

# Communicating via CAFCR; illustrated by security example

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## Abstract

One of the main bottlenecks of developing complex products is communication between the many involved stakeholders. The "CAFCR" model is explained as one of the means to help communicating. The views of the "CAFCR" model are integrated amongst others by many qualities. This is illustrated by means of a mobile infotainment product and zooming in on the quality security.

The bilateral communication is analyzed and the importance of interaction for fruitful communication is explained

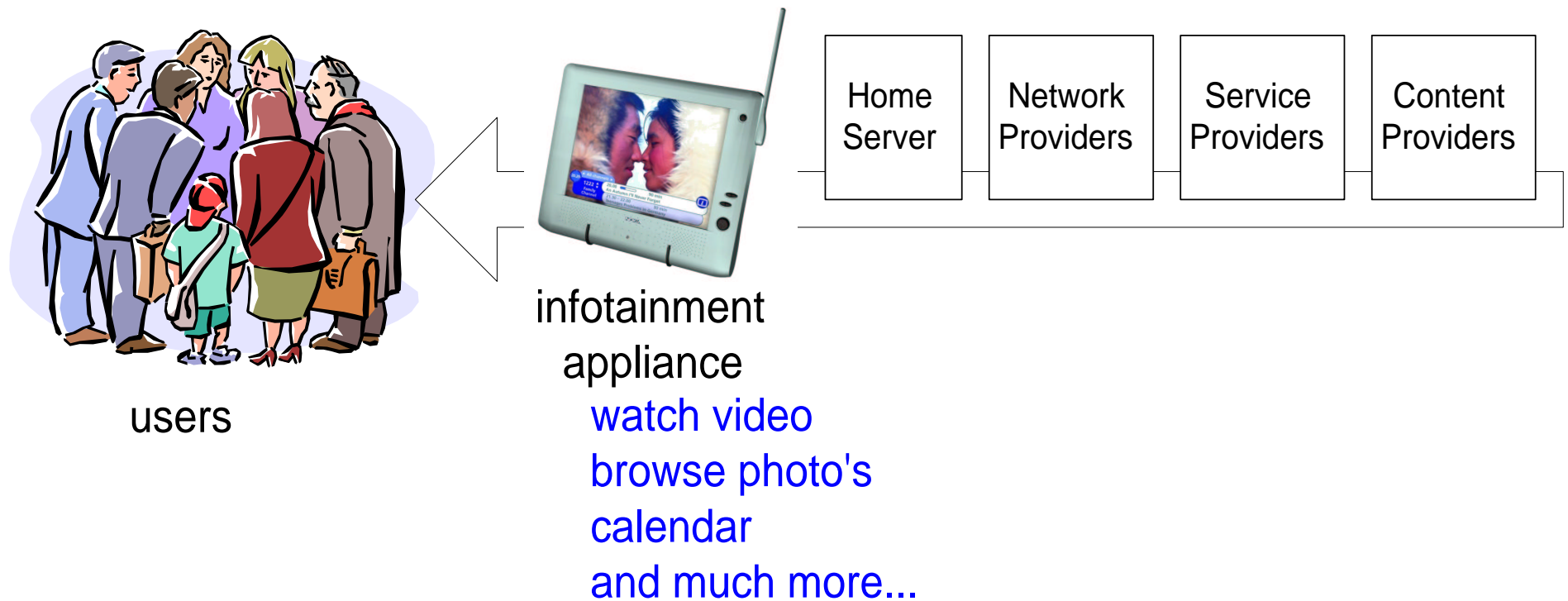
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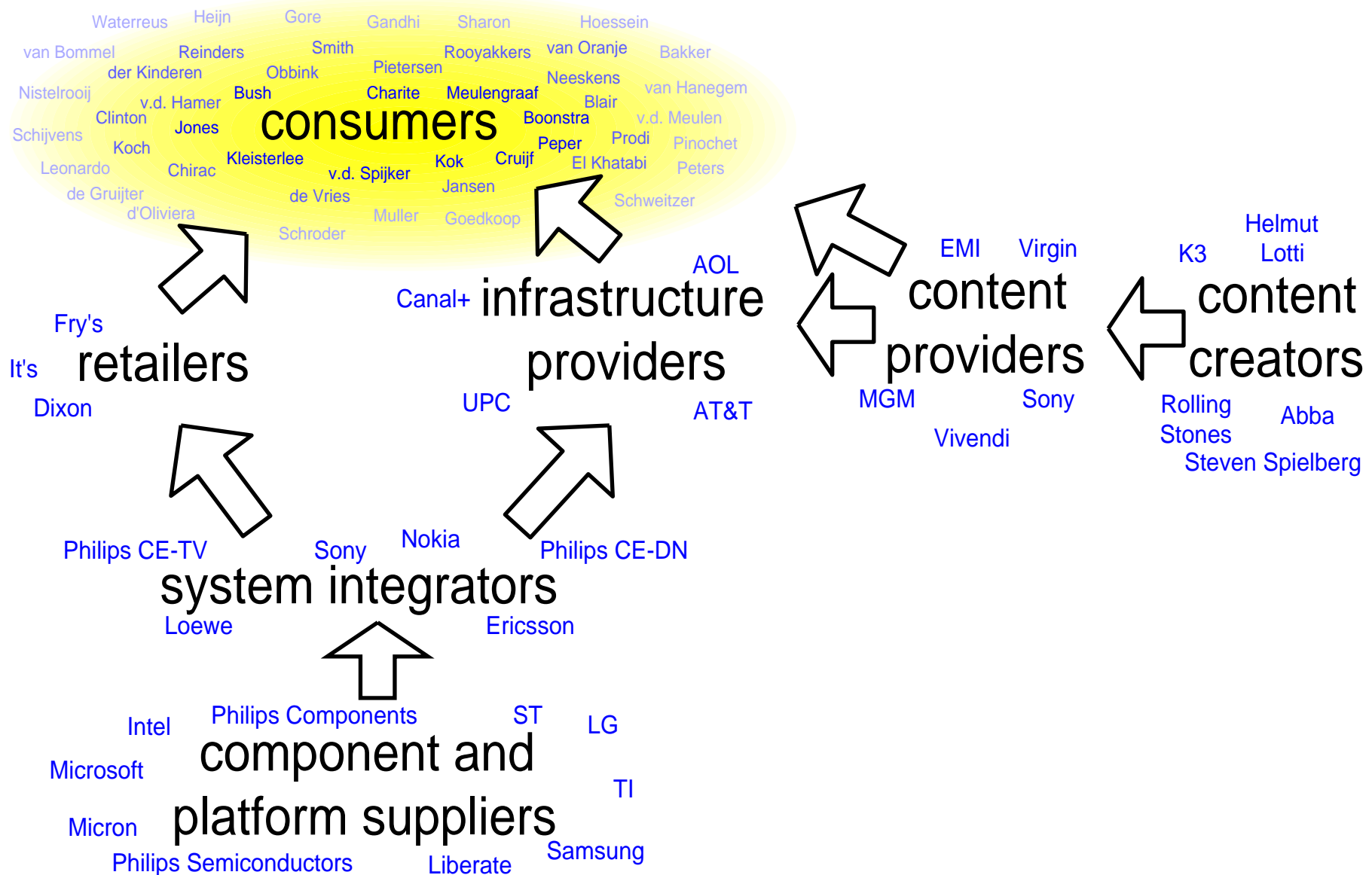
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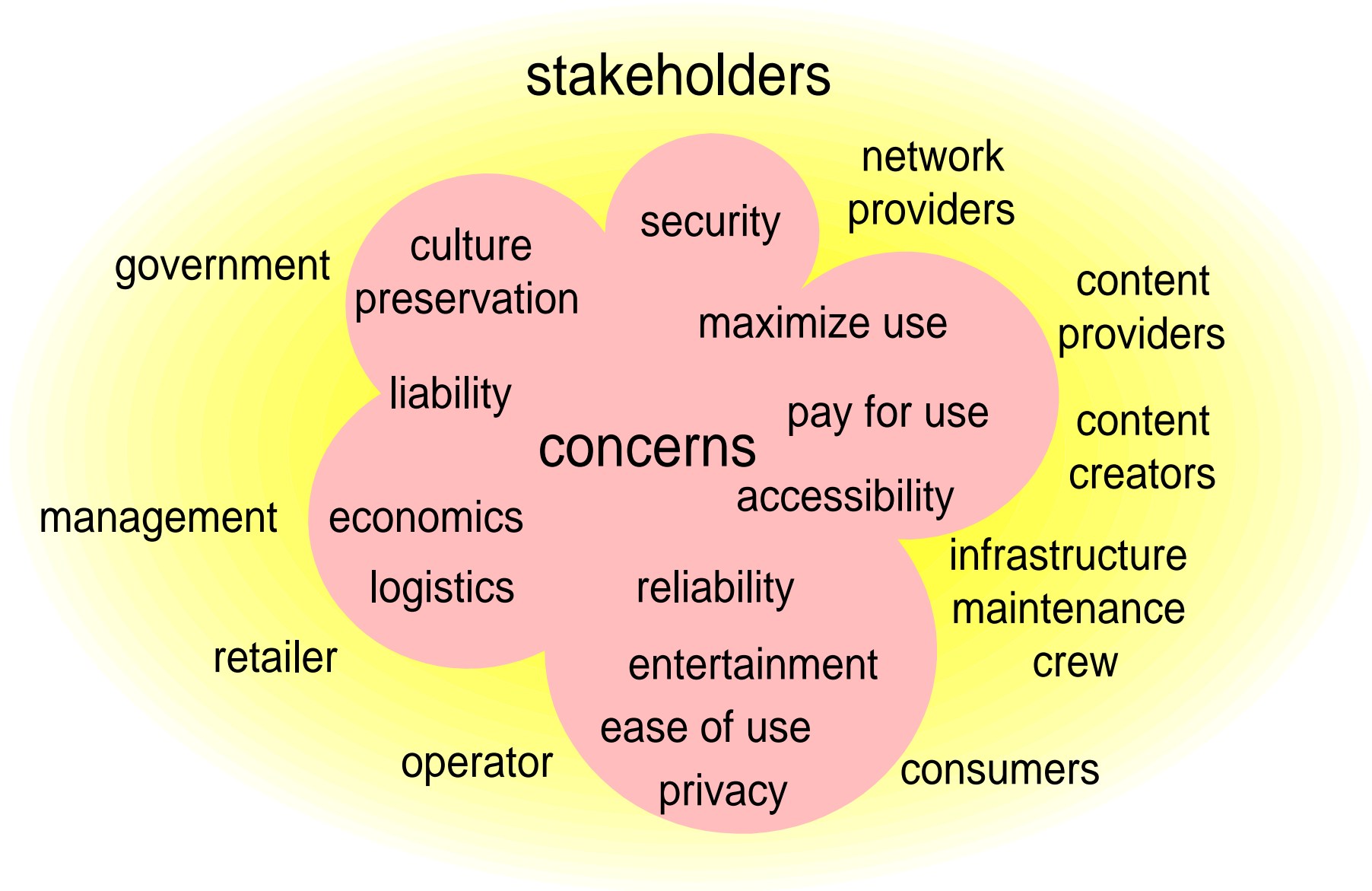
# Example product: mobile infotainment



