Assignment 3 – Define and communicate your architecture vision

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| Having defined a course of action, the team now needs to work on the architecture vision. Envision a target architecture that addresses the problem you are supposed to solve. Make sure that your vision addresses the stakeholder concerns and objectives.  Find an appropriate method to communicate your architecture vision. Hint: Check TOGAF (Phase A: Architecture Vision, <https://pubs.opengroup.org/architecture/togaf91-doc/arch/chap07.html>) to better understand the requirements of this phase of your EA challenge. |

In the previous assignment, the POV (point of view) model was used to identify and clarify the problems faced in the considered ski resort. Via brainstorming techniques, the innovation team of the ski resort focused on the needs of stakeholders and customers, whose point of view was therefore considered. As a result, it was concluded that the visitors of the ski resort would enjoy their stay considerably more if provided with some specific offers or support.

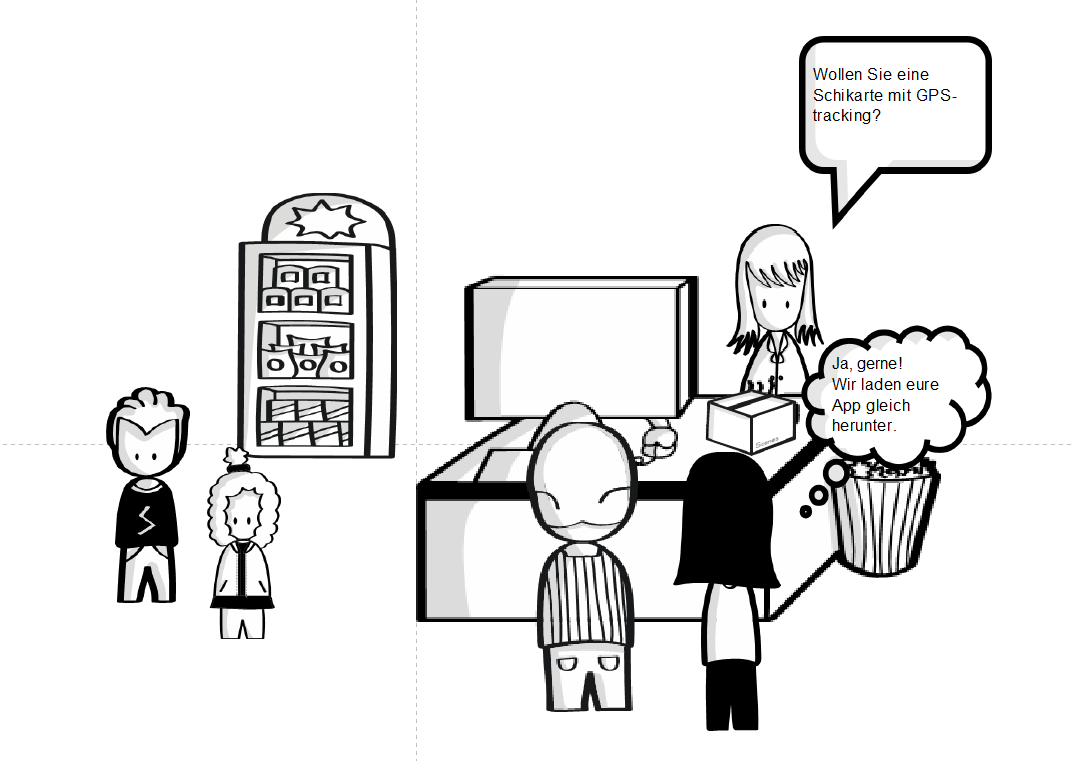
# Architecture Vision for the Tracking Service Idea

Design thinking methods can also be used for early prototyping. To sketch the workings and required functionalities of the tracking app idea, the method “Scenes” [1], [2] provided in the OMiLAB laboratory was used.

It provides the effective combination of haptic design thinking and the computer-supported diagram modelling. With the computer-supported modelling, it is possible to manage the results afterwards and get the perfect outcomes.

