Methods to Explore the Customer Perspective

by *Gerrit Muller* University of South-Eastern Norway
e-mail: gaudisite@gmail.com
www.gaudisite.nl

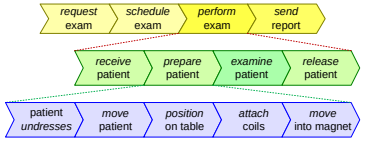
Abstract

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.

Distribution

This article or presentation is written as part of the Gaudí project. The Gaudí project philosophy is to improve by obtaining frequent feedback. Frequent feedback is pursued by an open creation process. This document is published as intermediate or nearly mature version to get feedback. Further distribution is allowed as long as the document remains complete and unchanged.

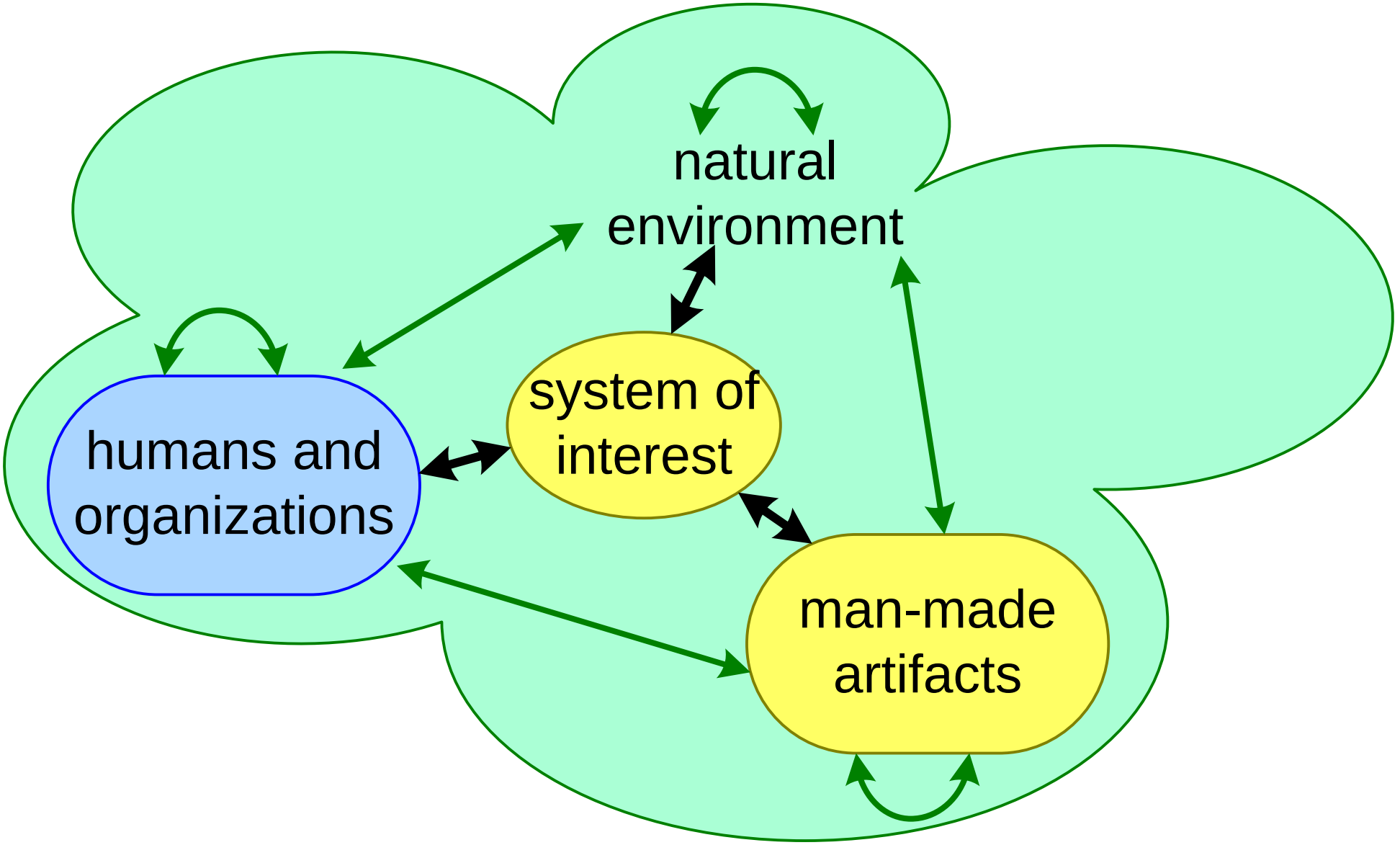
March 24, 2023
status: draft
version: 0.1



Overview of methods

what	story telling, scenario	http://www.gaudisite.nl/info/StoryHowTo.info.html
who	stakeholders and concerns	*humans* *organizations* autonomous behavior emotions
how	system context diagram	*human-made artifacts*
	workflow	
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
financial	productivity model cost of ownership model money flow	