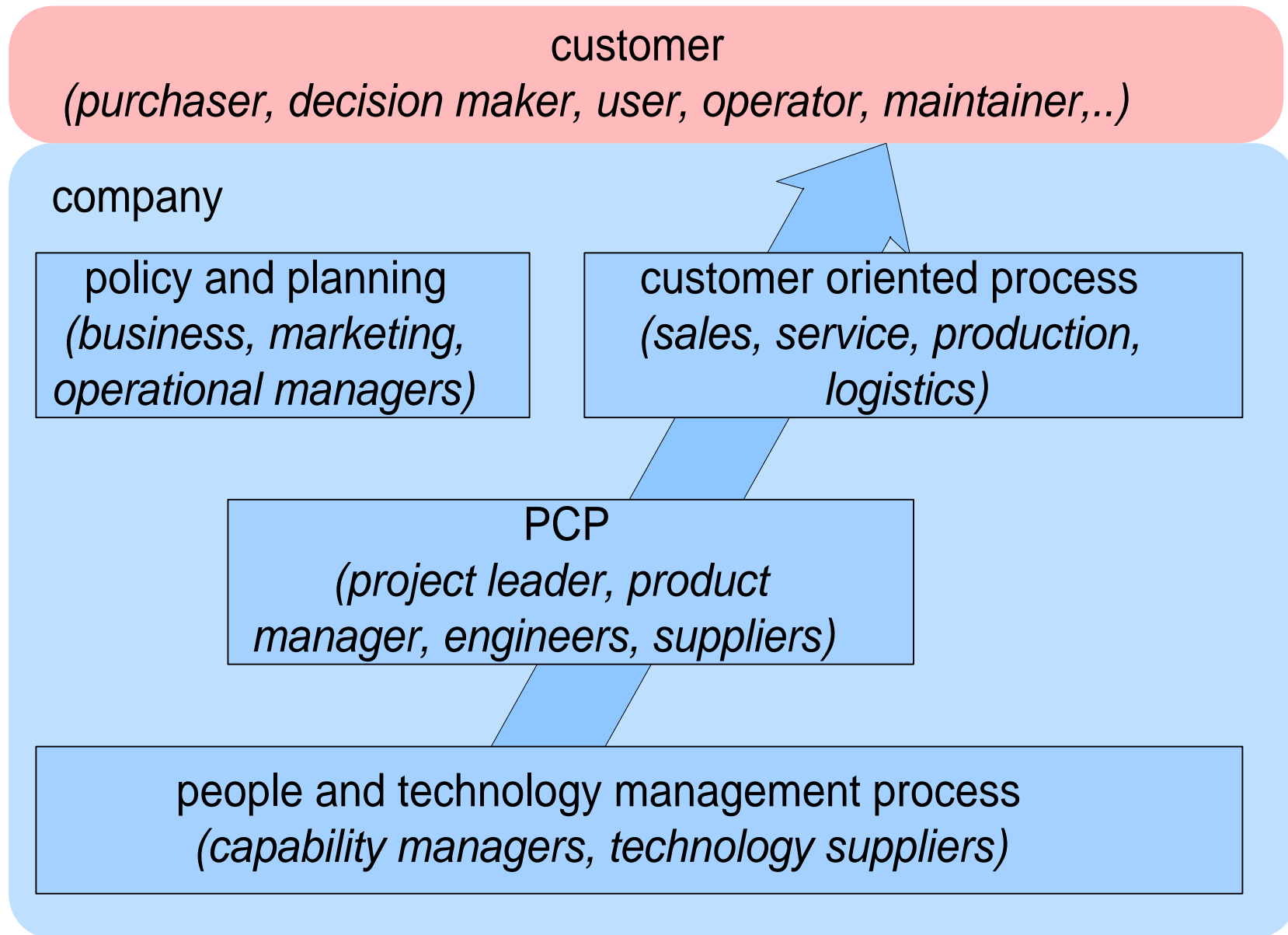
# Value chain



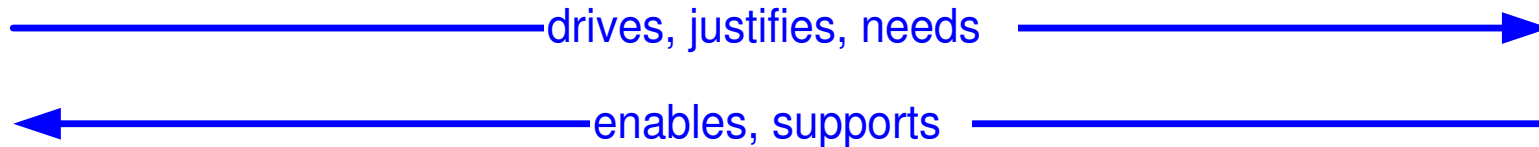
# Stakeholders and concerns



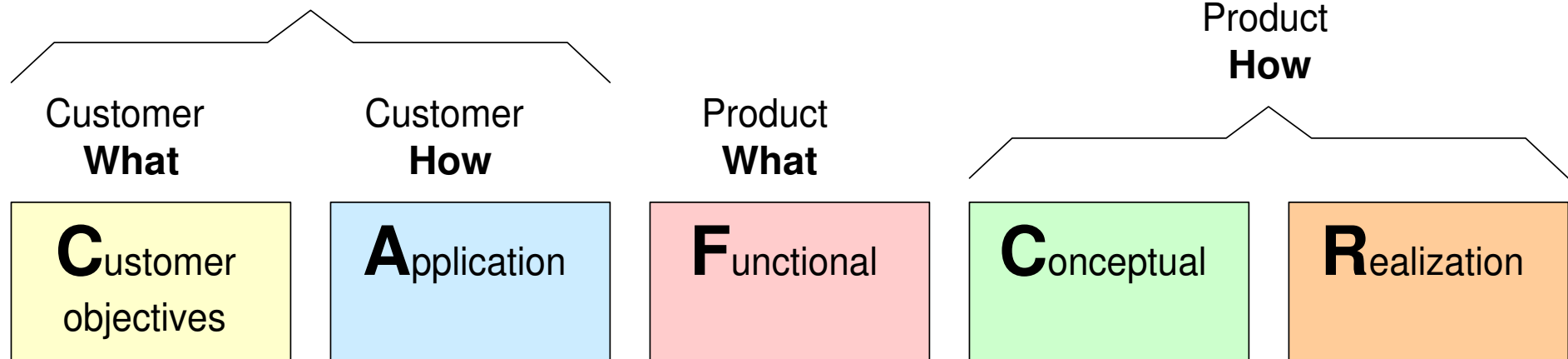
