

Architect and Human Measure; the integration role

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Abstract

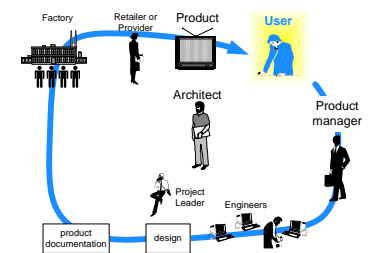
The architect plays an essential role in making solutions, which fit with the human measure. During the long product creation chain the human measure is easily lost.

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.

Distribution

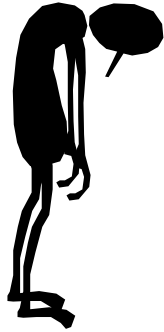
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Did you ever program a VCR?

A



depressed

B



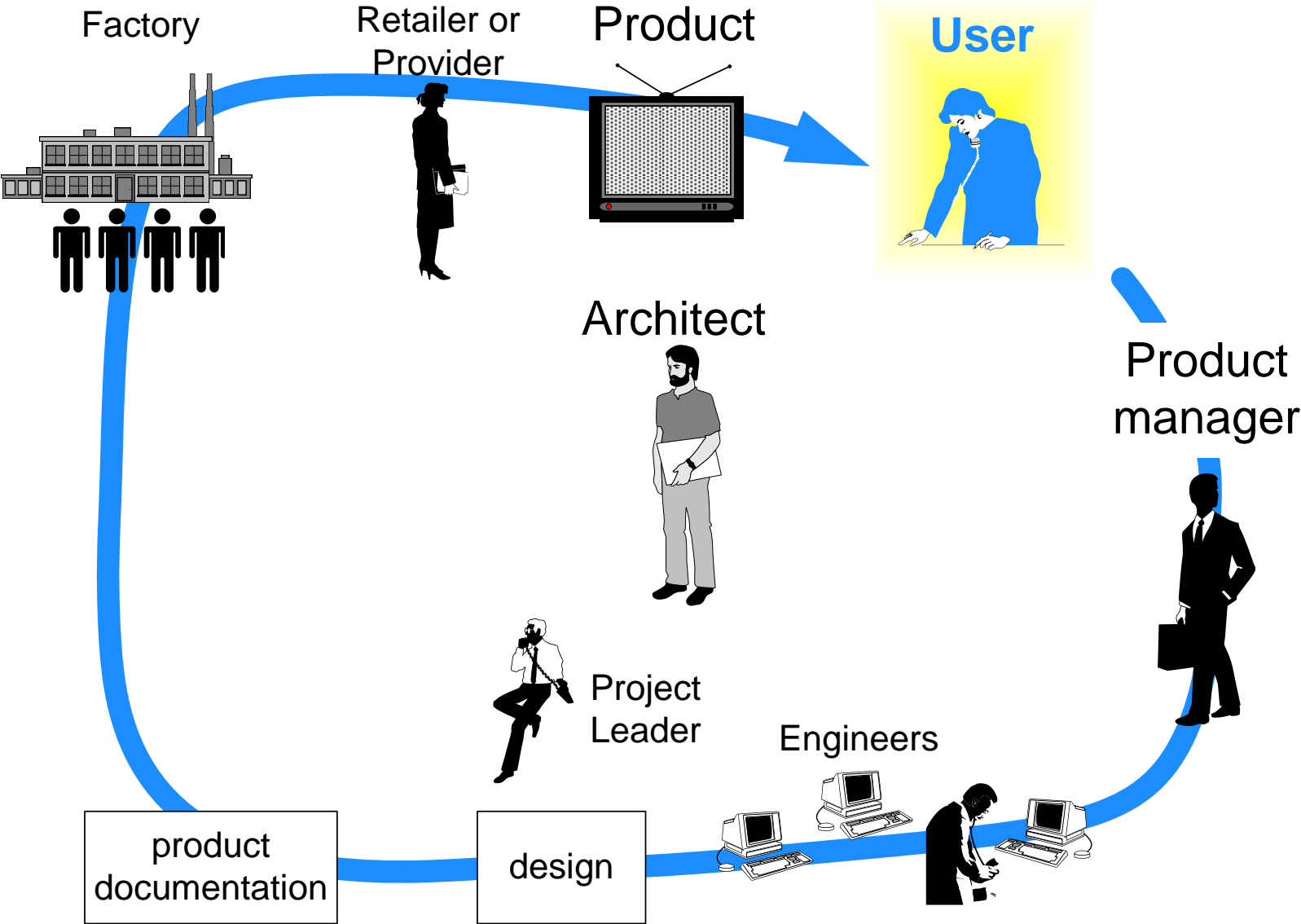
desperate

C

