VCE Systems Engineering

**Client and End user Motivations**

Following is a list of motivations that may influence/ help in the understanding of the client and end user perspectives/ requirements (work in progress)

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| **Client:** Motivations | **End user:** Motivations |
| Reducing costs, expenses, waste, downtime, maintenance, running costs  Increasing productivity, sustainability, profits, working time, efficiency, efficacy, safety, healthy working conditions  Marketable product; attractive to consumers  Fits within budget allowance  Lack of existing product, or affordable product on the market  Retrofit or customisable to situation of need.  Sustainable; use of materials, reduce need for after market servicing, | Value for money  Reliable and durable  Easy to operate, use or control  Functional  Pleasant user experience  Safe product  Environmental consideration – in manufacture, in operation, end of life??  Unique and customisable  Easy to maintain, low maintenance needed, long product life. |