# Internal stakeholders



# The "CAFCR" model

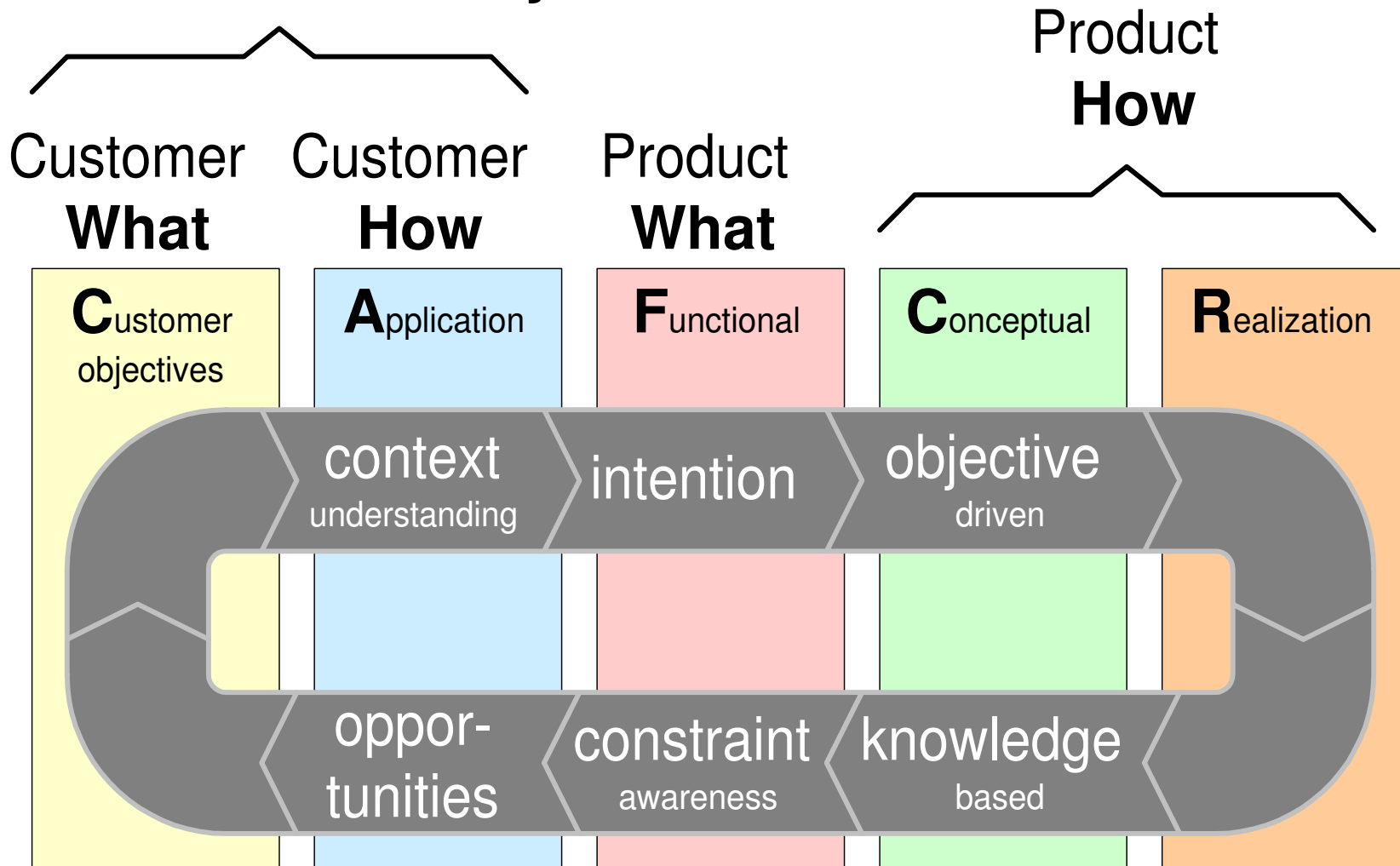


**What** does Customer need  
in Product and **Why?**

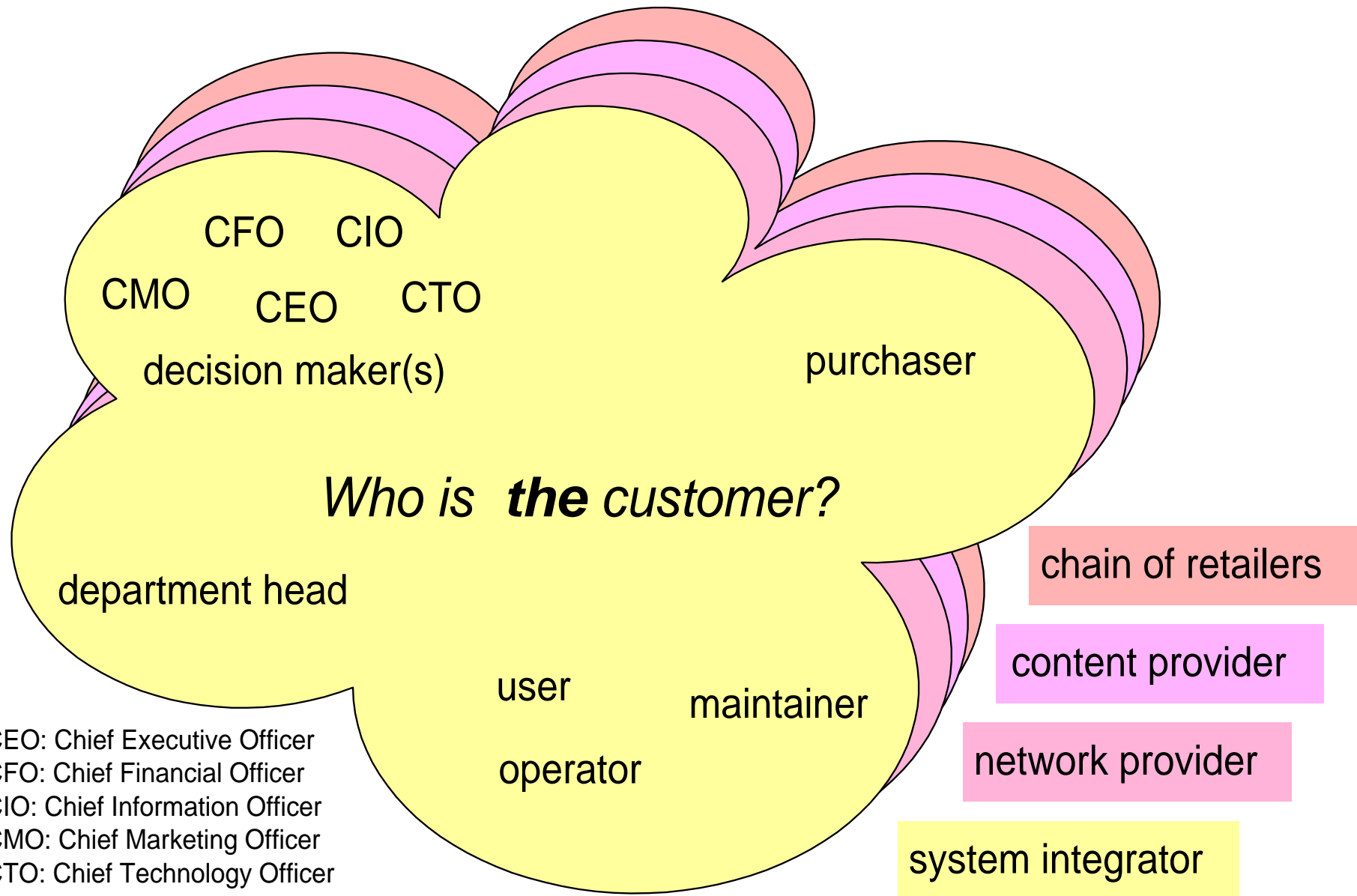