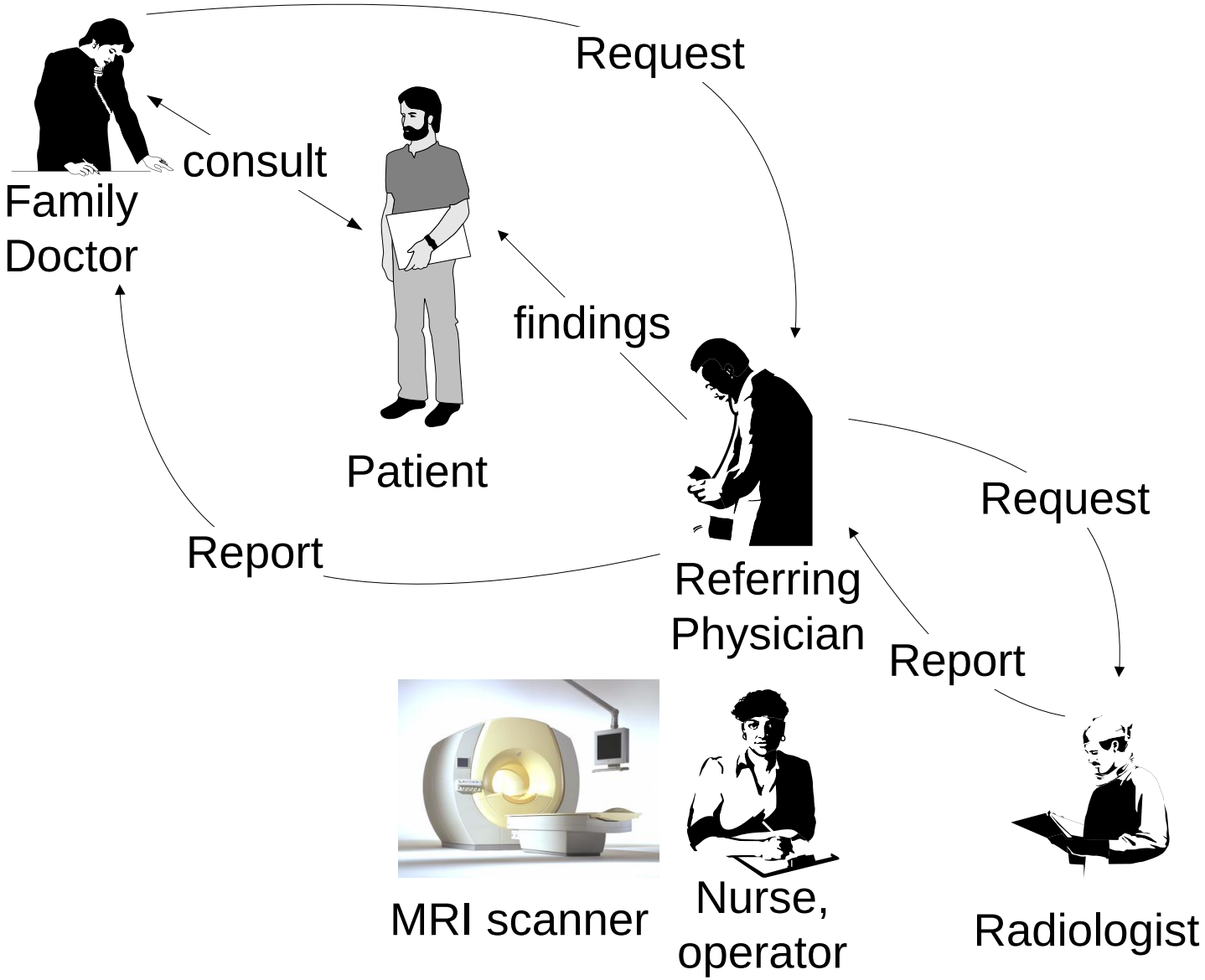
Various Perspectives on Context



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



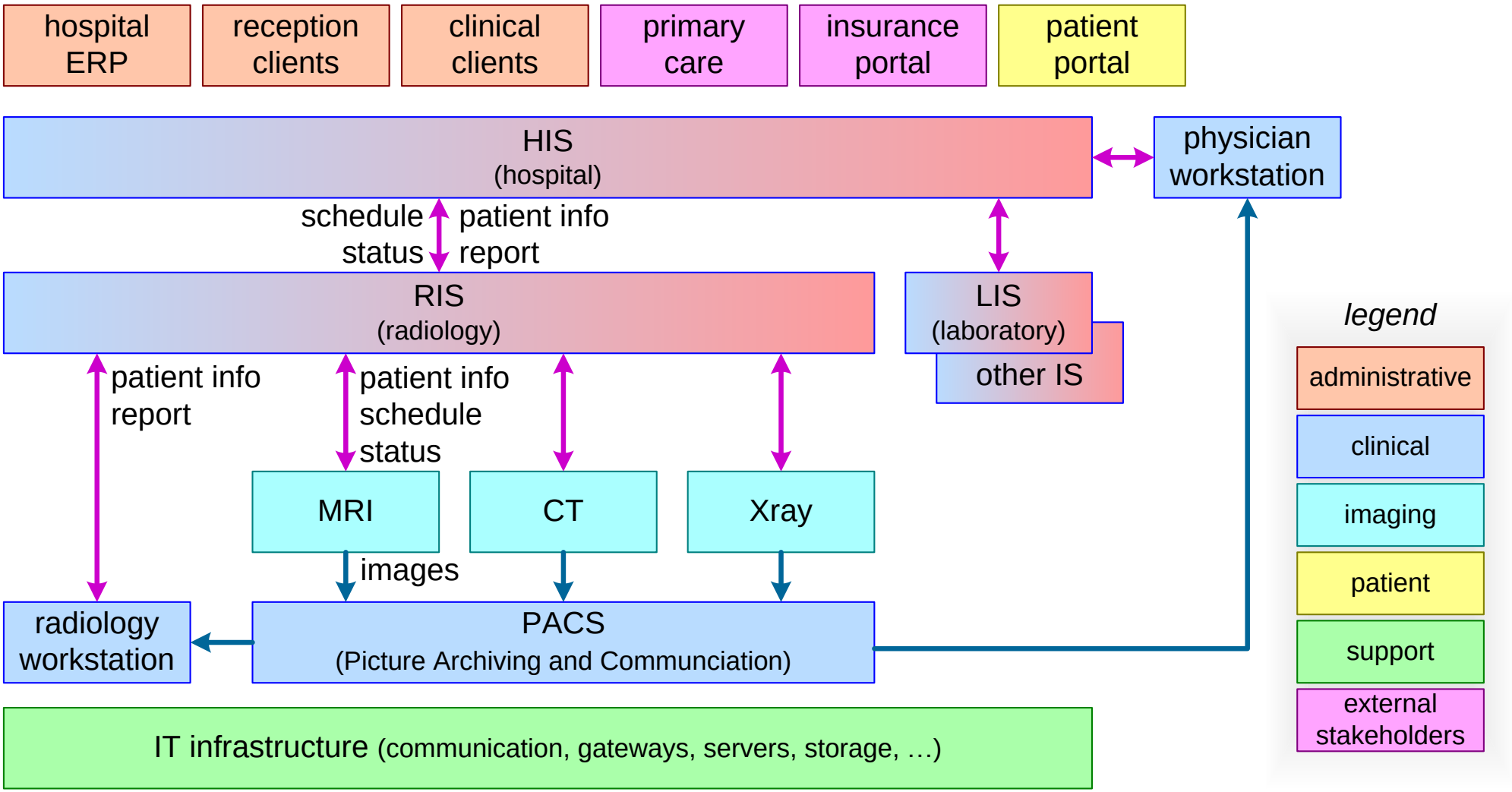
Stakeholders and concerns MRI scanner

government *cost of care*	financial dir. *cash flow cost of op.*	insurance *cost of care*	administration *patient id invoice*
general practitioner *patient*	ref. physician *diagnosis treatment*	radiologist *diagnosis reimburstment*	nurse *patient ease of work*
patient *comfort health*			inspection *quality*
family *support*			operator *ease of use*
IT dep. *conformance security*	facility man. *space service supp.*	maintainer *accessibility safety*	cleaner *accessibility safety*