The benefit of this tool is the ability to realize the future phases and situations of the process which our potential client will face in the future. It helped us gain the understanding of the steps and problems we might be confronted with. Moreover, it gave us a detailed and transparent image regarding the challenges our project is most likely to meet later on. We used the design thinking method for the product “tracking service” as an example, which can also be used for our other transformation projects such as the “dynamic pricing”.

First Scene



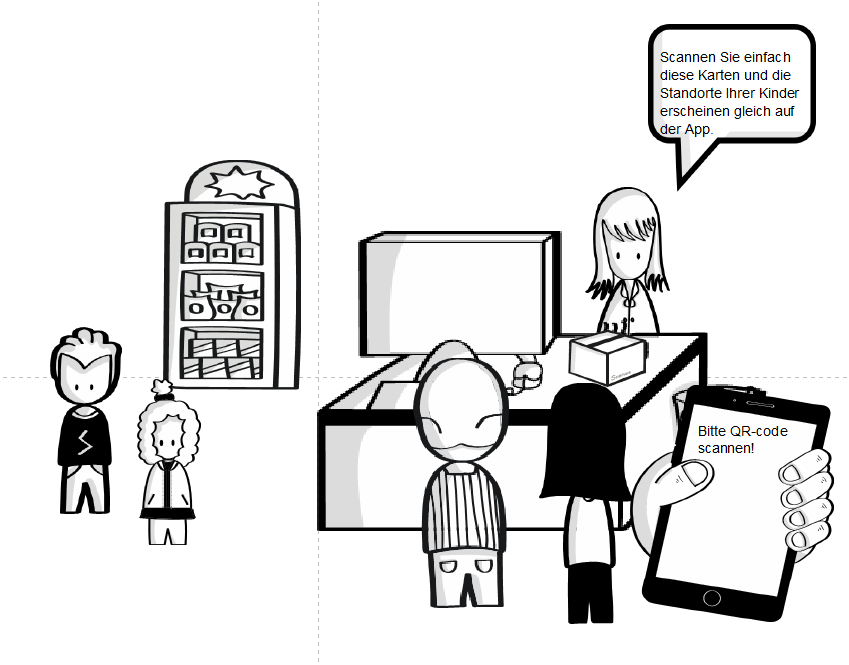
Do you need a ski-pass with the tracking function?

Yes please!  
We will download the App right now.

Figure - Scene 1

In this scene, we present the process of buying a ticket for the ski resort directly at the location. It is important that the salesperson draws attention to the newly included GPS function of the ticket, so that the family can make use of it.

Second scene



You need to scan the passes and their locations will be displayed in the App.

Please scan the  
QR Code.

Figure - Scene 2

The application needs to be installed and the salesperson shows the family how to use it. One simply needs to scan the QR codes of the people they would like to track in order to have their position shown on the screen.

Third scene



Can we please go skiing alone?

Of course, we will be able to monitor you from the Hütte. also.

Figure - Scene 3

A common situation where the children want to go to the slopes alone. Now, thanks to the tracking, there will be no such problems for the parents anymore.

Fourth scene  


Figure - Scene 4

Children and parents taking different directions. Here we emphasized the GPS tracking on a mobile device and how it easily shows the parents where their kids are.

Fifth scene



We are having fun!

Ski-pass with GPS tracker

Ski-pass with GPS tracker

Figure - Scene 5

The children are enjoying their alone time and still being safe.

Sixth scene



Where are my children?

Real time position of the children on the map.

Figure - Scene 6

The father minding his own business and having a beer while being aware of his children’s whereabouts at any time. The location of his wife is unknown.

## Seventh scene



I have never found my children so fast!

Figure - Scene 7

The parents are surprised by how quickly they could find their children with the application on their device. This will contribute to their satisfaction and make our ski resort more advantageous in their eyes.

# Summary

With this storyboard, the envisioned idea of the tracking app was transferred into a visual story. Each of the stakeholders could immediately understand why this idea would work. Now the team is prepared for designing and planning the details.

# References:

[1] <http://austria.omilab.org/psm/content/scene2model/info>

[2] <https://experience.sap.com/designservices/approach/scenes>

[3] <http://austria.omilab.org/psm/content/scene2model/info?view=details>