# Integrating CAFCR

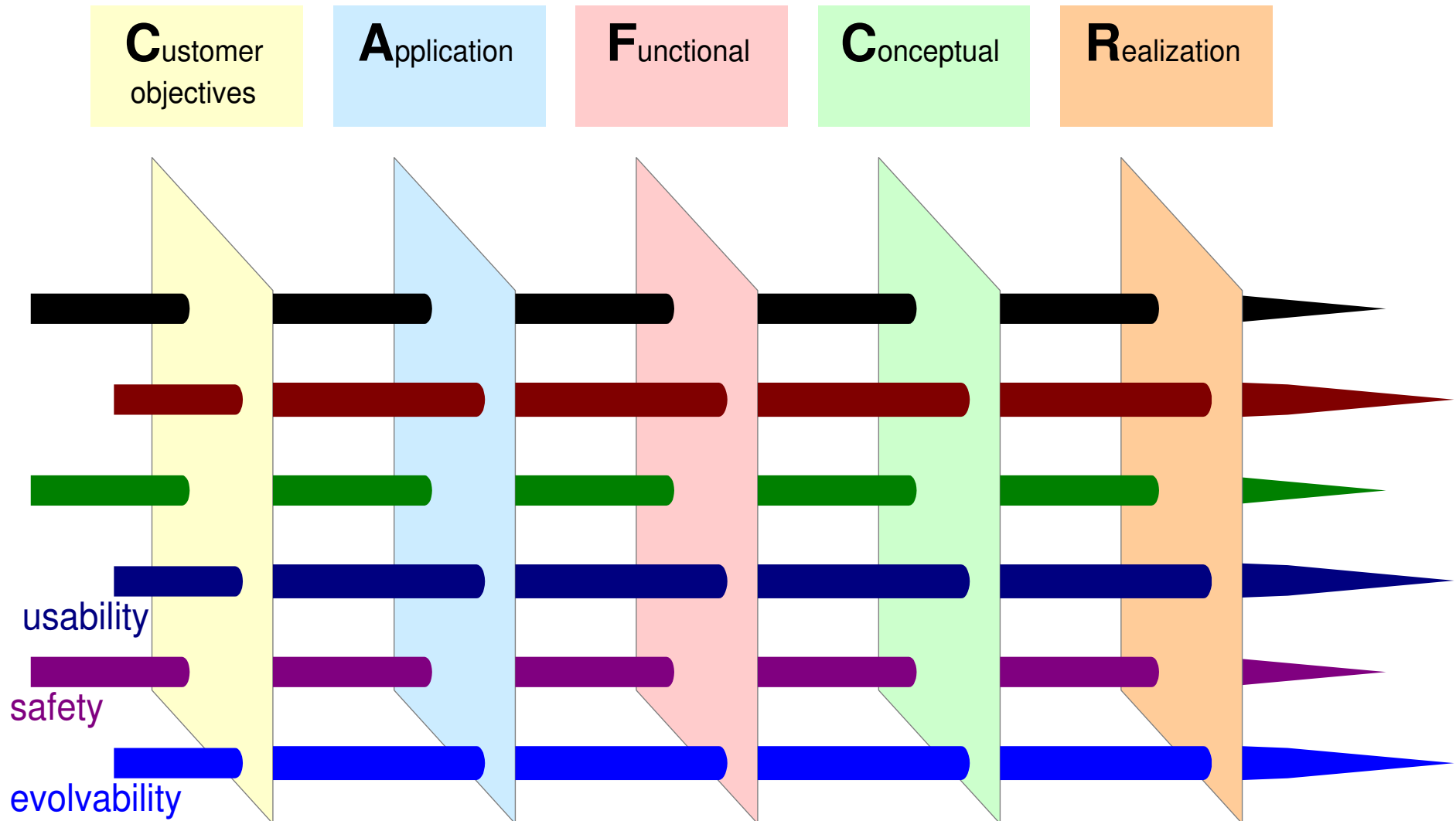
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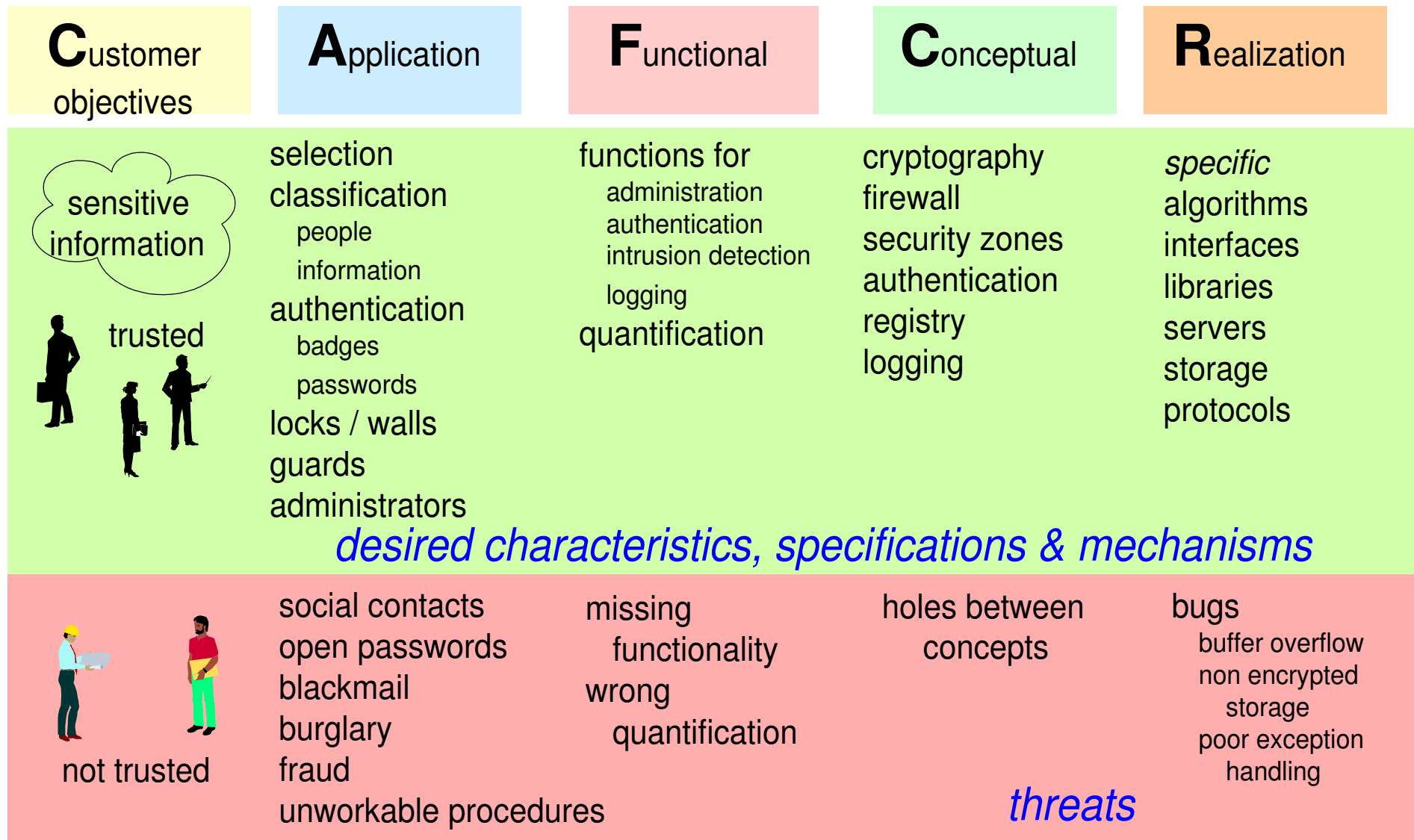
# The abstracted customer



