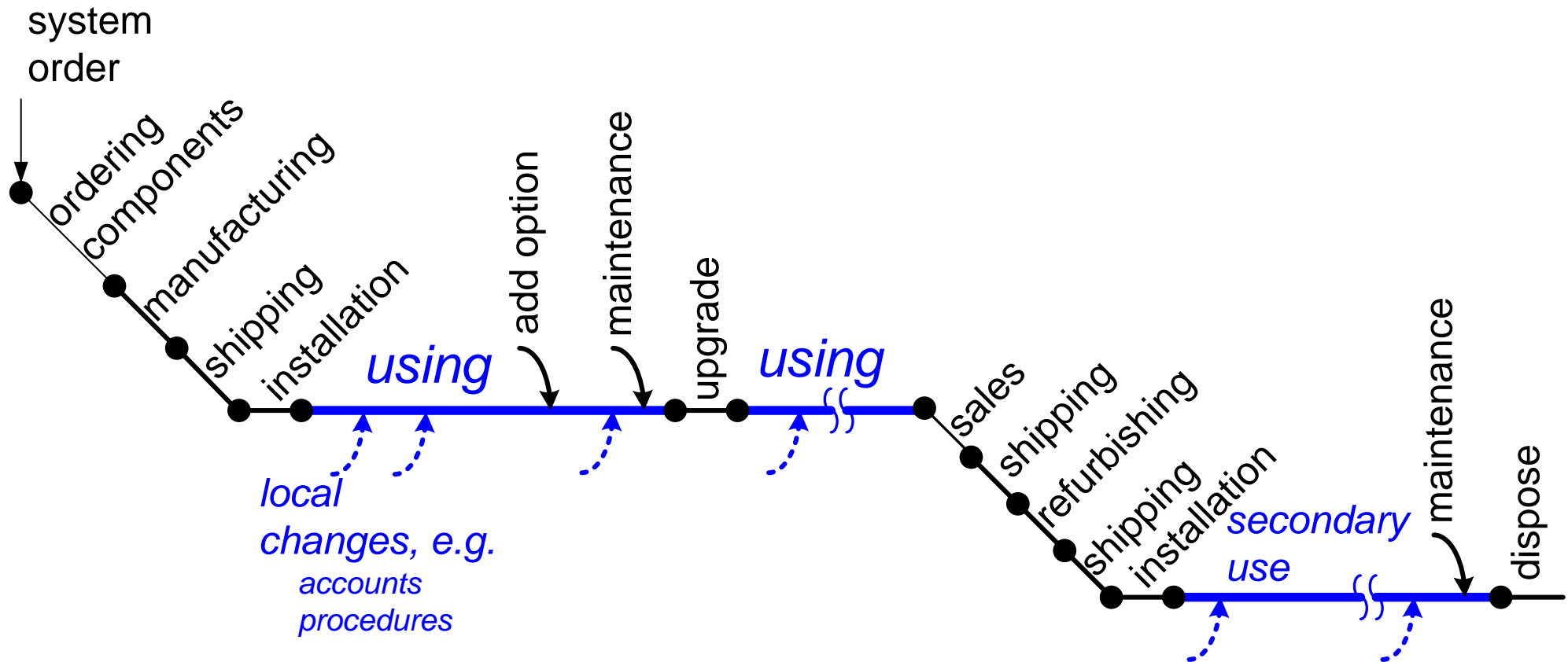
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# Product Related Life Cycles

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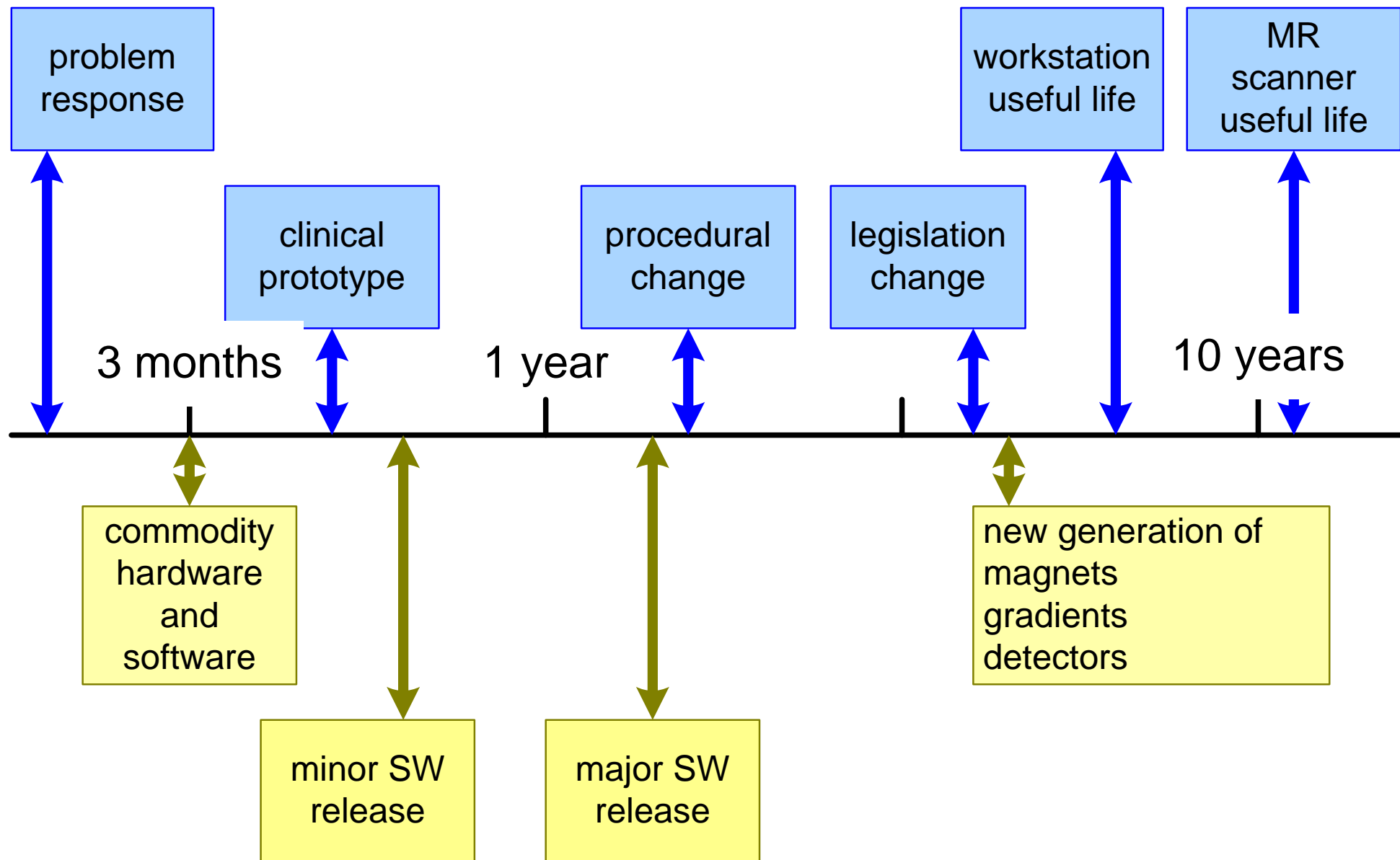
# System Life Cycle



# 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	} see reasoning	
Analyse risks	business		

# Example of Time Scale Model for Changes



Analyze the **evolution** during the **lifecycle**.

