

SEFS Customer Context

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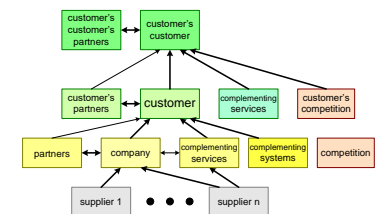
Abstract

Systems engineers need to understand many aspects about the customer context where the system-of-interest will be operating in. This nugget introduces the CAFCR model to understand the relation between customer and system. Then it introduces a number of questions and techniques for eliciting and capturing the customer context.

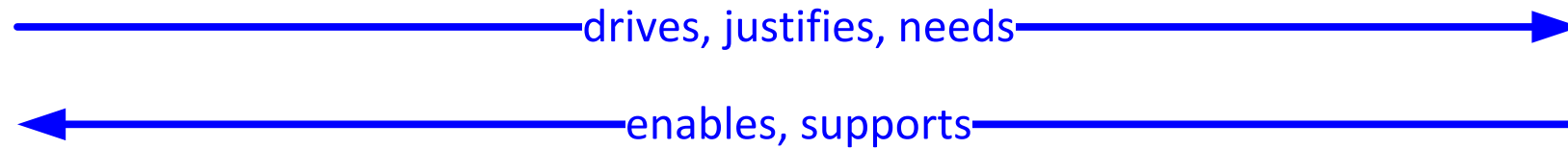
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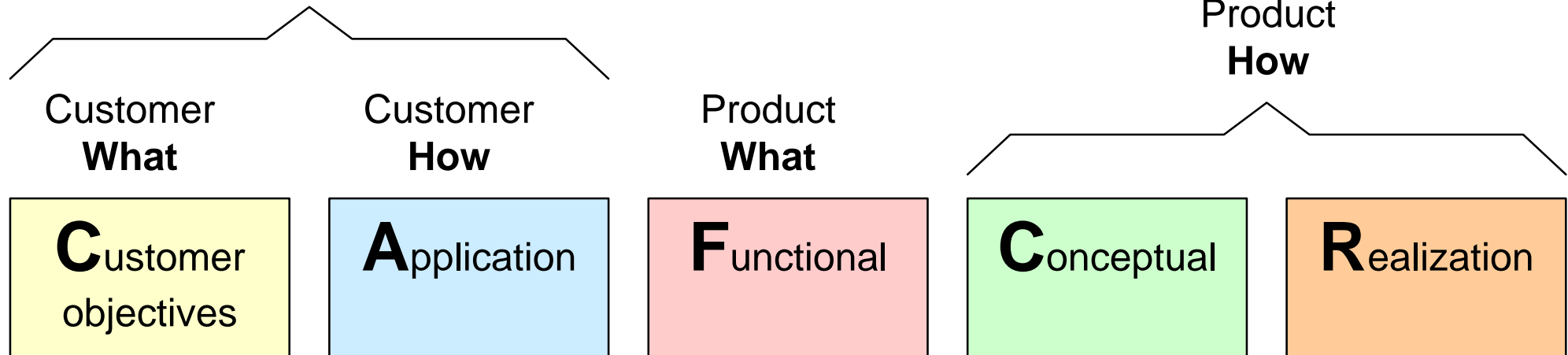
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The "CAFCR" model