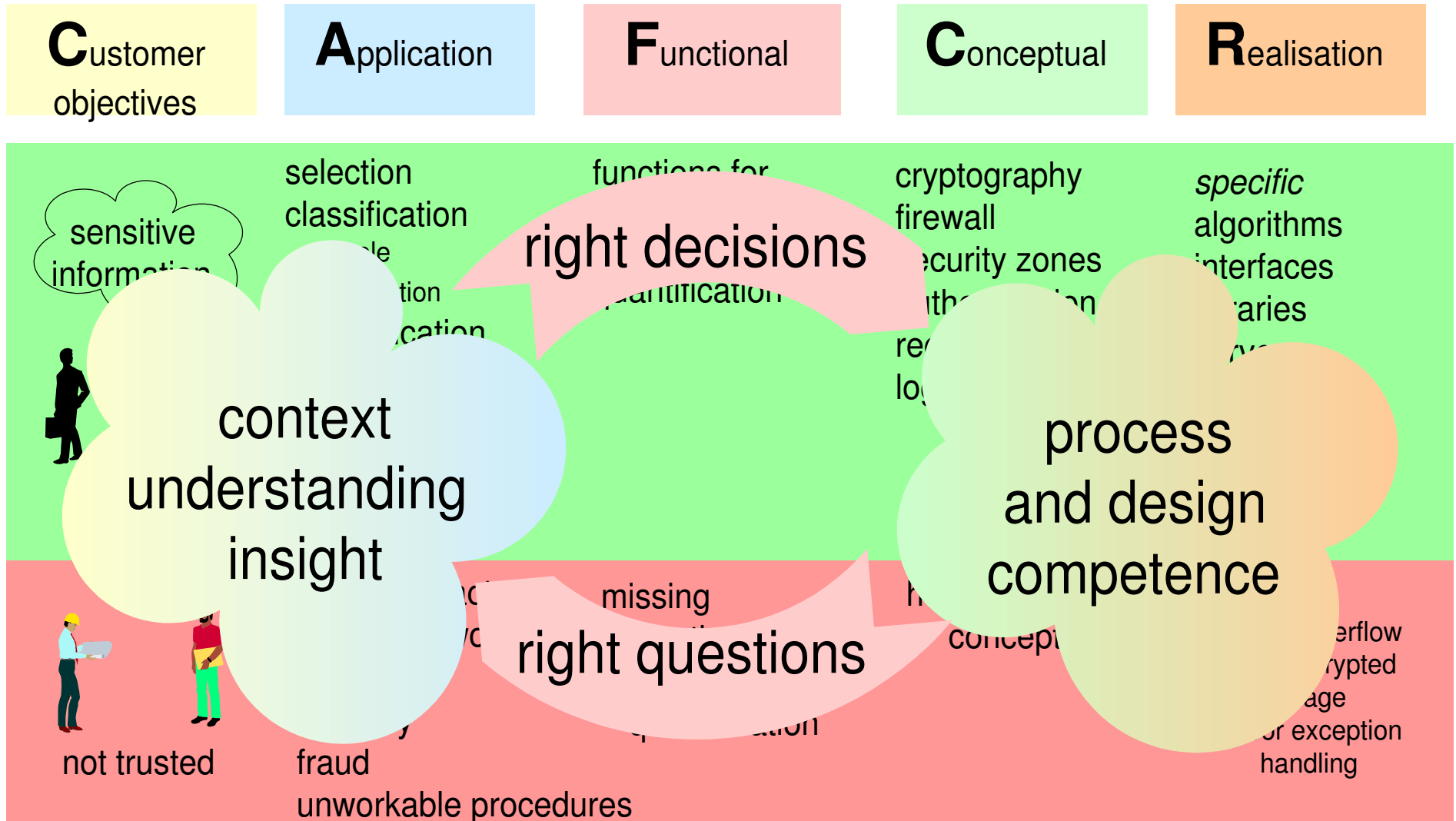
# Quality needles as generic integrating concepts