- identify sources of change in customer context, life cycle context, and technology
- make a list of changes
- determine per change the expected rate of change and the required response time to the change
- optional: determine effort, impact, and risks per change

# Qualities as Integrating Needles

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

e-mail: `gaudisite@gmail.com`

`www.gaudisite.nl`

## Abstract

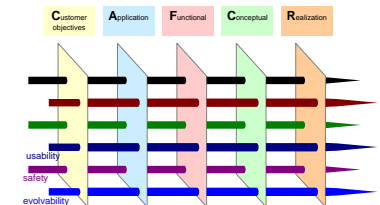
Many stakeholder concerns can be specified in terms of qualities. These qualities can be viewed from all 5 “CAFCR” viewpoints. In this way qualities can be used to relate the views to each other.

The meaning of qualities for the different views is described. A checklist of qualities is provided as a means for architecting. All qualities in the checklist are described briefly.

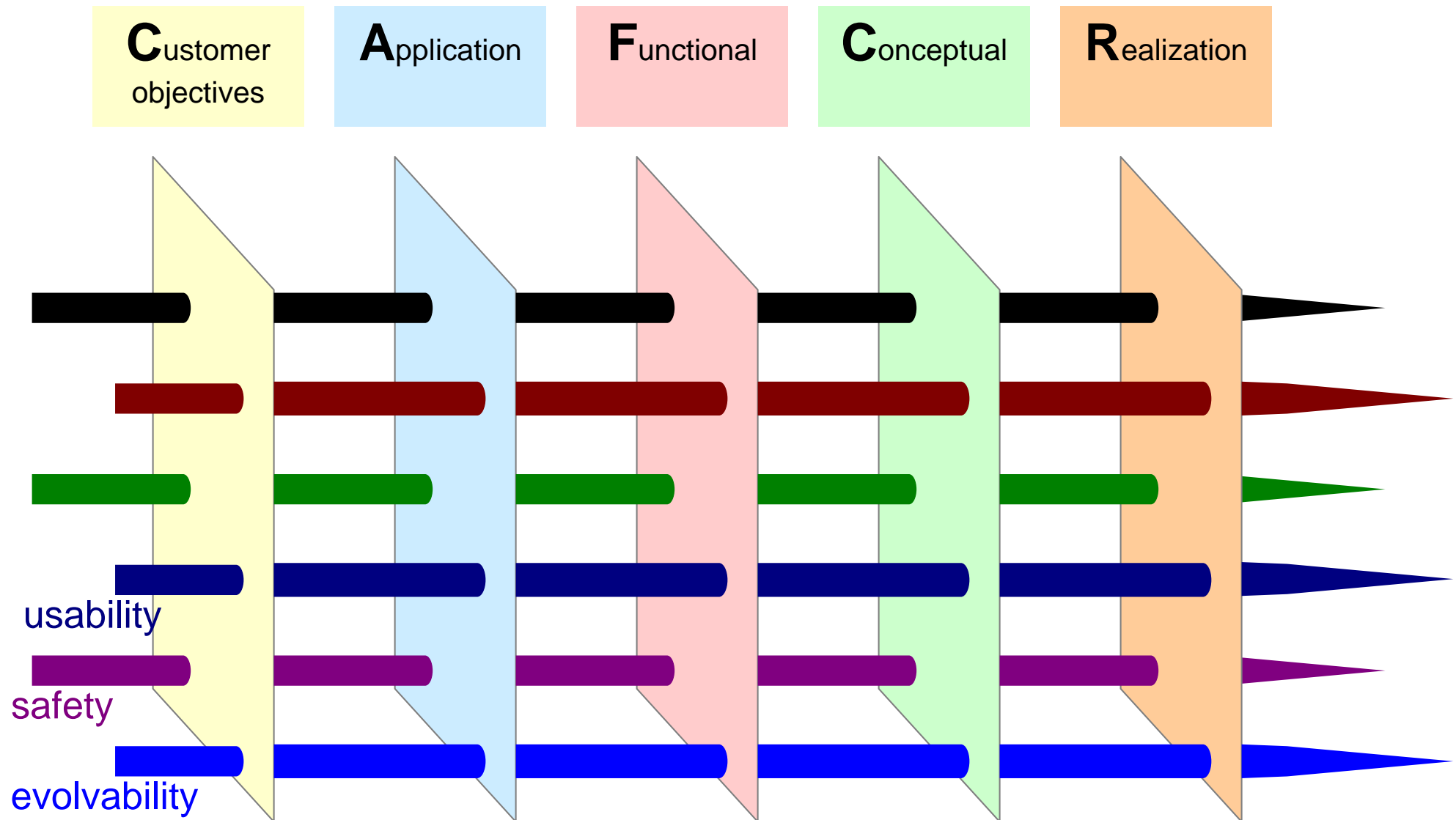
### Distribution

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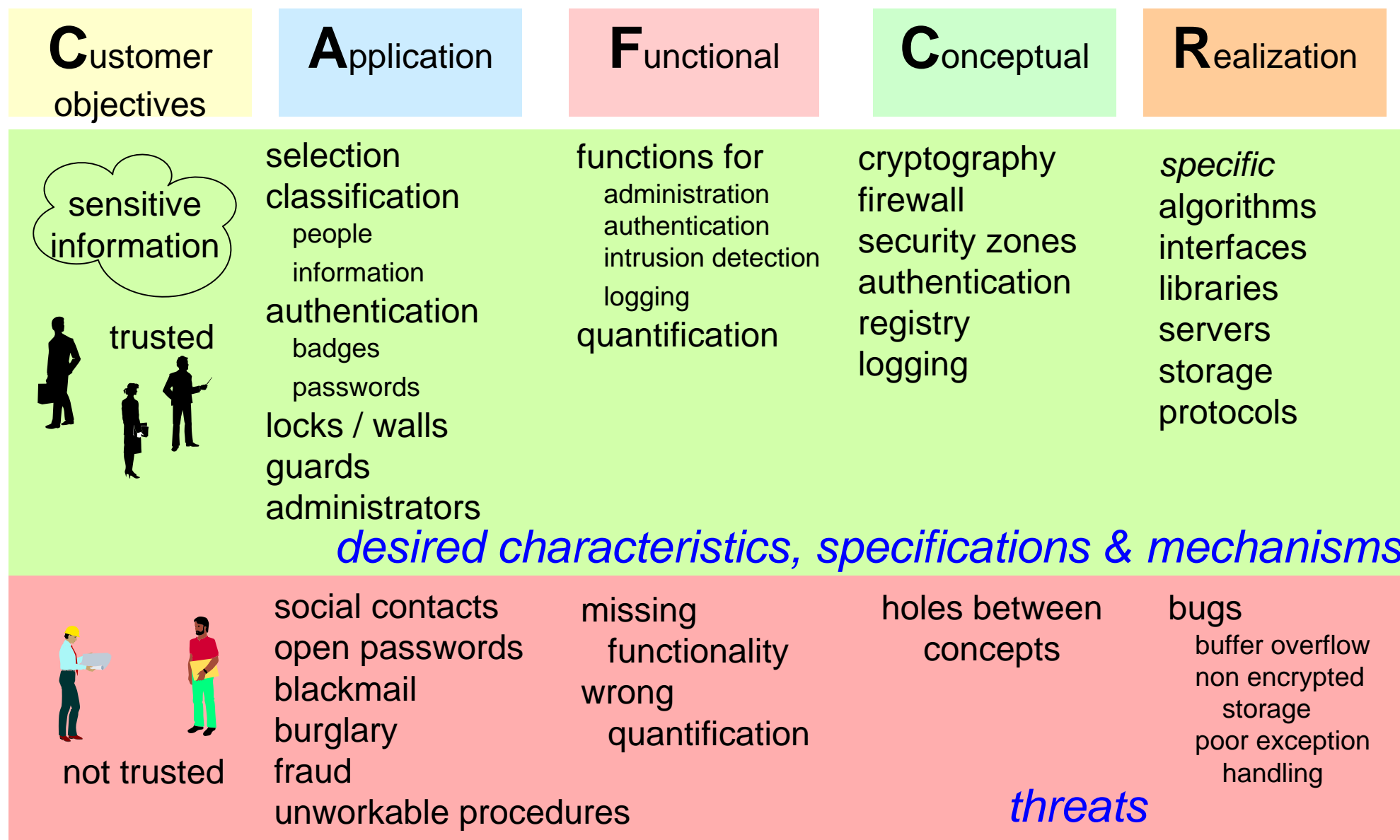
April 3, 2023  
status: finished  
version: 1.3



# Quality needles as generic integrating concepts



# Security as example through all views



# Quality Checklist

---

## usable

usability  
attractiveness  
responsiveness  
image quality  
wearability  
storability  
transportability