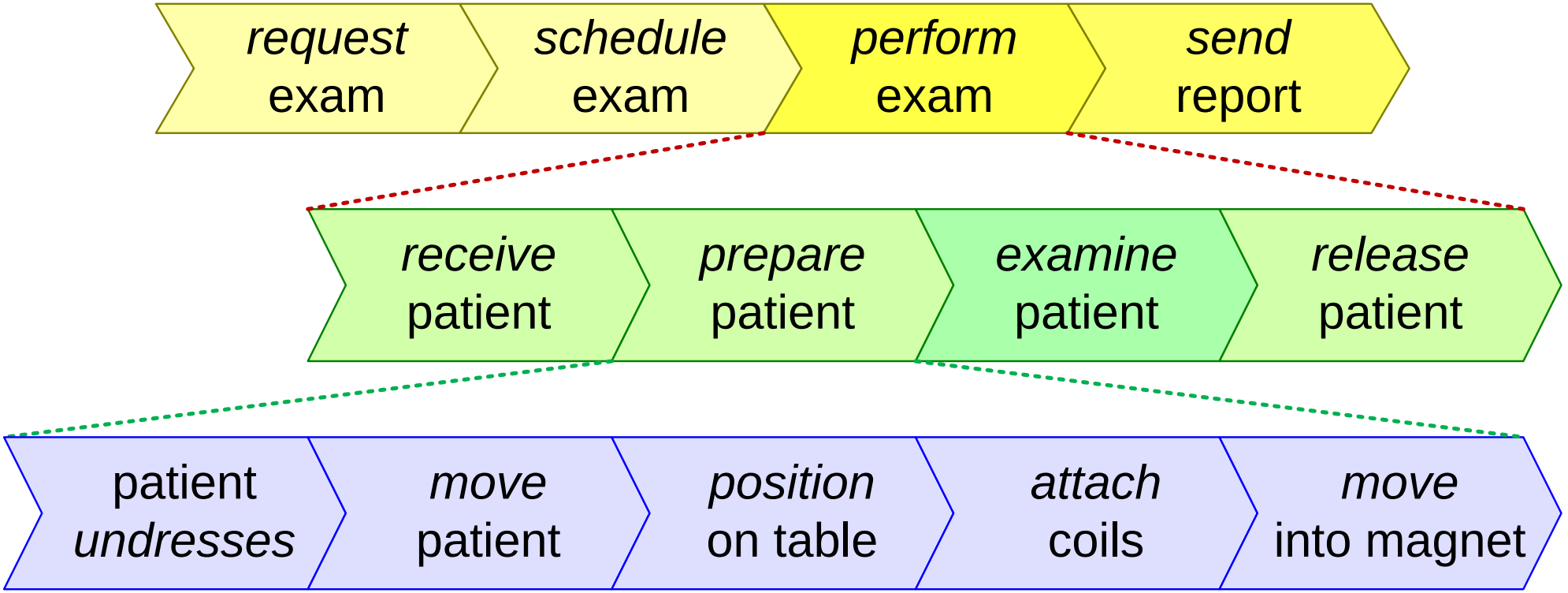
legend

- administrative
- clinical
- patient
- support

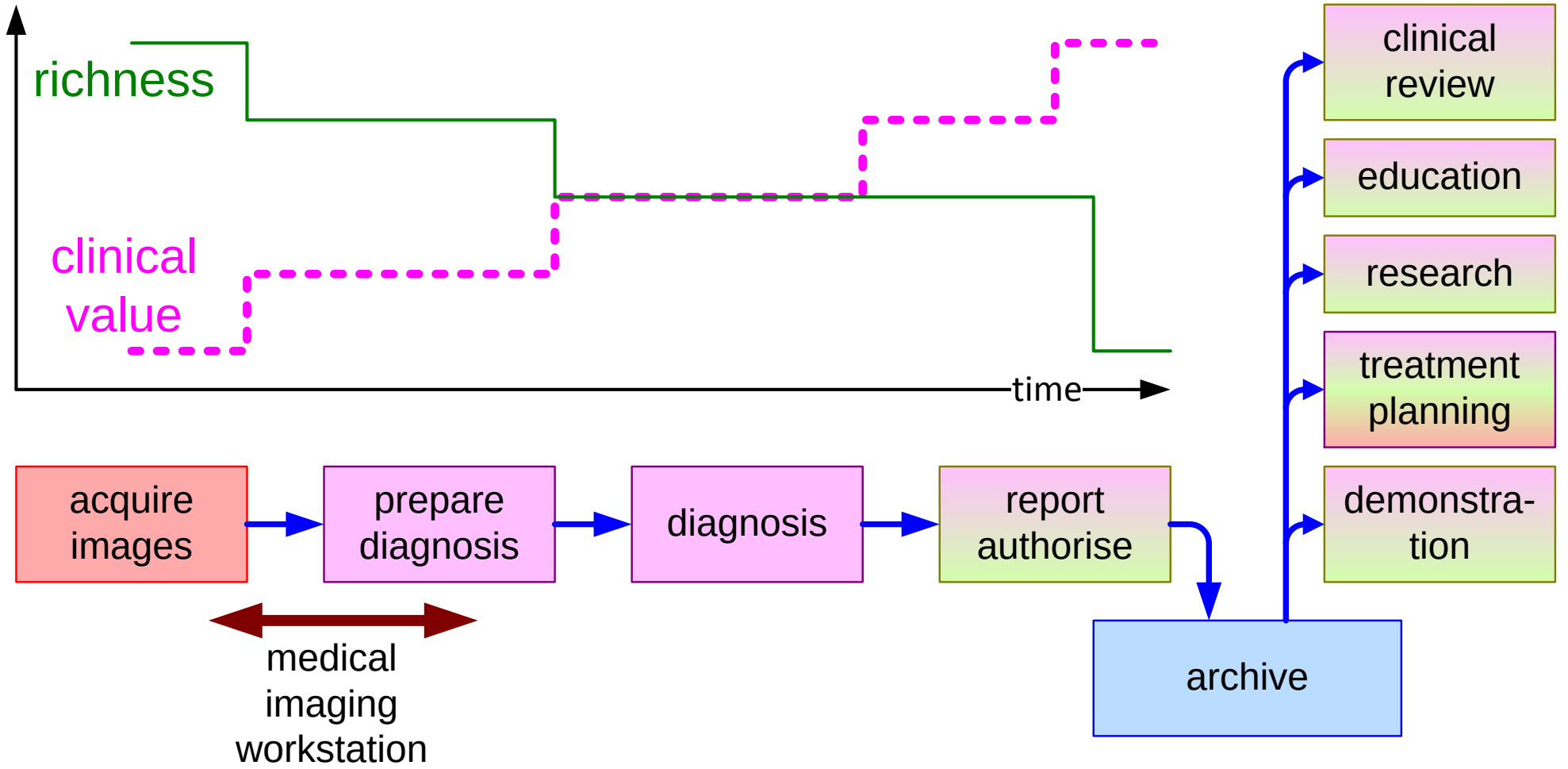
Context of MRI



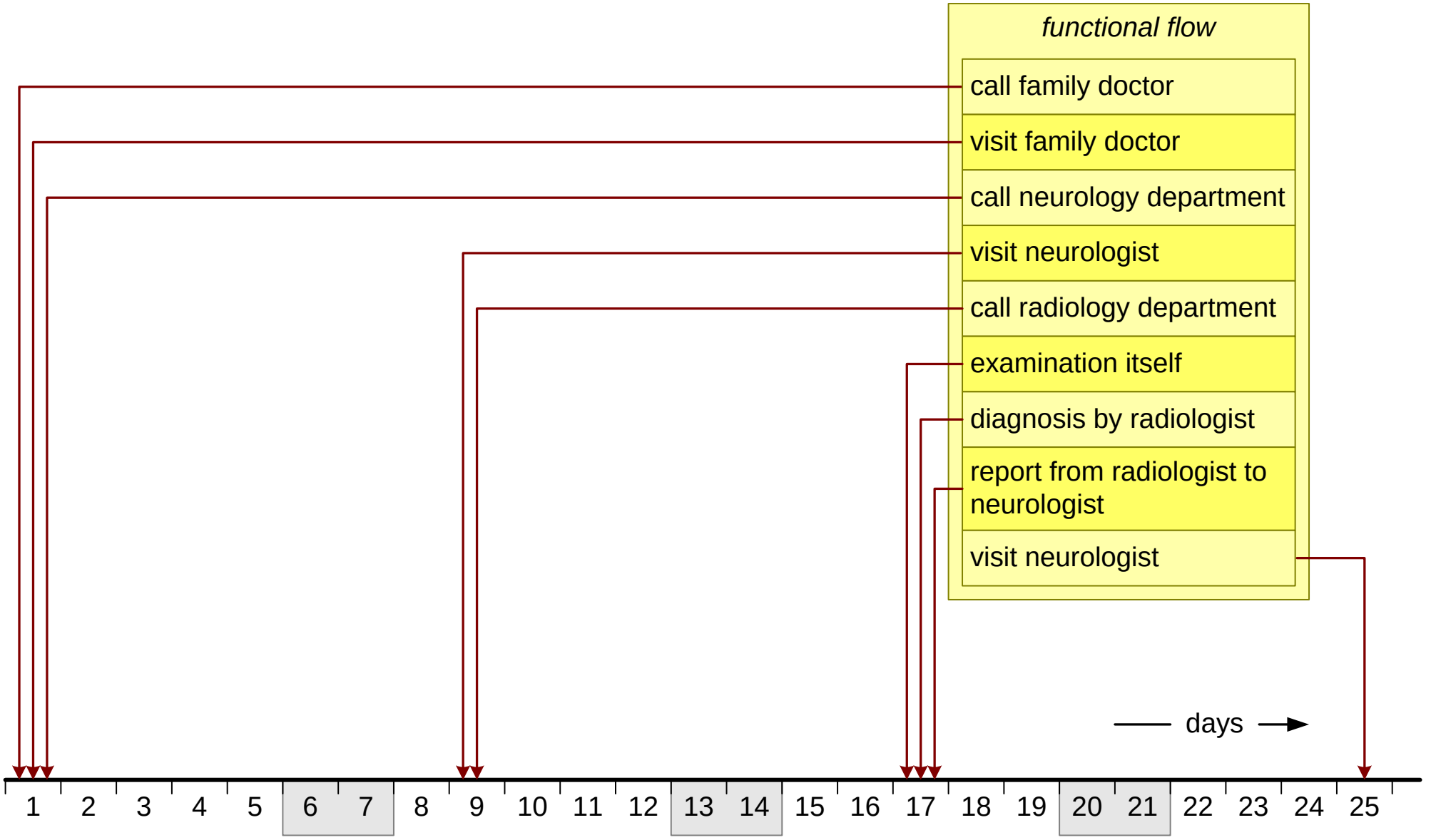