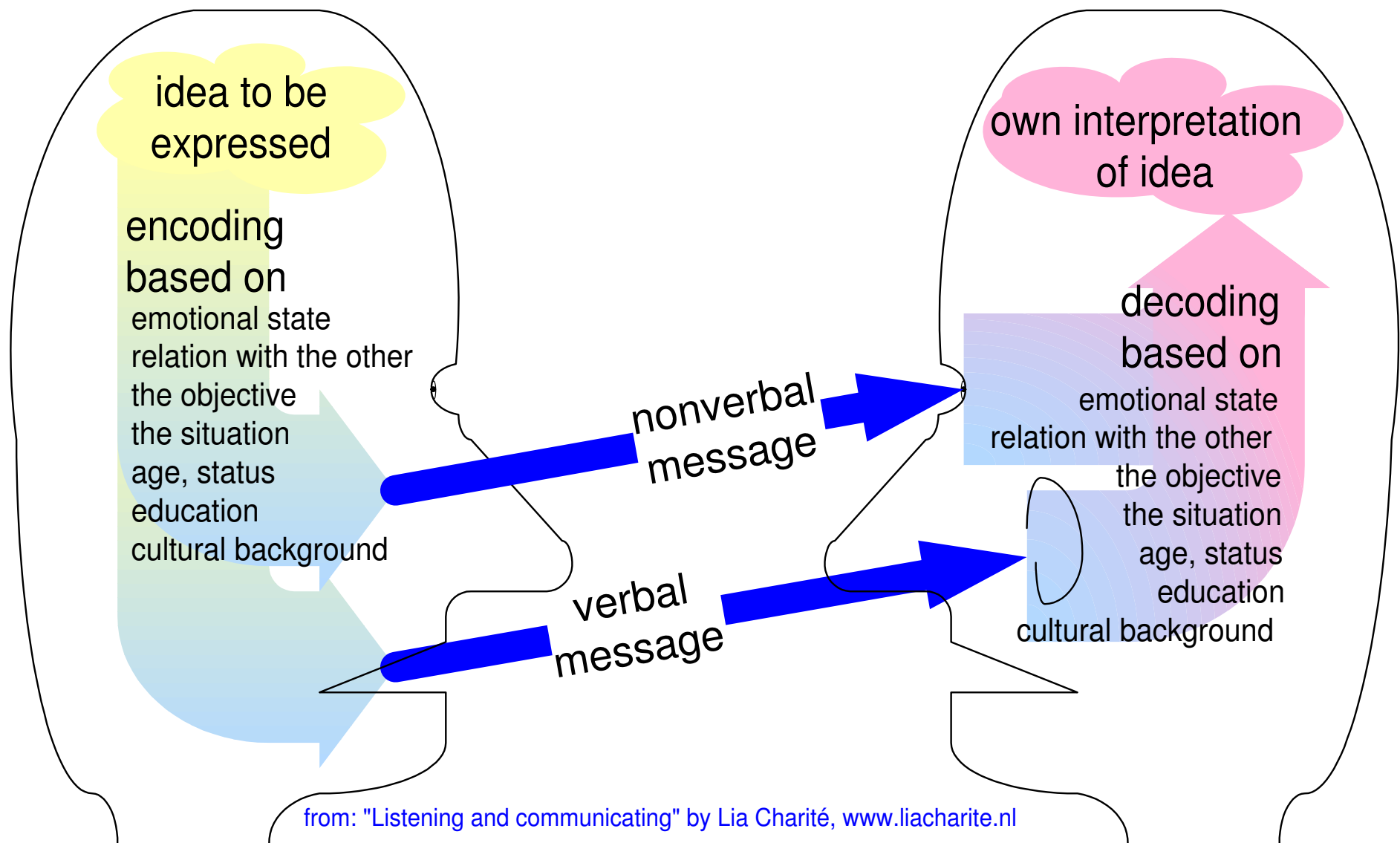
# Security as example through all views



# Role of the views

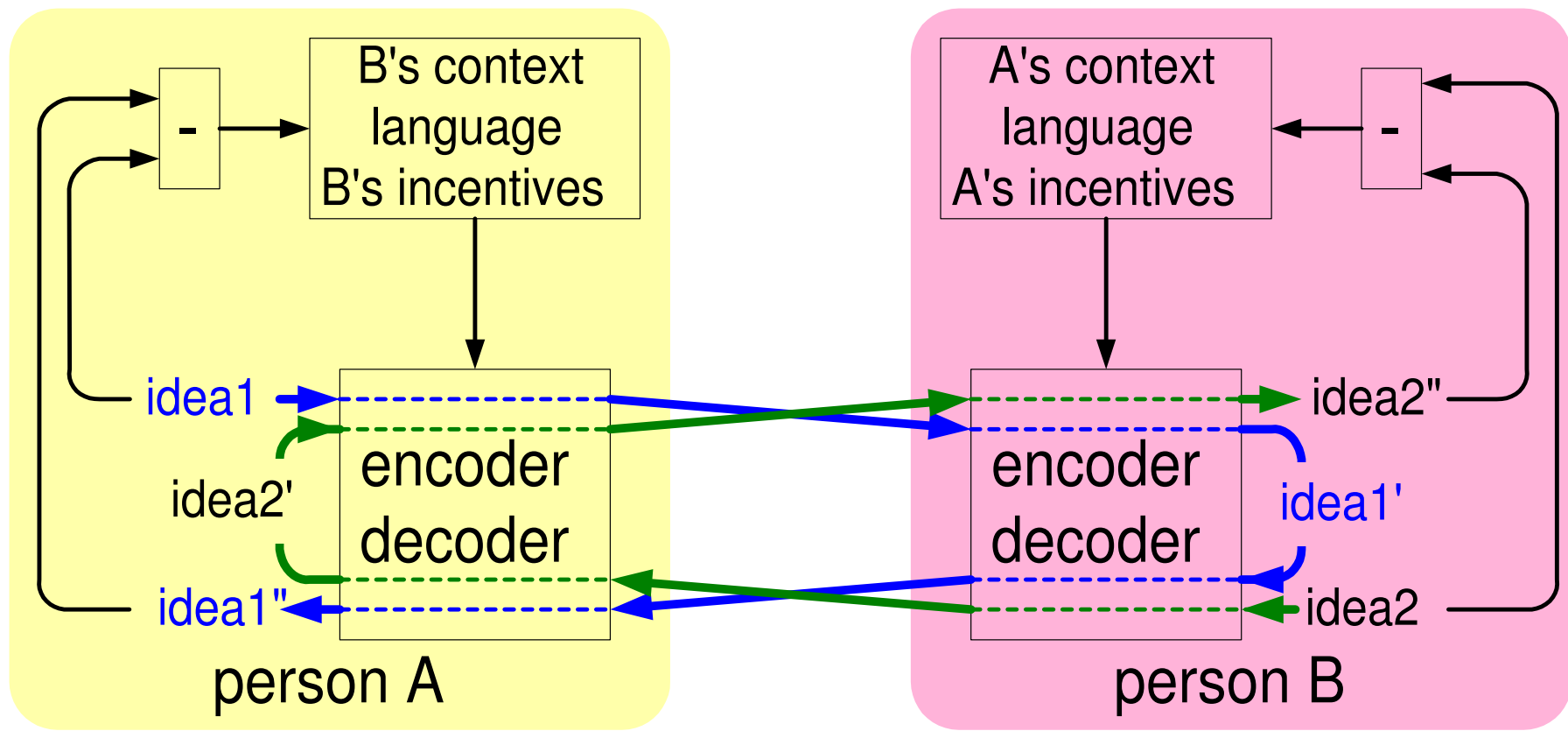


# Active listening: the art of the receiver to decode the message

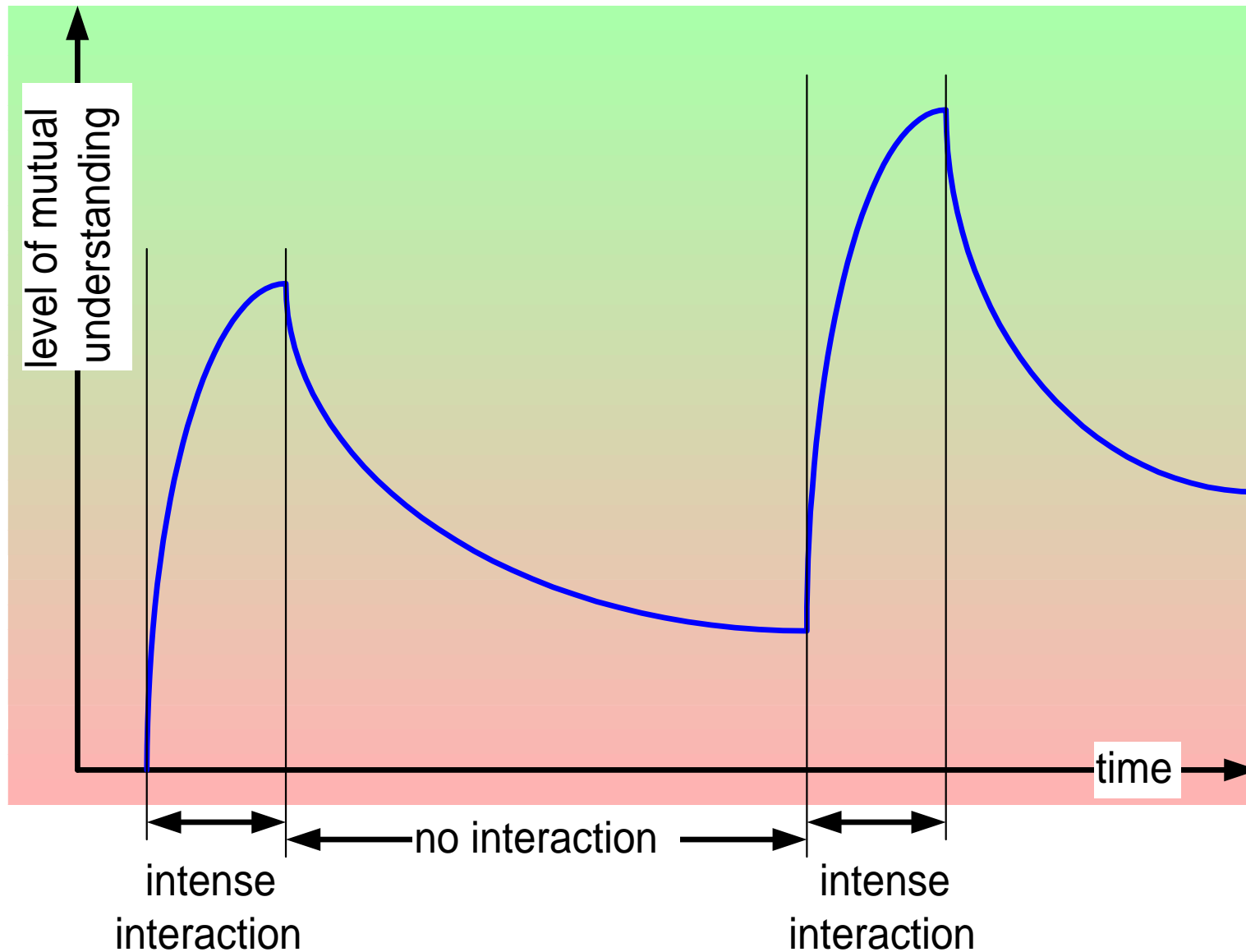


# Intense interaction needed for mutual understanding

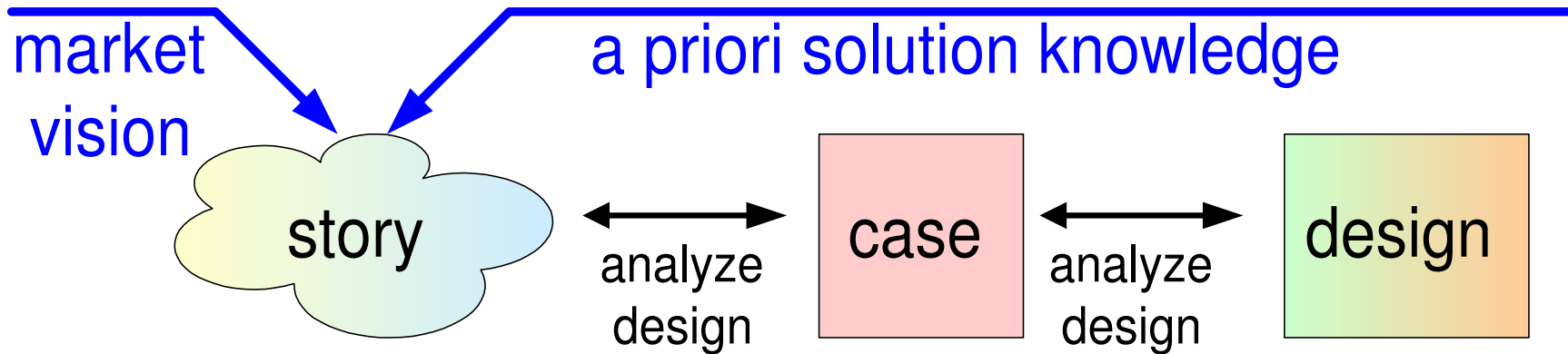
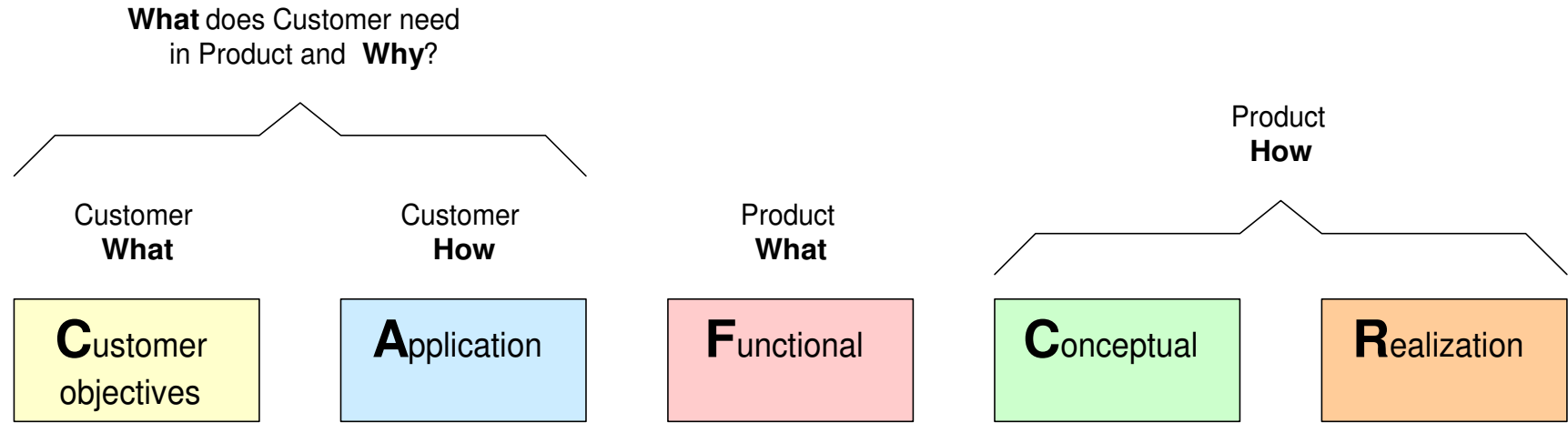
to calibrate:  
