Abstract
The architect plays an essential role in making solutions, which fit with the human measure. During the long product creation chain the human measure is easily lost.

The role of the architect is to integrate understanding of the customer world with know-how of the solution (technology) world. The architect quickly iterates many stakeholder viewpoints to achieve a satisfying solutions from many, seemingly conflicting, viewpoints.
Did you ever program a VCR?

A. [ ] depressed

B. [ ] desperate

C. [ ] hysteric
Product Creation Cycle

- Factory
- Retailer or Provider
- Product
- User
- Architect
- Project Leader
- Engineers
- Product documentation
- Design
Bridging the gap between Experience and Engineering

Humans

Sense, smell, feel

Experience

have

Emotions, Opinions

Architecting

From Fuzzy to SMART

Technology

Devices

use

Verifiers

Analyses, Definitions

Engineering

Architect and Human Measure; the integration role

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ETArchitecting

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The architecting approach

Understanding
  Why
Describing
  What
Guiding
  How

Do the right things

Do the things right
Task of the system architect

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

- **Customer**
  - What: Customer objectives
  - How: Application
- **Product**
  - What: Functional
  - How: Conceptual
- **Realization**
  - How: Integration

Key concepts:
- Context understanding
- Intention
- Objective driven
- Opportunities
- Constraint awareness
- Knowledge based

*Architect and Human Measure: the integration role*

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Guiding how

1. Functional Decomposition

2. Construction Decomposition

3. Allocation

4. Infrastructure

5. Choice of integrating concepts
Conclusion

Architect and Human Measure; the integration role

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MSmeddlerAndHeroes
Architect and Human Measure; the integration role

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CAFCRprofileSA
The architect maintains technical roots.