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 their architecture vision. Think of 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 ski resort at hand. Using brainstorming techniques, ski resort’s innovation team was focusing on the stakeholders’ and customers’ needs, ensuring their point of view was 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 and/or support.

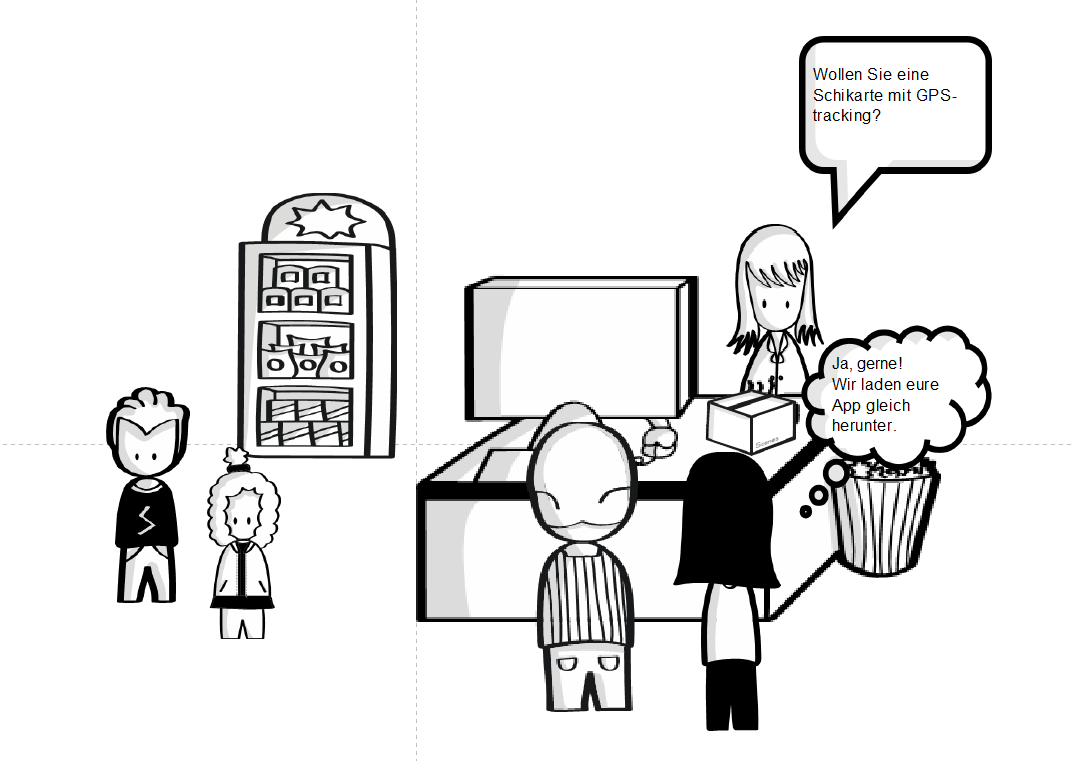
# Architecture Vision for the Tracking Service Idea

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 were used.

Design thinking provides the effective combination of haptic design and 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 in its ability to realize the future phases and situations of the process which our potential client will most likely face. It helped us gain an 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 face later on as well. 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



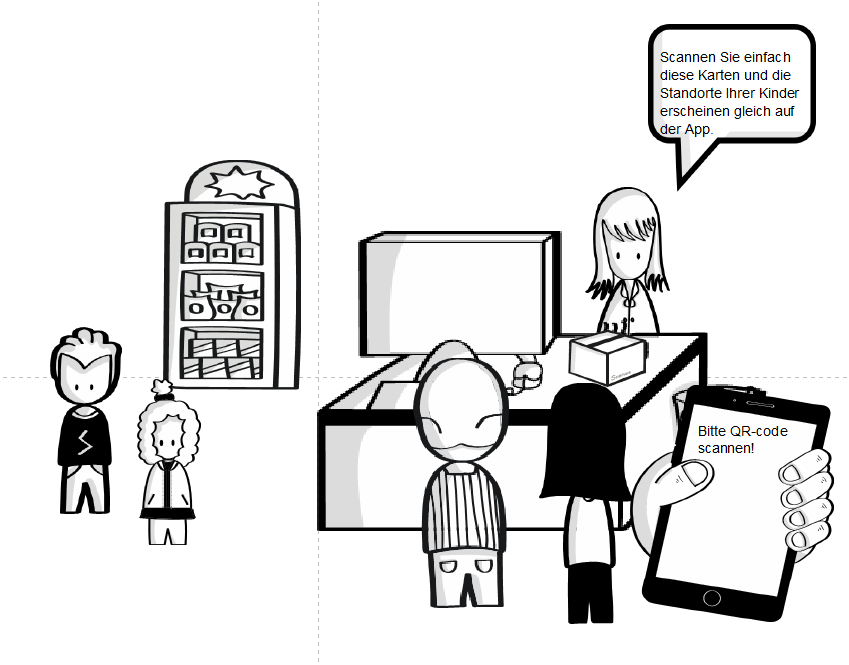
Do you need a ski-pass with the tracking function?

Yes please!  
We will download the App right now.

Figure - Scene 1

In this scene, we showcase 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 introduced 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 demonstrates to 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 children want to go to the slopes on their own. Now, thanks to the new tracking system, this will no longer be an issue for the parents.

Fourth scene  


Figure - Scene 4

Children and parents are going in different directions. Here we emphasized the GPS tracking on a mobile device and how easily it 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 while still being safe.

Sixth scene



Where are my children?

Real time position of the children on the map.

Figure - Scene 6

The father is minding his own business, having a beer while being aware of his children’s whereabouts at all times. 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 out 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>