repeat many times with different  
examples, illustrations, and explanations



# Mutual understanding as function of time



# Story telling method

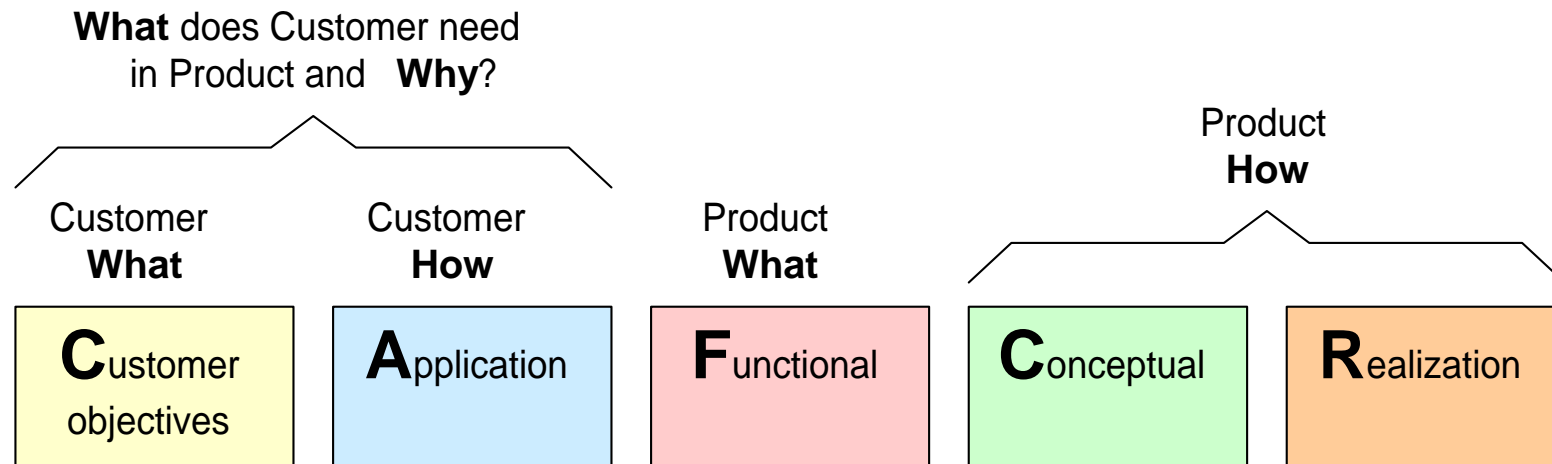


# How do these stakeholders communicate?

stakeholder	primary thought	threat
consumer	privacy	kill usability
content provider	DRM, consumer == pirate	kill usability kill market
Chief Financial Officer	how to stay in control	kill usability
operational manager	result in time, accessibility	security
web engineer	PHP only supports alphanumerical password	poor password protection
crypto engineer	128 bit keys	no attention for key handling process

# Summary

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CAFCR, as shared reference, enables:

- + Positioning of concerns, problems and solutions
- + Checklists per view
- + Reasoning top down and bottom up