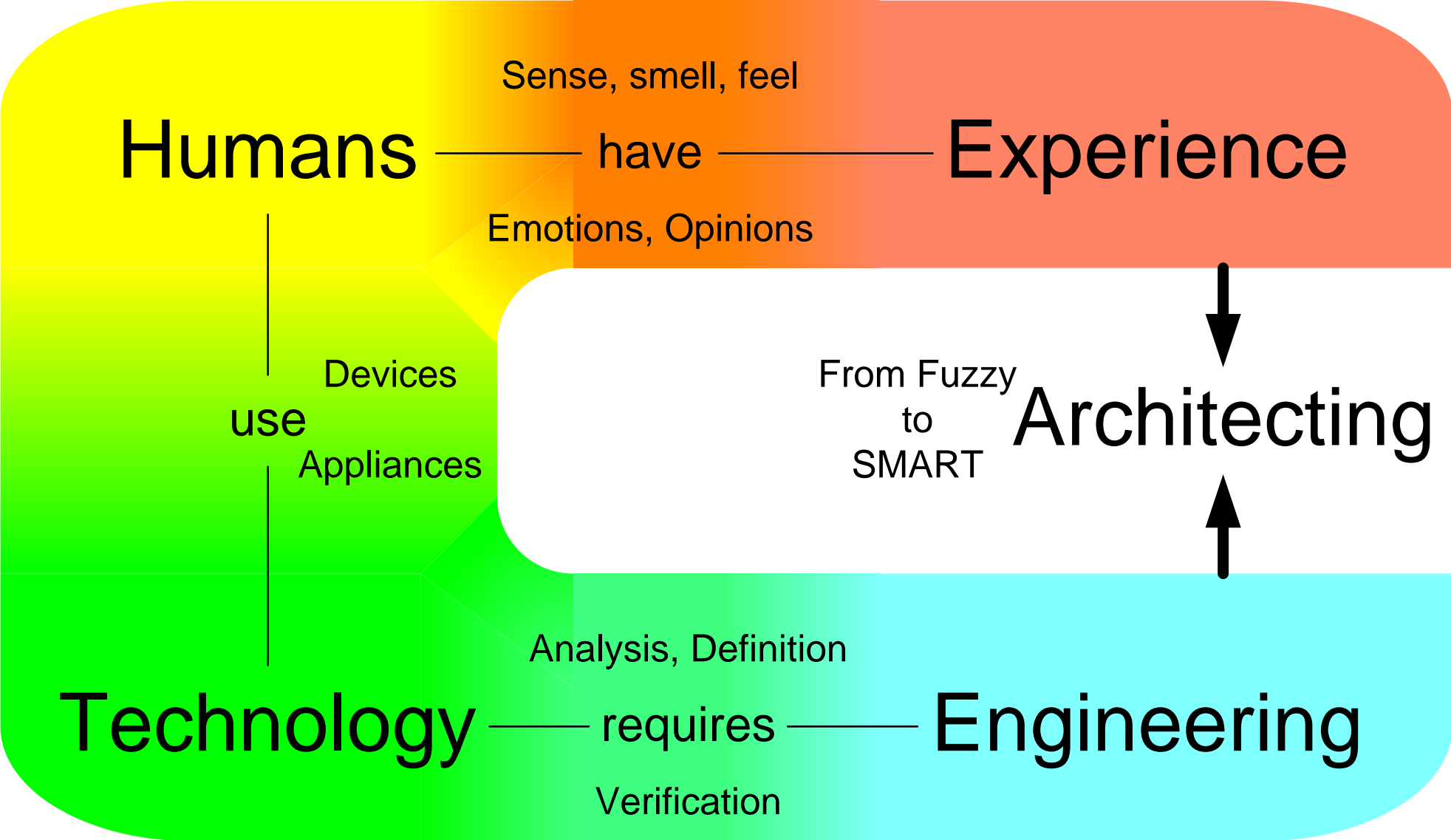


hysteric

Product Creation Cycle



Bridging the gap between Experience and Engineering



The architecting approach

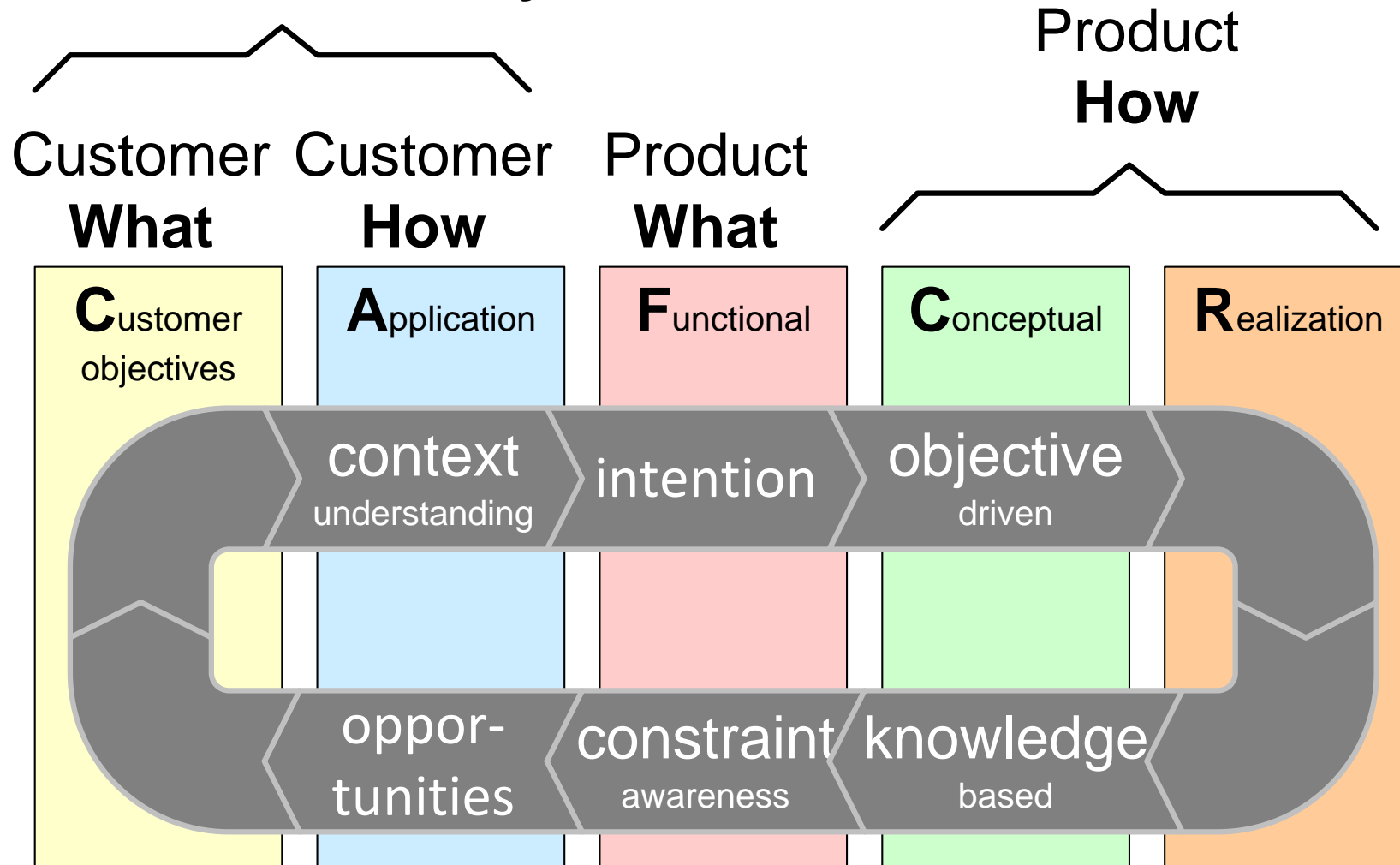


