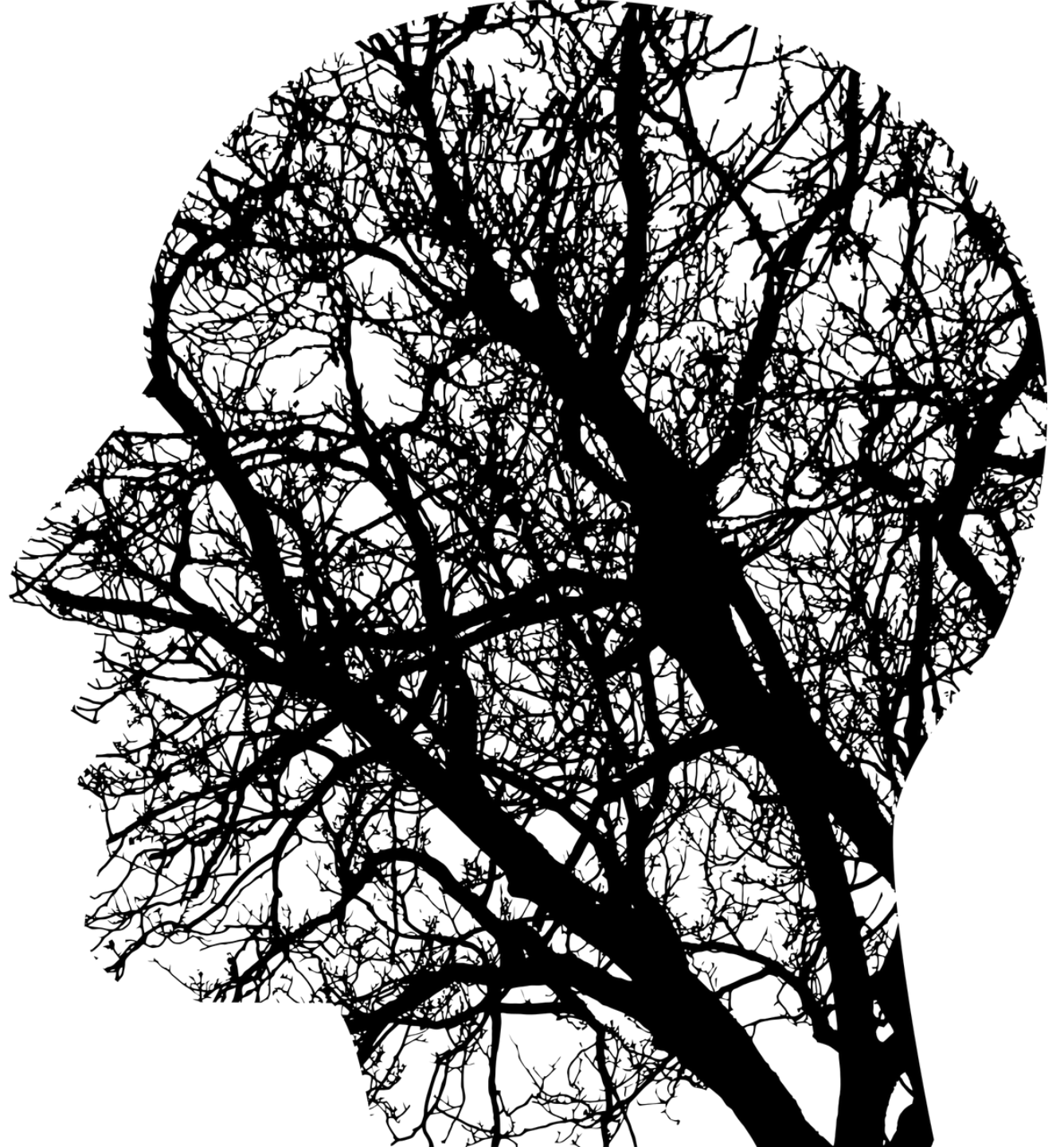


The Architect's Mindset

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The Architect's Mindset



Understand the Business

- Sounds Trivial...
- But It's Not
- Learn the Inner Parts of the Business

Understand the Business

- Make Yourself Familiar With:
 - Weaknesses
 - Strengths
 - Competition
 - Growth Strategy