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

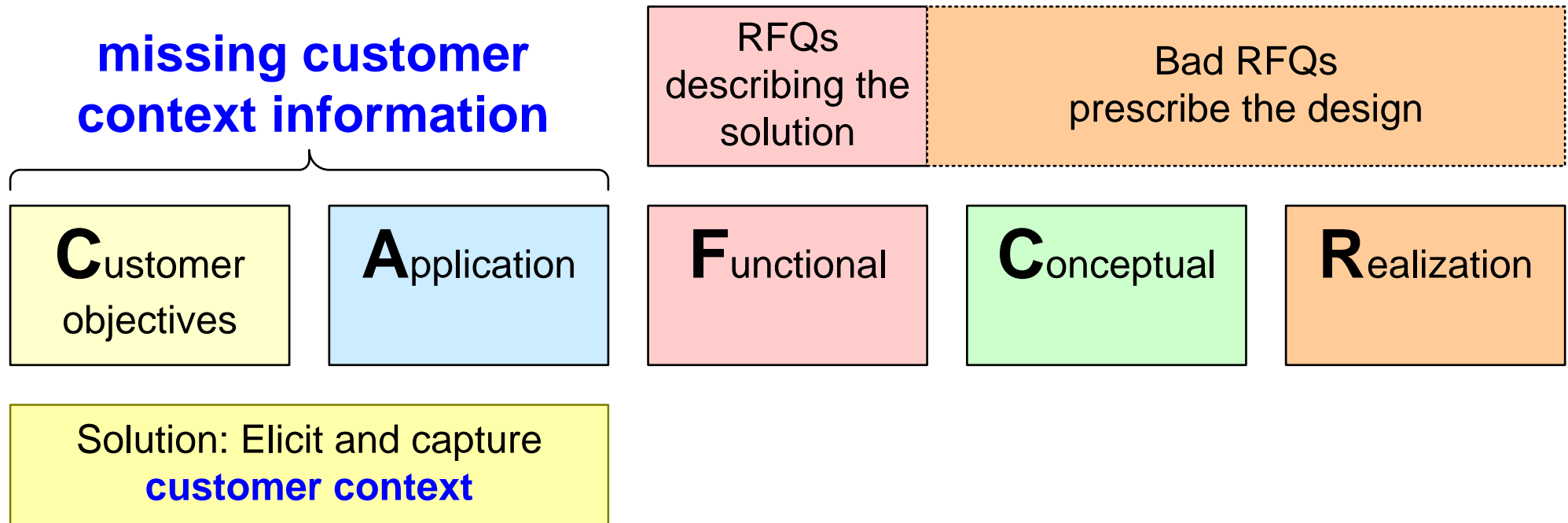


Problem Statement

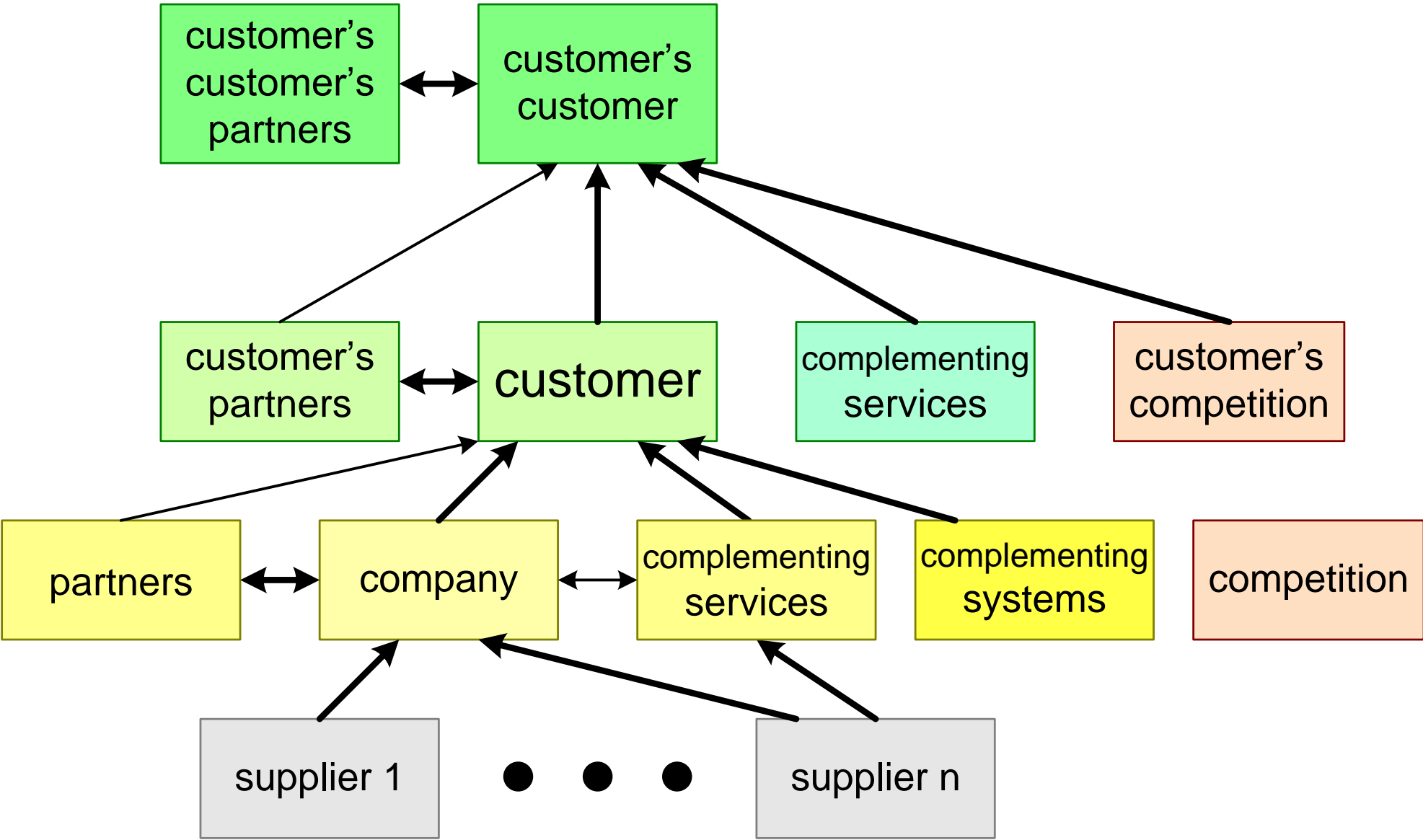
Problem statement

A typical Request for Quotation (the starting point of the tender) asks for a **solution**, without describing the problem and needs.