Workflow


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

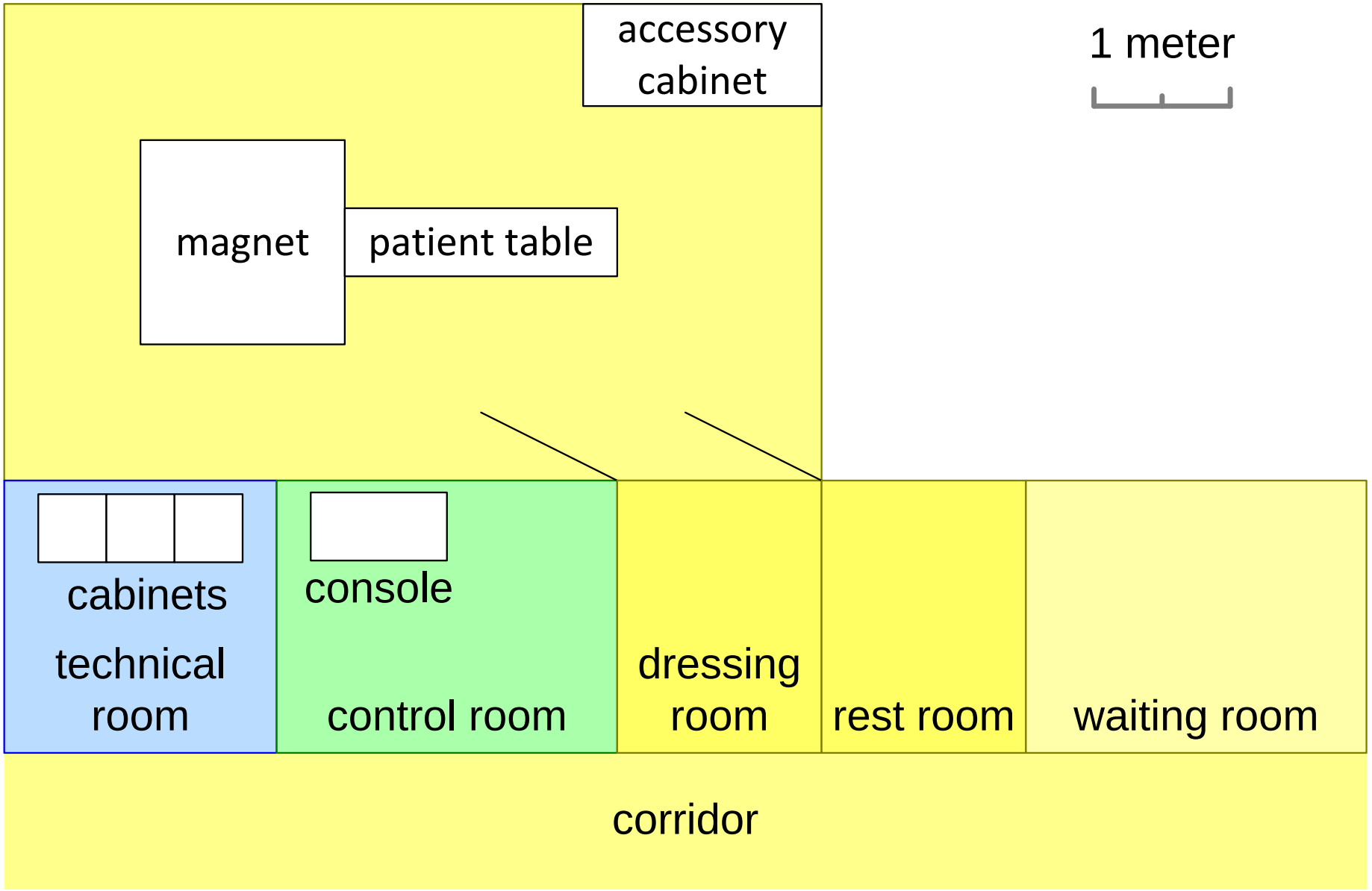
Clinical Information Flow



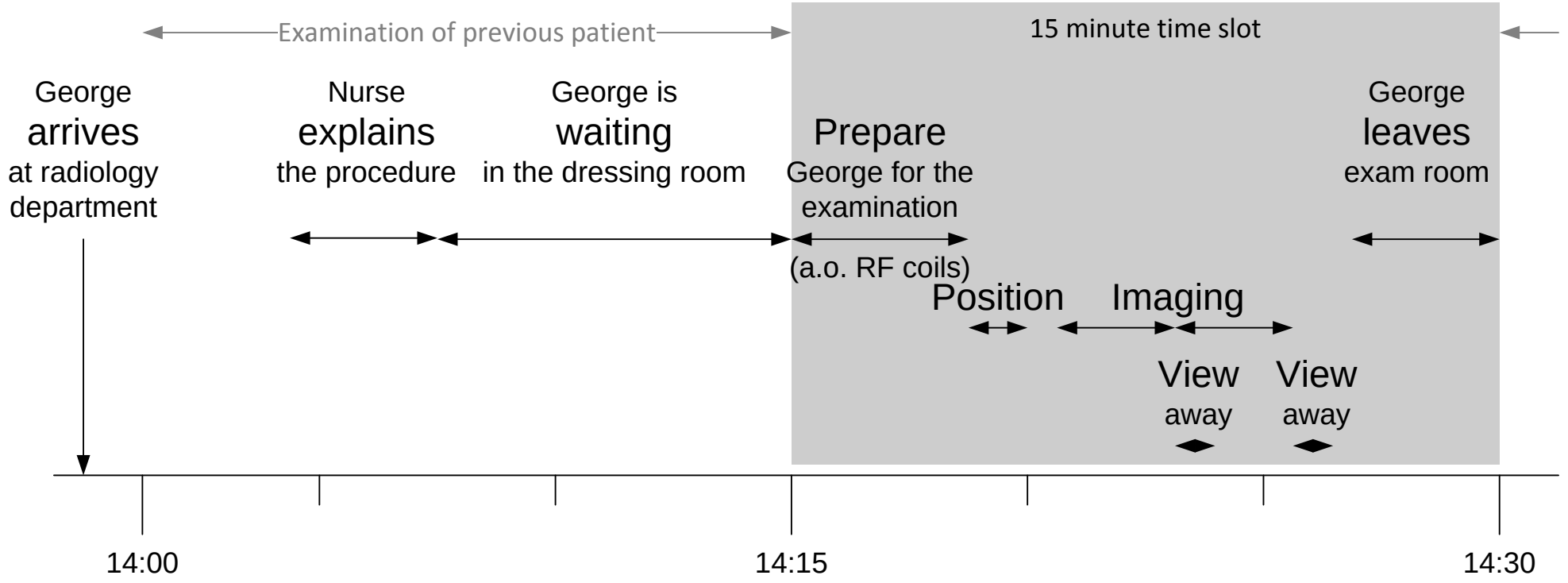
weeks view: from Complaint to Diagnosis



Room Layout


accessory cabinet
1 meter
magnet
patient table
cabinets
technical room
console
control room
dressing room
rest room
waiting room
corridor