## dependable

safety  
security  
reliability  
robustness  
integrity  
availability

## effective

throughput or  
productivity

## interoperable

connectivity  
3<sup>rd</sup> party extendible

## liable

liability  
testability  
traceability  
standards compliance

## efficient

resource utilization  
cost of ownership

## consistent

reproducibility  
predictability

## serviceable

serviceability  
configurability  
installability

## future proof

evolvability  
portability  
upgradeability  
extendibility  
maintainability

## logistics friendly

manufacturability  
logistics flexibility  
lead time

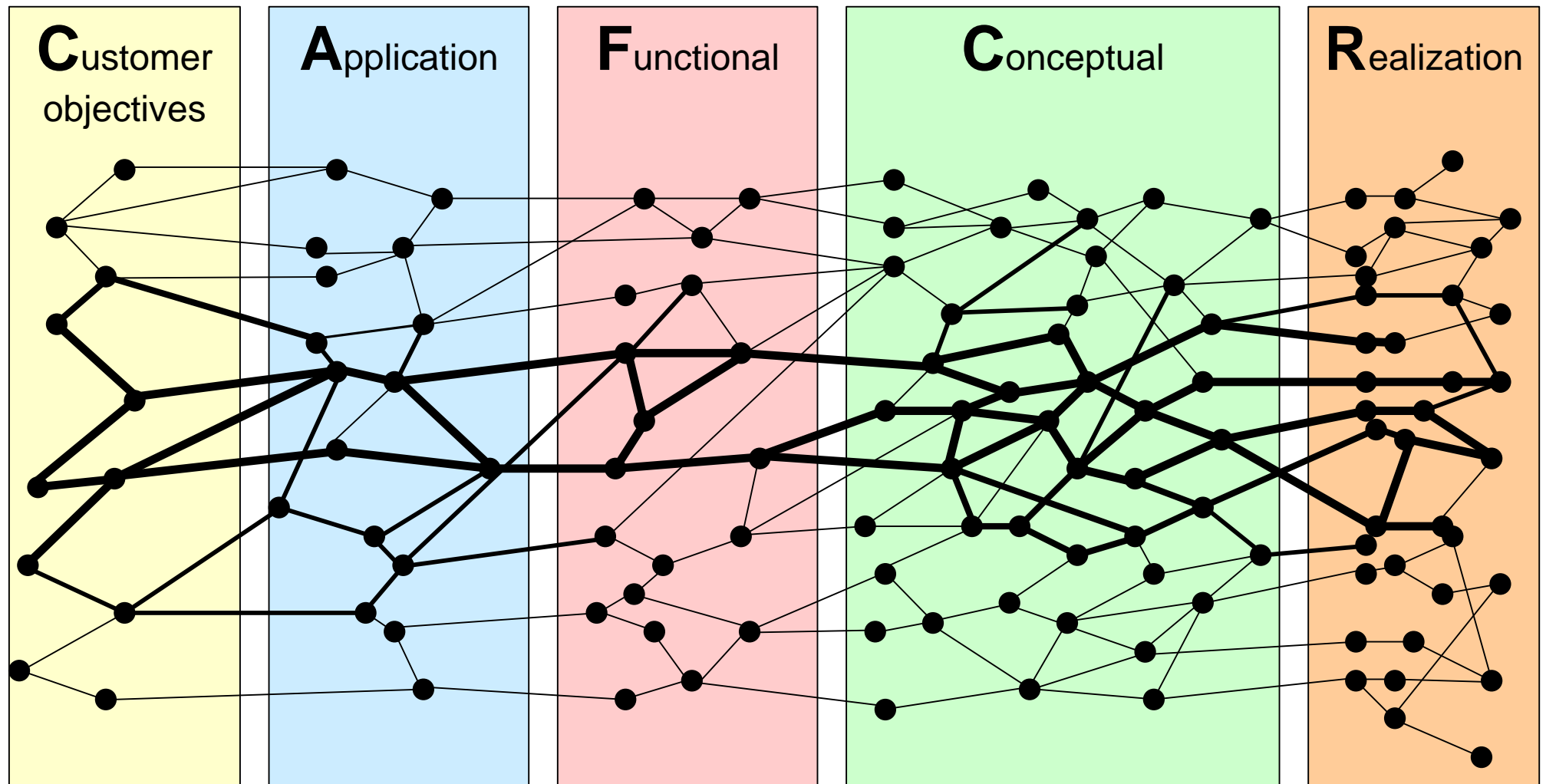
## ecological

ecological footprint  
contamination  
noise  
disposability

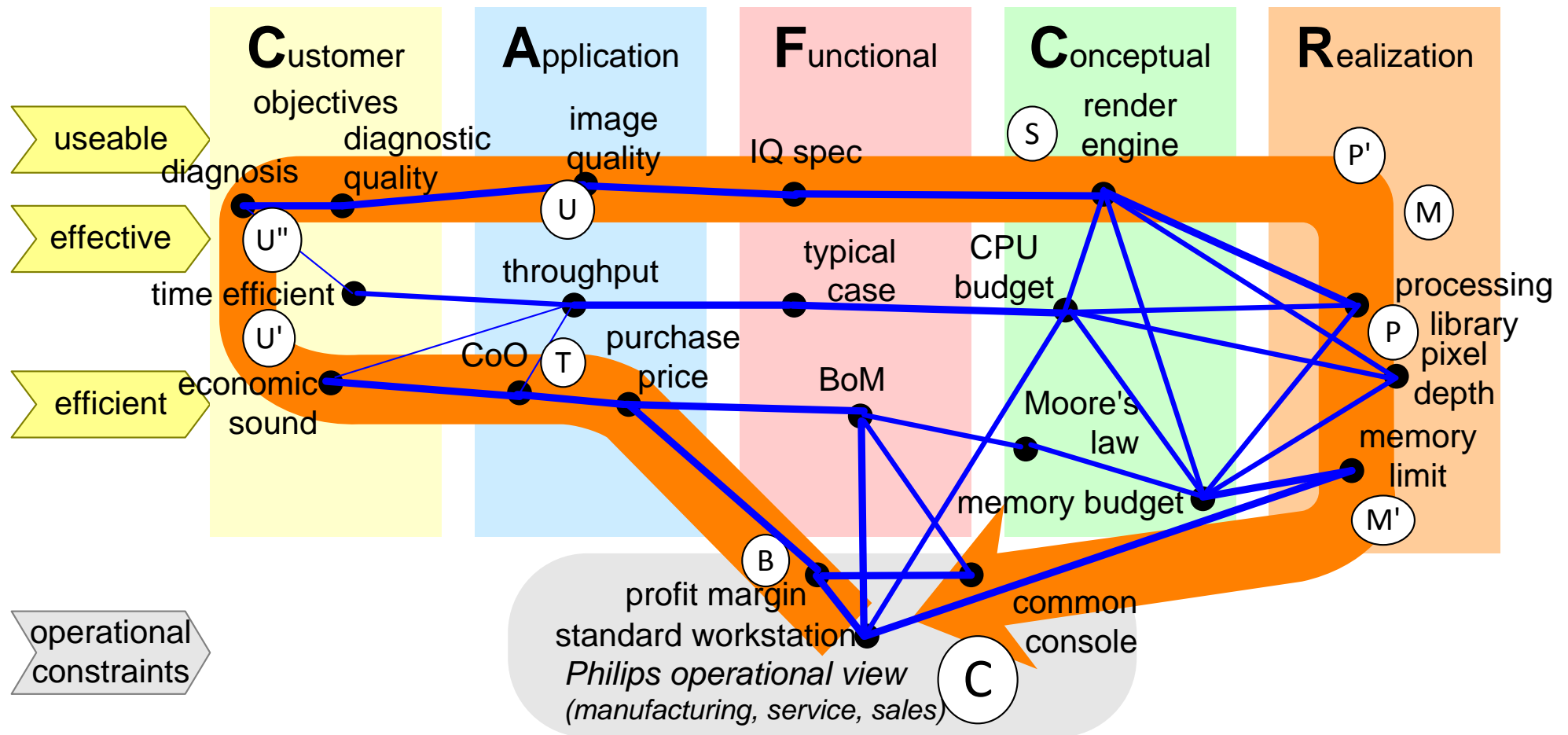
## down to earth attributes

cost price  
power consumption  
consumption rate  
(water, air,  
chemicals,  
et cetera)  
size, weight  
accuracy

# Thread of Reasoning



# Thread of Reasoning Example



cost revisited in context of clinical needs and realization constraints; note: original threads are significantly simplified

# Consolidating Architecture Overviews

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

e-mail: `gaudisite@gmail.com`

`www.gaudisite.nl`

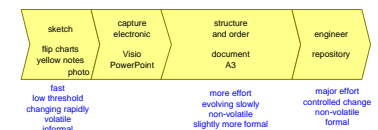
## Abstract

This presentation provides guidelines and means to capture architecture overviews. Main challenge is to maintain the overview across multiple views. Architecture Overview A3s One support multi-view. Another challenge is to make an overview accessible for a wide range of stakeholders. The architecture description should therefor be visualized such that it fits the mental model of the audience.

