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.
Customer objectives overview

Customer objectives

Key drivers

Safety
- Reduce Accident rates
- Enforce law
- Improve Emergency Response

Effective Flow
- Reduce delay due to accident
- Improve average speed
- Improve total network throughput
- Optimise road surface
- Speed up target groups
- Anticipate on future traffic condition

Smooth Operation
- Ensure Traceability
- Ensure proper alarm handling
- Ensure system health and fault indication

Environment
- Reduce emissions

Derived application drivers
- Early hazard detection with warning and signalling
- Maintain safe road condition
- Classify and track dangerous goods vehicles
- Detect and warn non compliant vehicles
- Enforce speed compliance
- Enforce red light compliance
- Enforce weight compliance

value chain and business models

supplier map

suppliers:
- supplier 1
- supplier 2
- supplier 3
- supplier 4
- supplier 5

competitors or complementors?

The customer objectives view
version: 0.3
March 6, 2013
COVoverview
Example motorway management key drivers

Key-drivers

<table>
<thead>
<tr>
<th>Safety</th>
<th>Derived application drivers</th>
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<tbody>
<tr>
<td>Reduce accident rates</td>
<td>Early hazard detection</td>
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<td>Anticipate on future traffic condition</td>
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<tr>
<th>Effective Flow</th>
<th>Camera</th>
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<tr>
<td>Reduce delay due to accident</td>
<td>Automatic upstream accident detection</td>
</tr>
<tr>
<td>Improve average speed</td>
<td>Weather condition dependent control</td>
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<td>Improve total network throughput</td>
<td>Traffic speed and density measurement</td>
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<td>Optimize road surface</td>
<td>Deicing</td>
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<td>Speed up target groups</td>
<td>Traffic condition dependent speed control</td>
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<td>Reduce emissions</td>
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Requirements

- Automatic upstream accident detection
- Weather condition dependent control
- Traffic speed and density measurement
- Cameras
- Deicing
- Traffic condition dependent speed control

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

The customer objectives view

version: 0.3
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LWAvalueChain
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.