Methods to Explore the Customer Perspective

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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.
| **what** | story telling, scenario | [http://www.gaudisite.nl/info/StoryHowTo.info.html](http://www.gaudisite.nl/info/StoryHowTo.info.html) |
| **who** | stakeholders and concerns | humans organizations autonomous behavior emotions |
| **how** | system context diagram | human-made artifacts |
| **when** | timeline | from seconds to years |
| **where** | map | from nanometers to kilometers |
| **why** | customer key driver graph | [http://www.gaudisite.nl/info/KeyDriversHowTo.info.html](http://www.gaudisite.nl/info/KeyDriversHowTo.info.html) |
| **financial** | productivity model | money flow |
Scenario: Patient George

- 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

- Family Doctor
- Patient
- Referring Physician
- Nurse, operator
- Radiologist
- MRI scanner

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Stakeholders and concerns MRI scanner

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AVStakeholders
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MECPcontextDiagram
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MRworkflow

Workflow

request exam
schedule exam
perform exam
send report

receive patient
prepare patient
examine patient
release patient

patient undresses
move patient
position on table
attach coils
move into magnet
Clinical Information Flow

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MICAFclinicalInfoFlow
weeks view: from Complaint to Diagnosis

**functional flow**
- call family doctor
- visit family doctor
- call neurology department
- visit neurologist
- call radiology department
- examination itself
- diagnosis by radiologist
- report from radiologist to neurologist
- visit neurologist

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MRendToEndTimeLine
George arrives at radiology department

Nurse explains the procedure

George is waiting in the dressing room

Examination of previous patient

Prepare George for the examination (a.o. RF coils)

Position Imaging

View away View away

15 minute time slot

George leaves exam room

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MRneuroTypicalTimeline
### 5 minute view: Patient Preparation (1 operator)

**functional procedure**

- walk from dressing room to table
- position patient on table
- move table upwards
- position coils and connect
- move table and patient into magnet
- make plan scan

<table>
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<tr>
<th>walk</th>
<th>position on table</th>
<th>table up</th>
<th>talk</th>
<th>coils</th>
<th>in magnet</th>
<th>walk</th>
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14:15 | 14:20
Patient Preparation Work Flow

1. Get patient
2. Patient on table
3. Get RF coil
4. Position RF coil
5. Move patient in magnet
6. Plan scan

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MRroomLayoutWorkflow

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Productivity and Cost models

Productivity model:
- typical use
- events
- configuration
- working conditions

Cost Of Ownership model:
- radiologist
- nurse
- security
- administration
- operator

- personnel
- consumables
- service
- facilities
- financing

production rate

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AVcostBenefitModels
The financial context of the radiology department

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