Best case it specifies **system requirements** (F-view; what must the system do with what performance), worst case it prescribes many **realization aspects**



Context of the Context



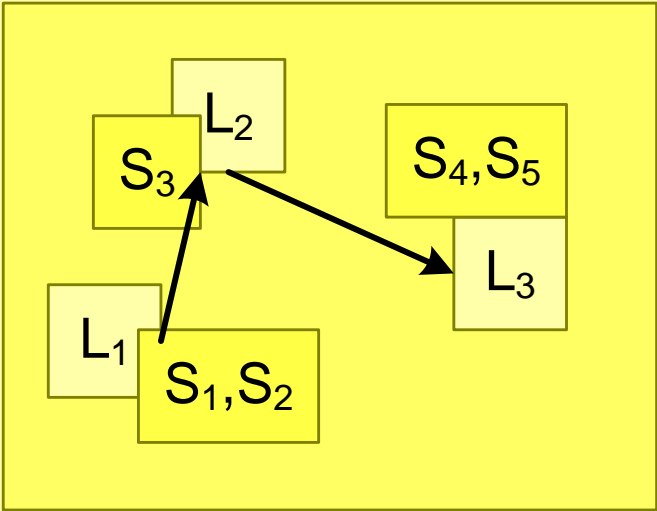
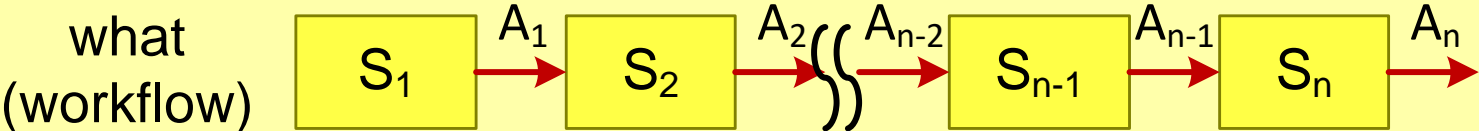
- What is the role of the customer in the value network?
- How do they earn their money, what is their business model?
- SWOT analysis; what are their Strengths, Weaknesses, Opportunities and Threats?
- VUCA analysis; what is Volatile (changing fast), what is Uncertain, what is Complex, and what is Ambiguous?

Capturing the Context

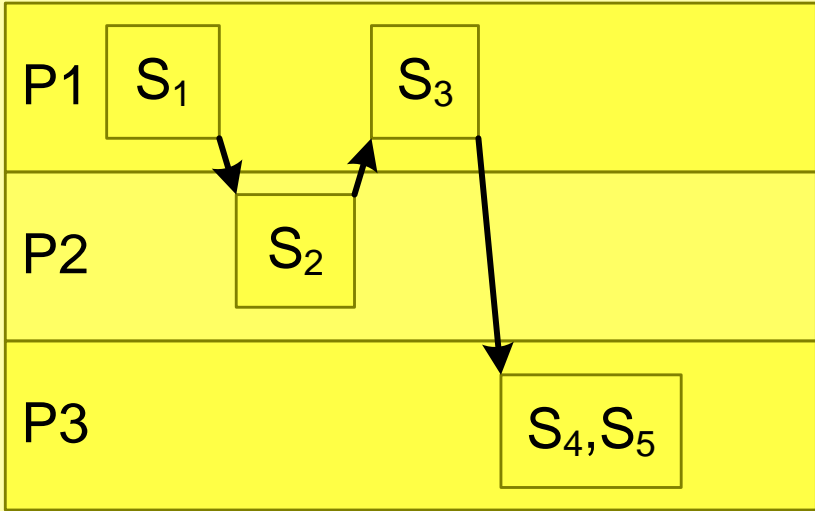
what	ConOps, story telling, scenario
who	stakeholders and concerns <i>humans</i> <i>organizations</i>
how	system context diagram <i>human-made artifacts</i> workflow
when	timeline from seconds to years
where	map from nanometers to kilometers
why	customer key drivers, customer value proposition
financial	productivity model cost of ownership model money flow value network

Concept of Operations (ConOps)

An envisioning of how the stakeholders will run their operation in relation to the system.



where (map)



who (swimming lanes)