Do the right things

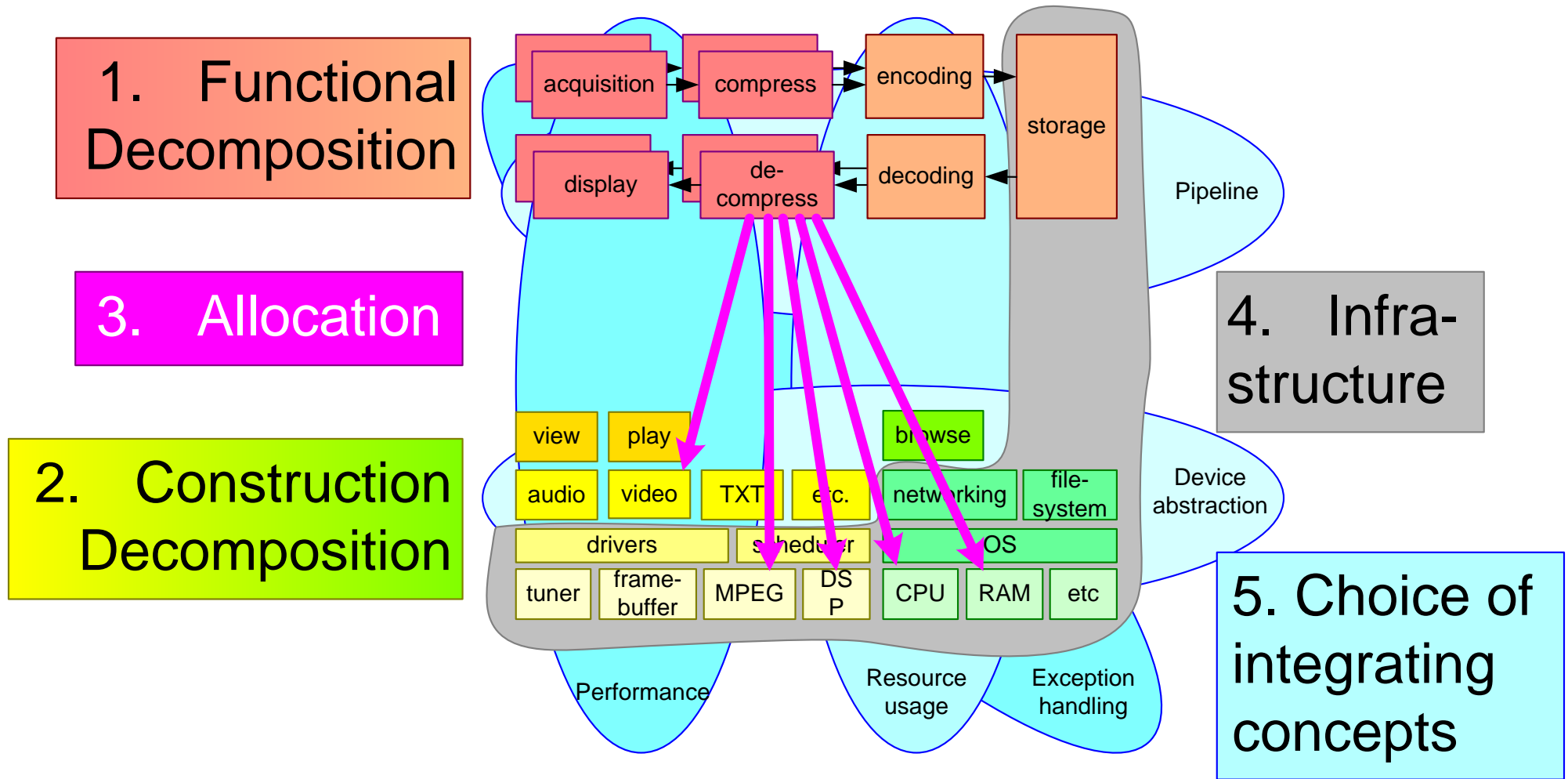
Do the things right

Task of the system architect

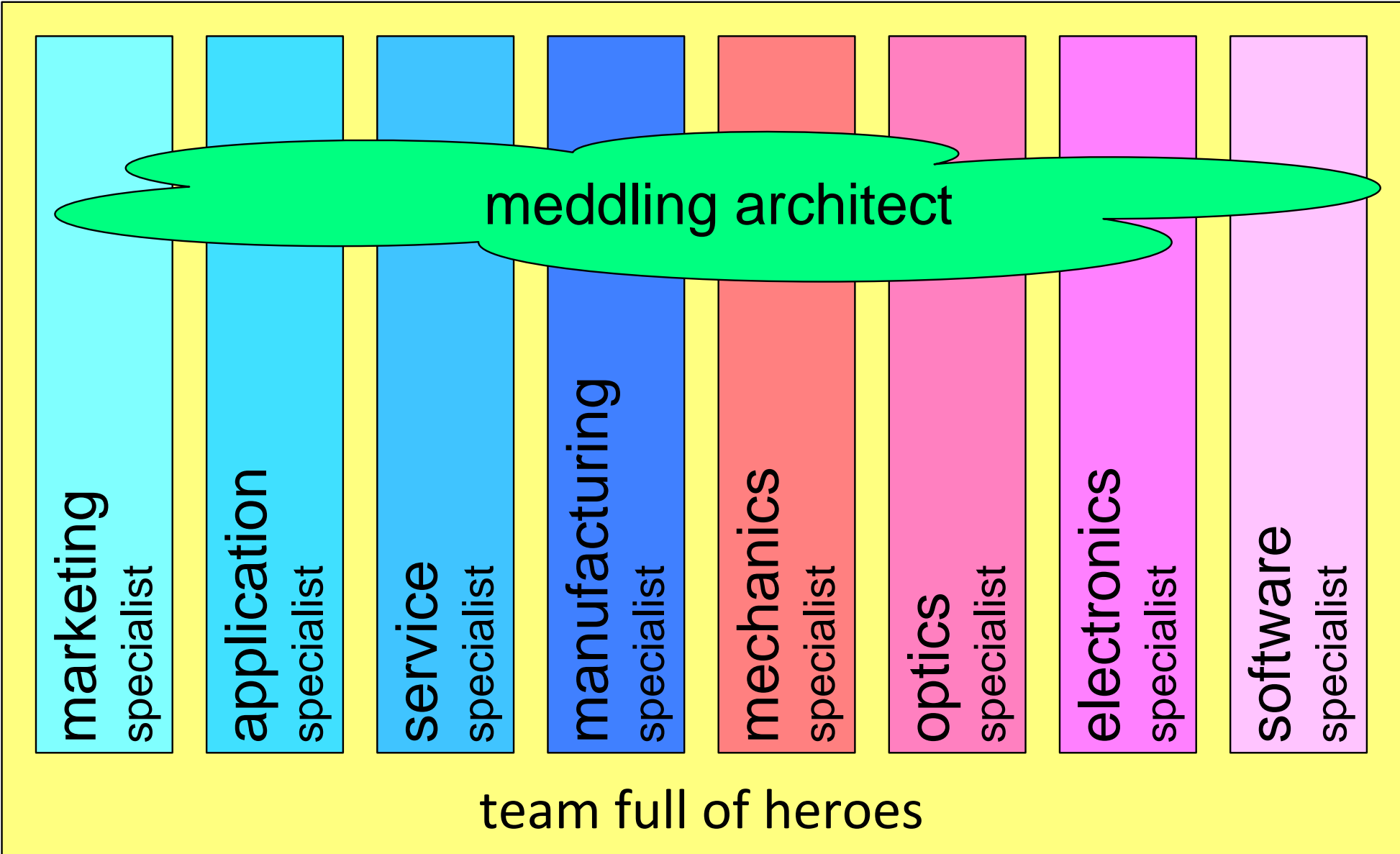
What does Customer need
in Product and **Why?**