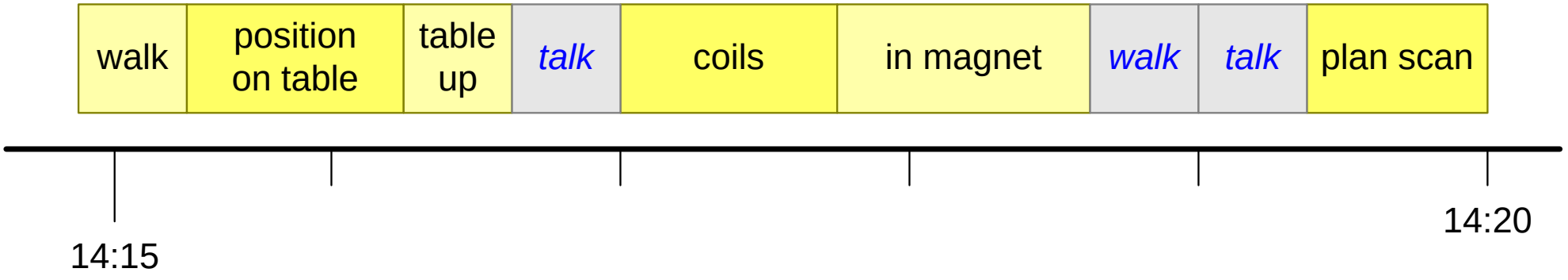
half hour view: Examination



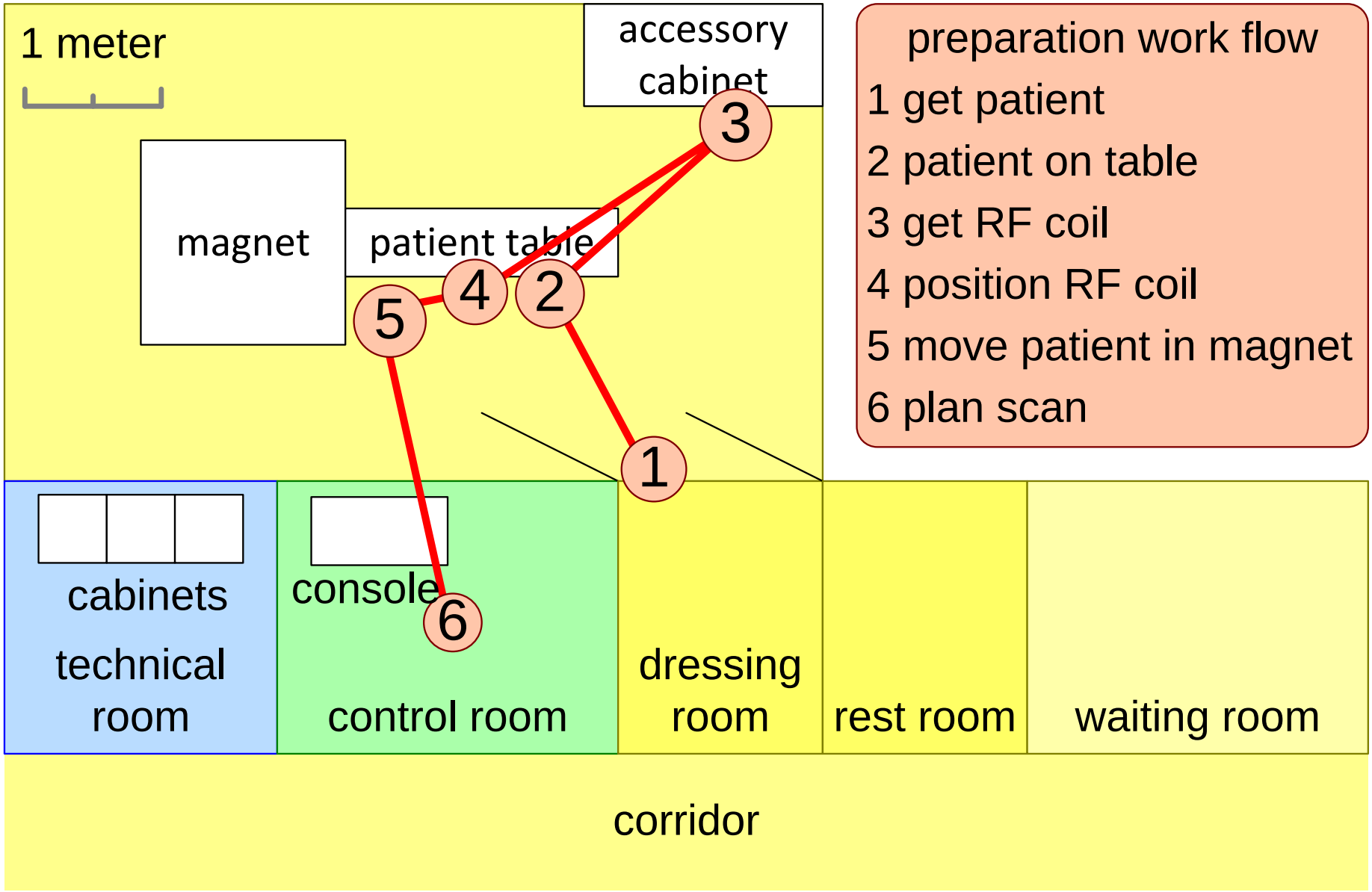
5 minute view: Patient Preparation (1 operator)