## Distribution

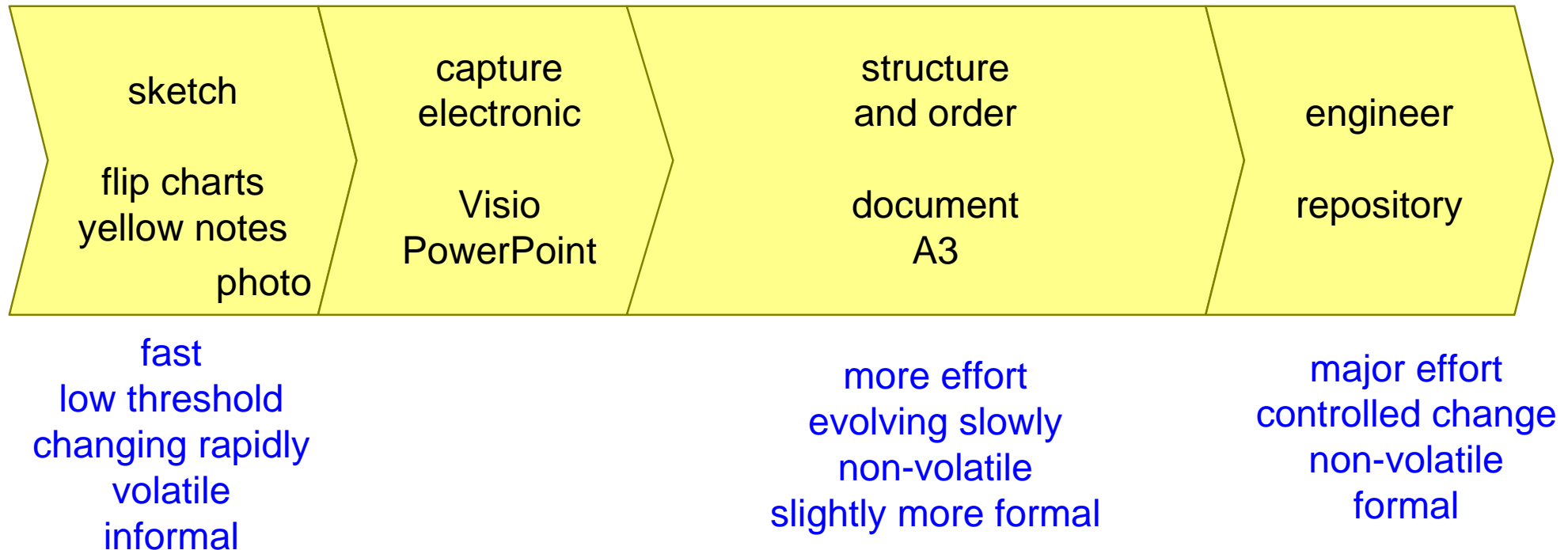
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April 3, 2023  
status:     preliminary  
draft  
version: 0.2



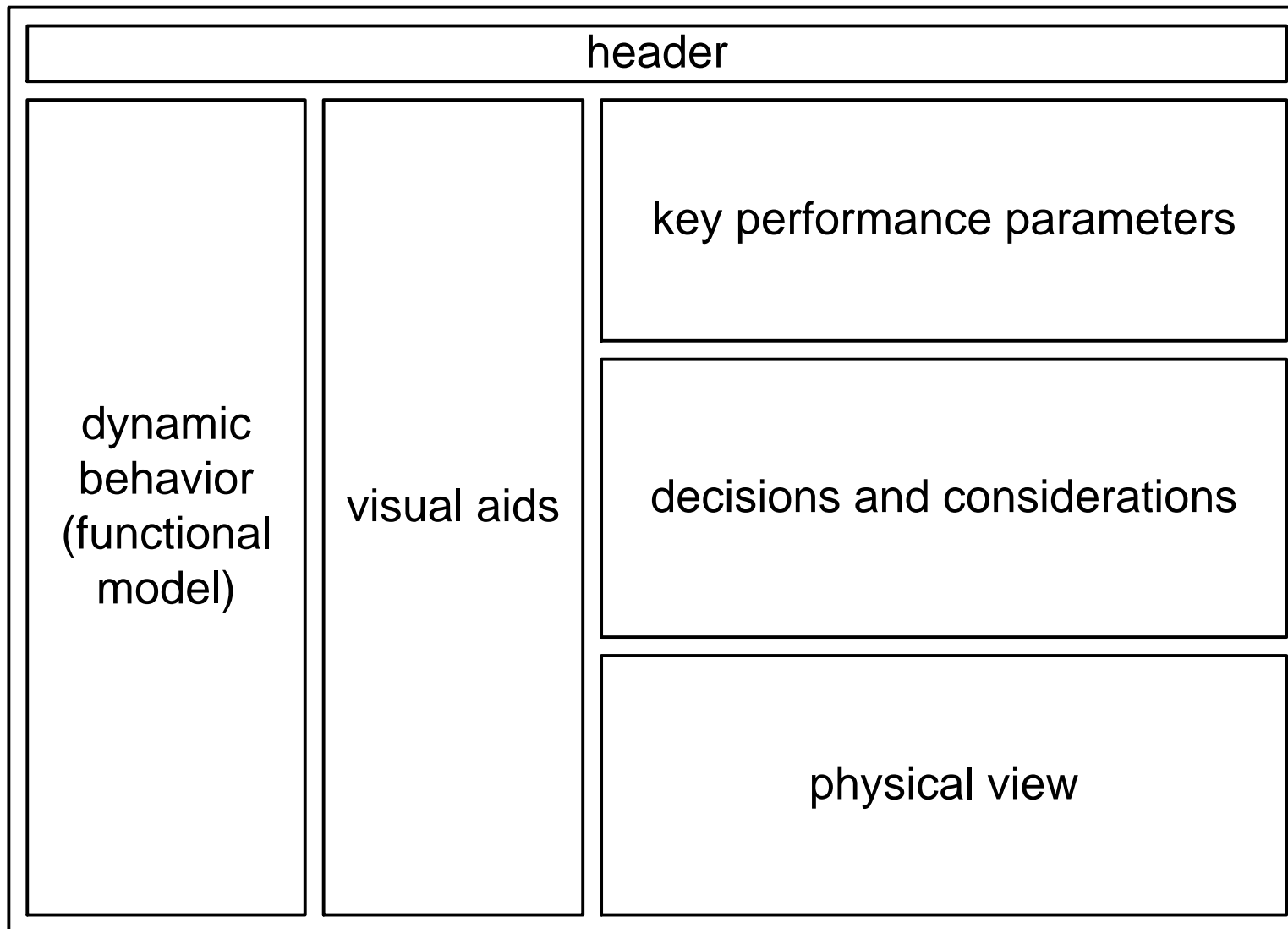
# Maturing an Architecture Description

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# Architecture Overview A3

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simplified from <http://www.gaudisite.nl/BorchesCookbookA3architectureOverview.pdf>