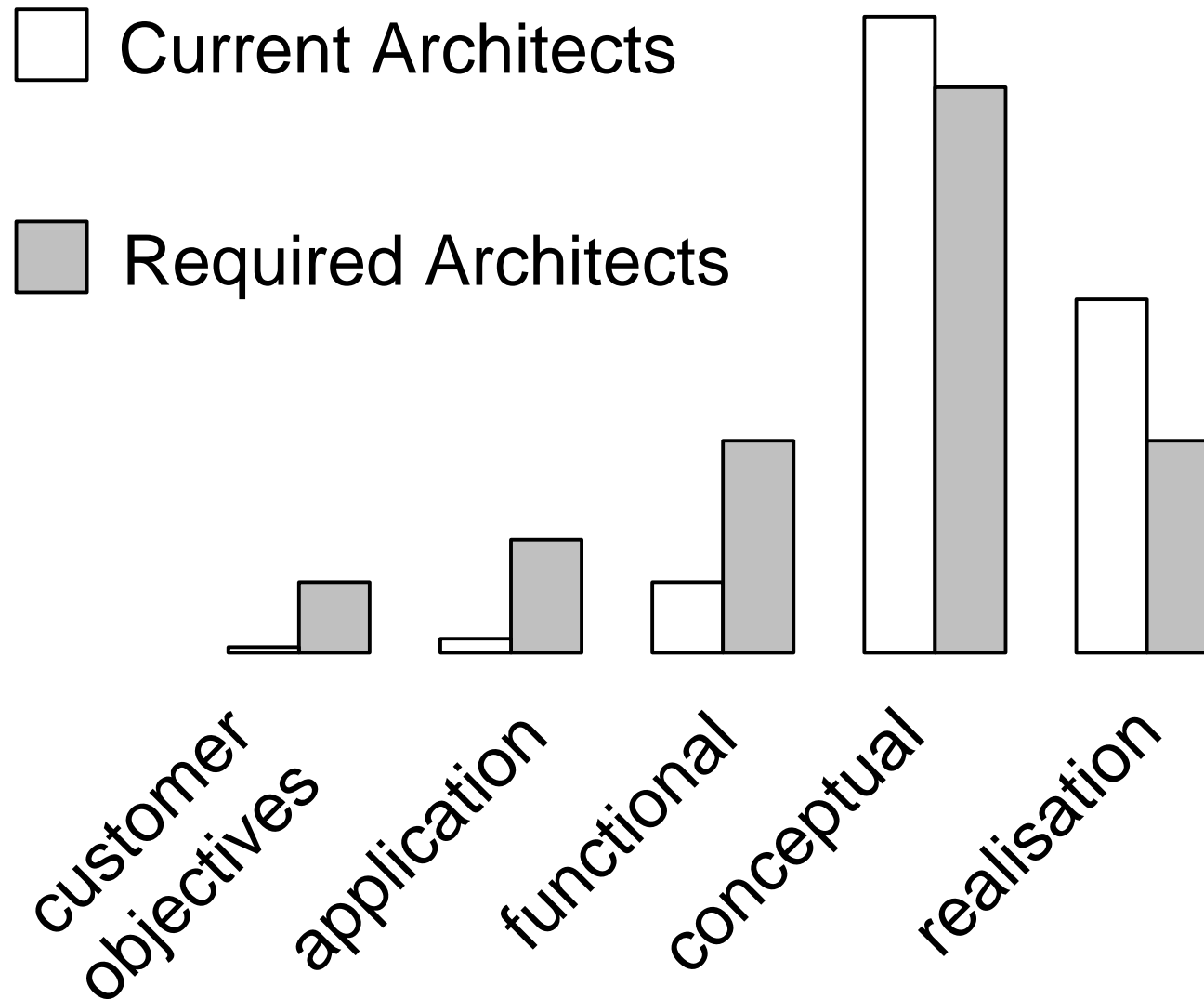


Guiding how



Conclusion





The architect maintains technical roots