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

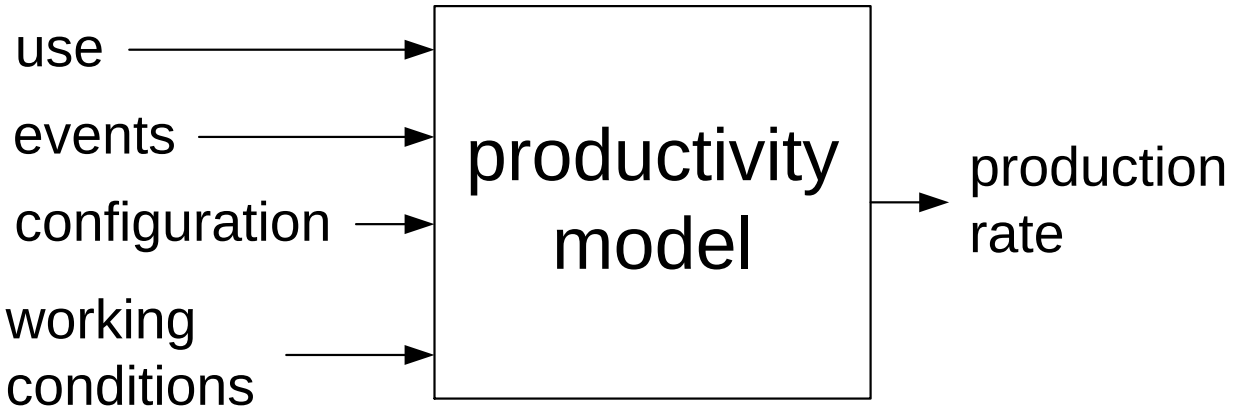


Patient Preparation Work Flow

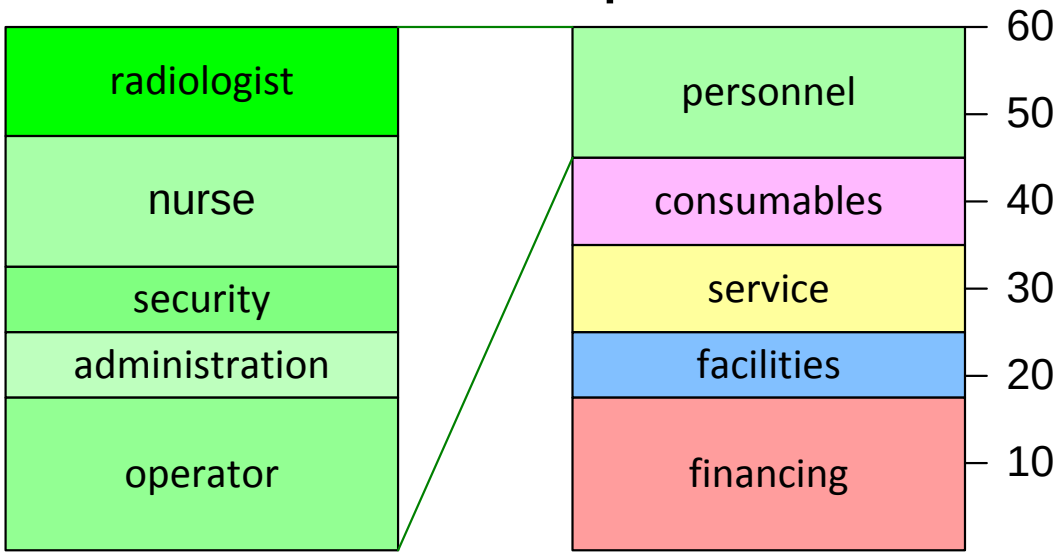
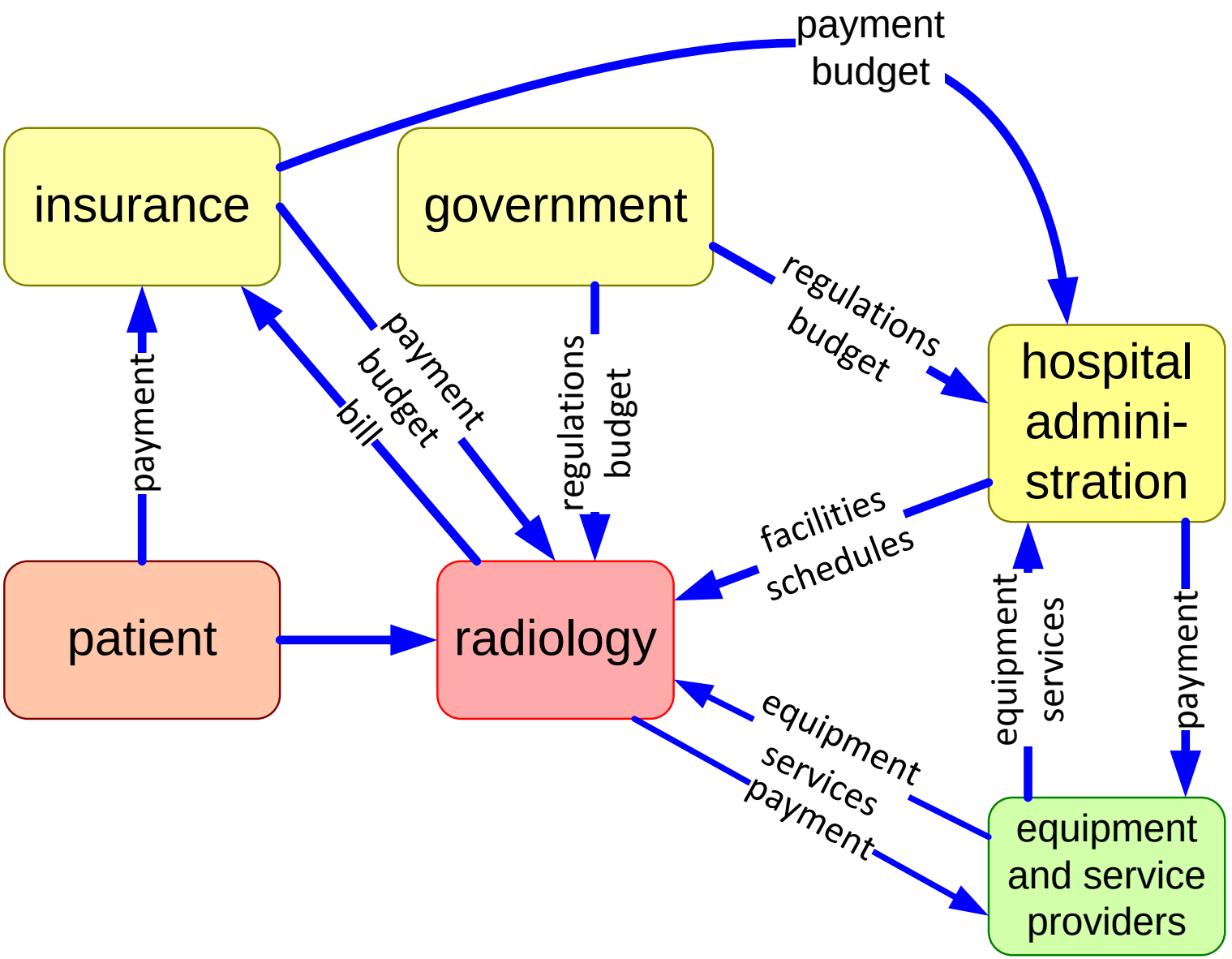


Productivity and Cost models

typical



Cost Of Ownership model



The financial context of the radiology department