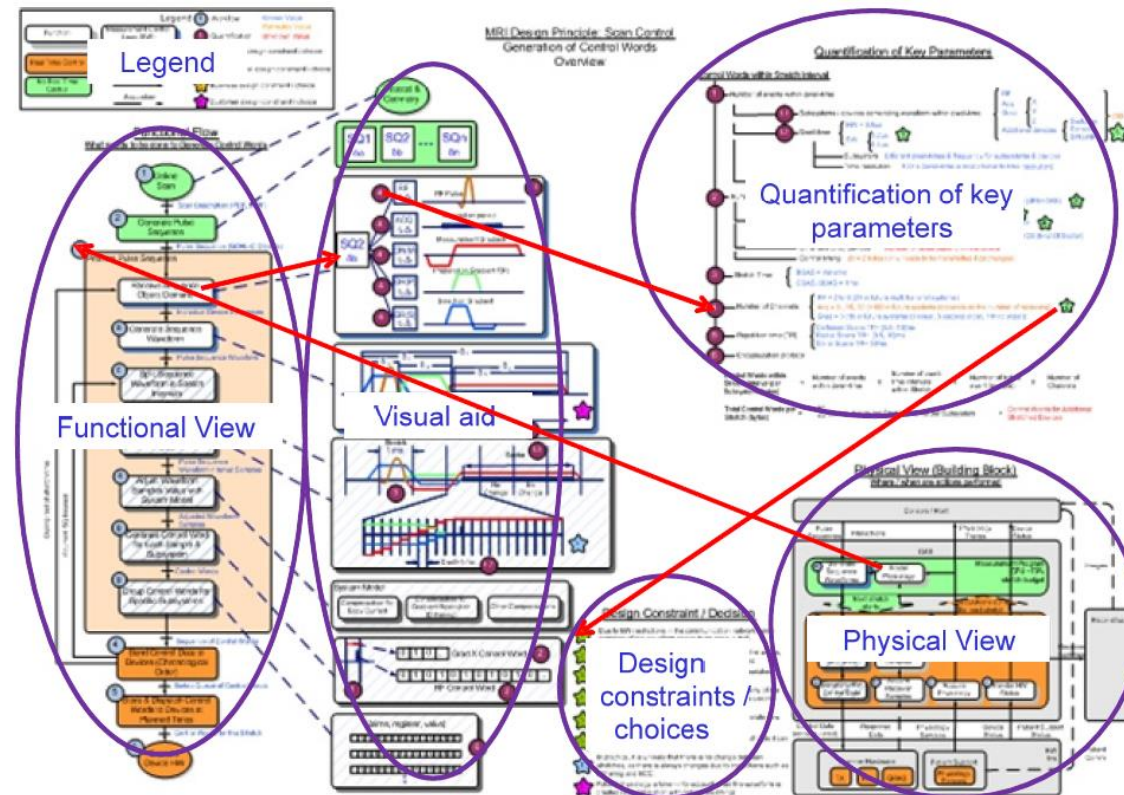
# A3s to Capture Architecture Overviews

multiple related views

quantifications

one topic  
per A3

capture  
"hot" topics

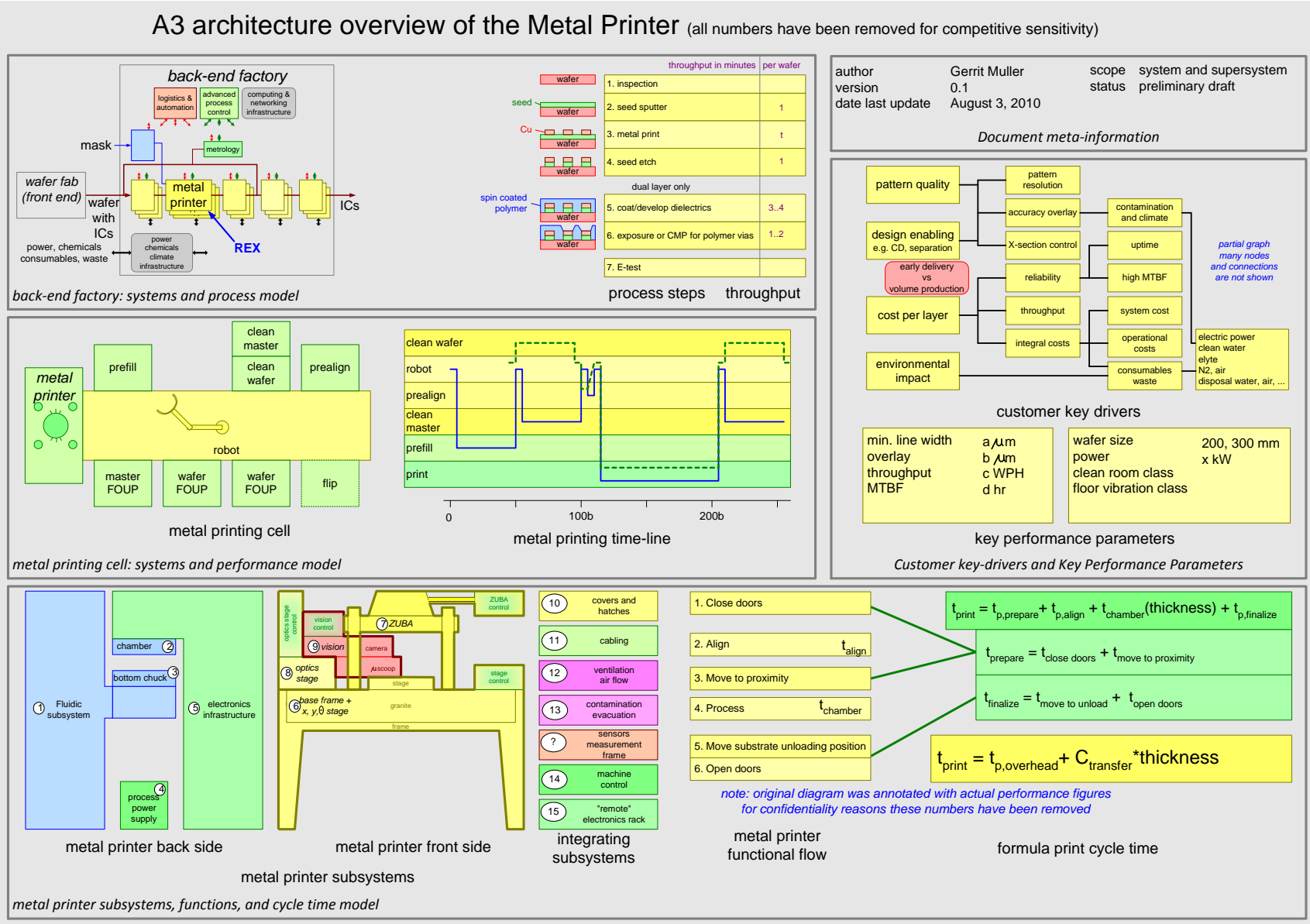


source: PhD thesis Daniel Borches <http://doc.utwente.nl/75284/>

digestable  
(size limitation)

practical  
close to stakeholder experience

# Example of A3 Architecture Overview

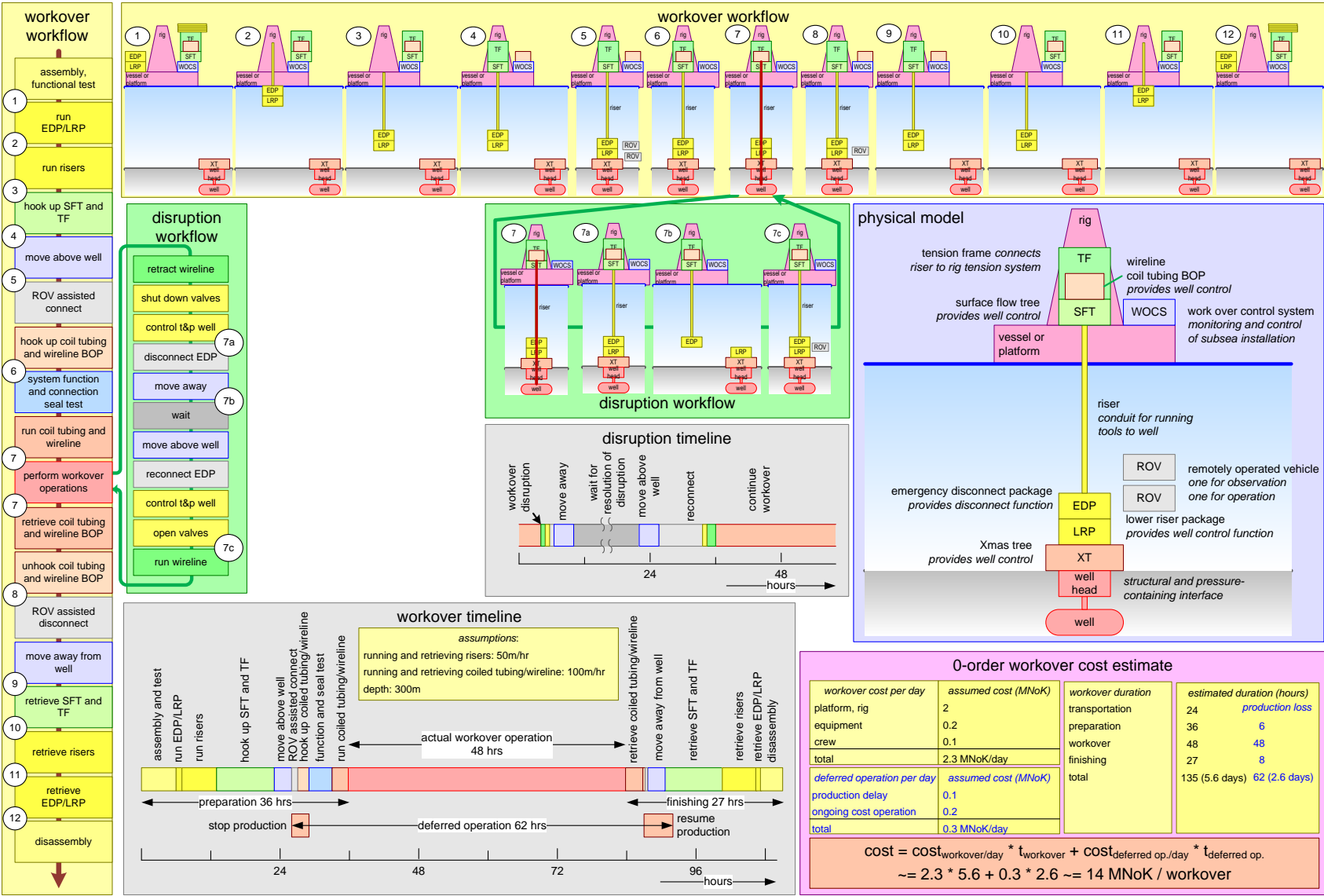


# Example of SubSea A3 Architecture Overview

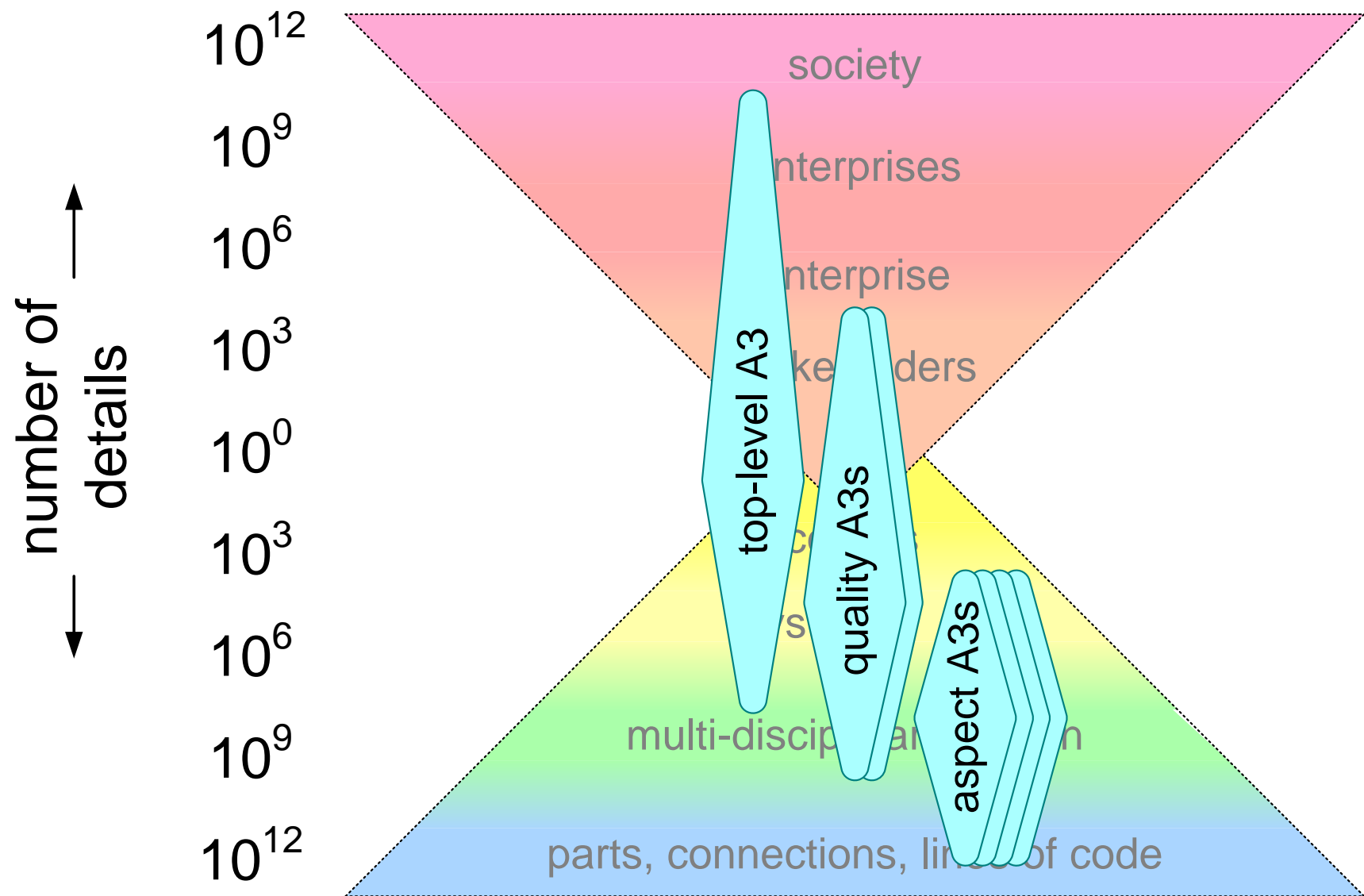
Workover operation; architecture overview

This A3 based on the work of SEMA participants: Martin Moberg<sup>a</sup>, Tormod Strand<sup>b</sup>, Vazgen Karlsen<sup>c</sup>, and Damien Wee<sup>d</sup>, and the master project paper by Dag Jostein Klever<sup>e</sup>. <sup>a</sup>Aker Solutions, <sup>f</sup>FMC Technologies

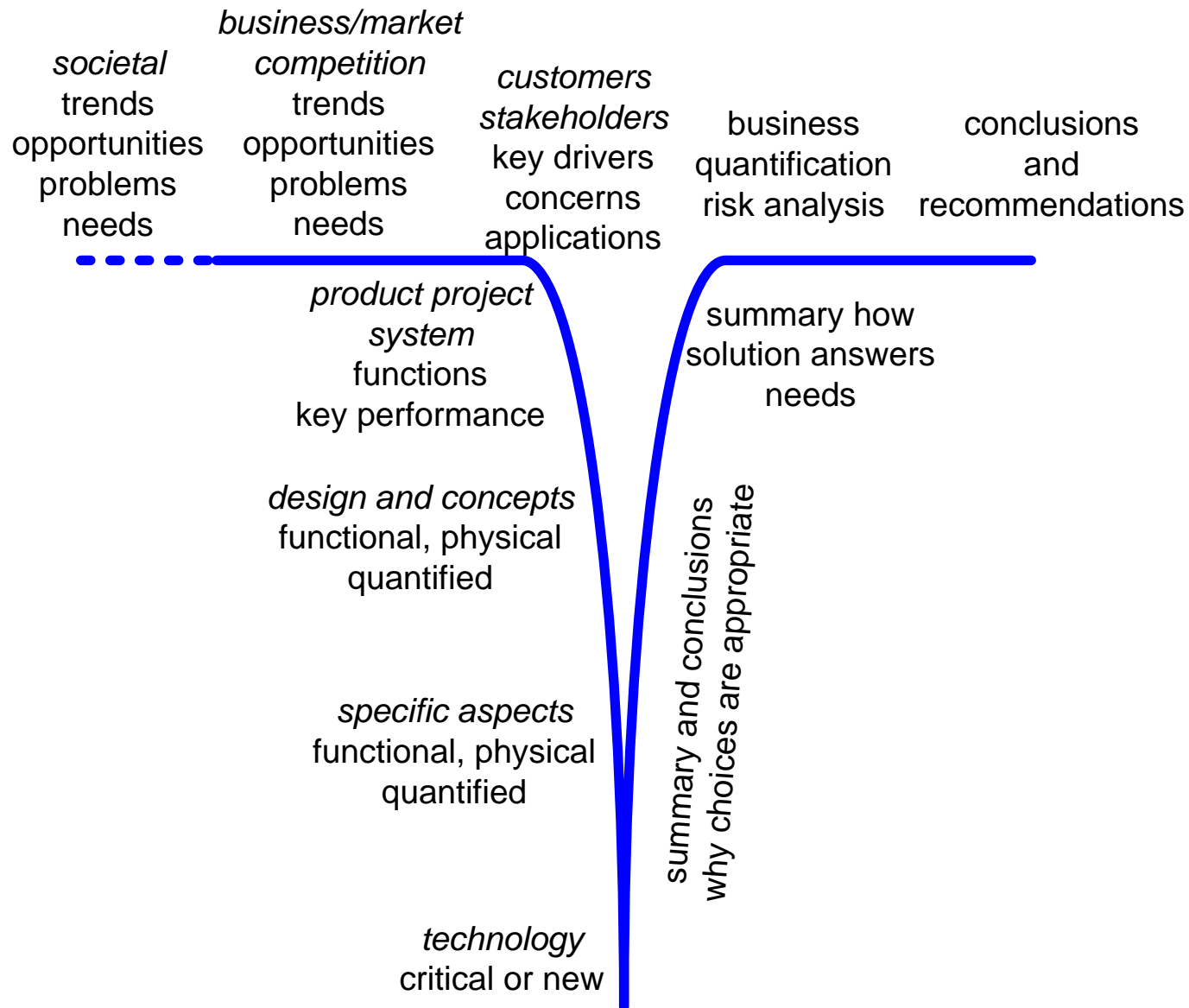
version 2.2 Gerrit Muller



# Multiple Levels of A3s



# T-shape Presentation



1.1 One of several prerequisites for architecture creative synthesis is the definition of **5-7 specific key drivers** that are critical for success, along with the rationale behind the selection of these items

2.1. The essence of a system can be captured in about **10 models/views**

2.2. A **diversity** of architecture descriptions and models is needed: languages, schemata and the degree of formalism.

2.3. The level of **formality** increases as we move closer to the implementation level.

from <http://www.architectingforum.org/bestpractices.shtml>

**Capture** your work done during the course, e.g. **make photos** of the flip charts.

Make a list of **questions**, **assumptions**, biggest **uncertainties** and **unknowns**

Make a list of **lessons learned**

Make a plan for the **homework**