The System's Goals

- Goals Are Not Requirements
 - Not “What The System Should Do”
- Goals Describe the Effect on the Organization
- Usually Described by the Client
 - There Are Exceptions

Example #1

System	HR System
Organization	Product-Oriented Company
Goal(s)	Streamline the Recruitment Process

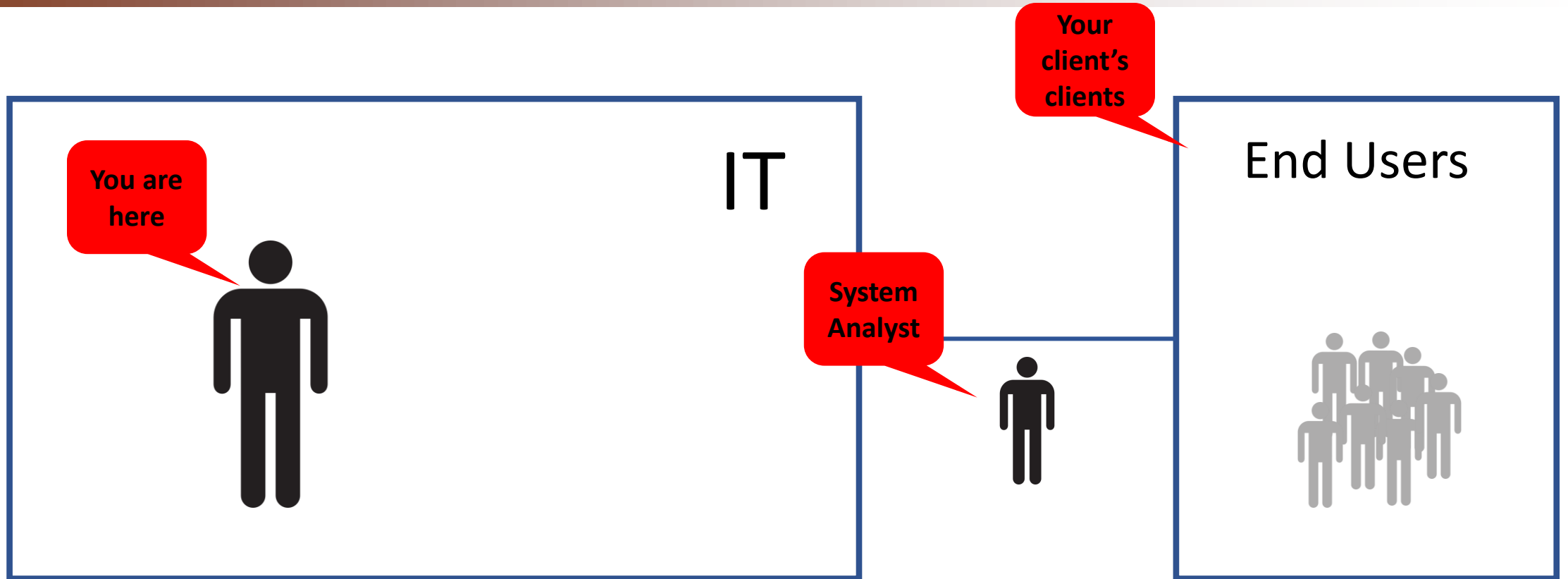
Example #2

System	Reporting & Mapping Criminal Incidents
Organization	Large City
Goal(s)	<ol style="list-style-type: none">1. Improve Police's Response Time2. Attract New Residents

Example #3

System	Mobile Flash Sales
Organization	Young & Small Startup
Goal(s)	<ol style="list-style-type: none">1. Generate Quick Revenue Stream2. Attract Investors

Your Client's Clients



Your Client's Clients

- Your client might not view the users as Clients
- Try to convert him...

Watch Your Language



Always Keep in Mind What Is the Thing That

Really Matters to the Person You Are Talking To

Sophie, the Project Manager

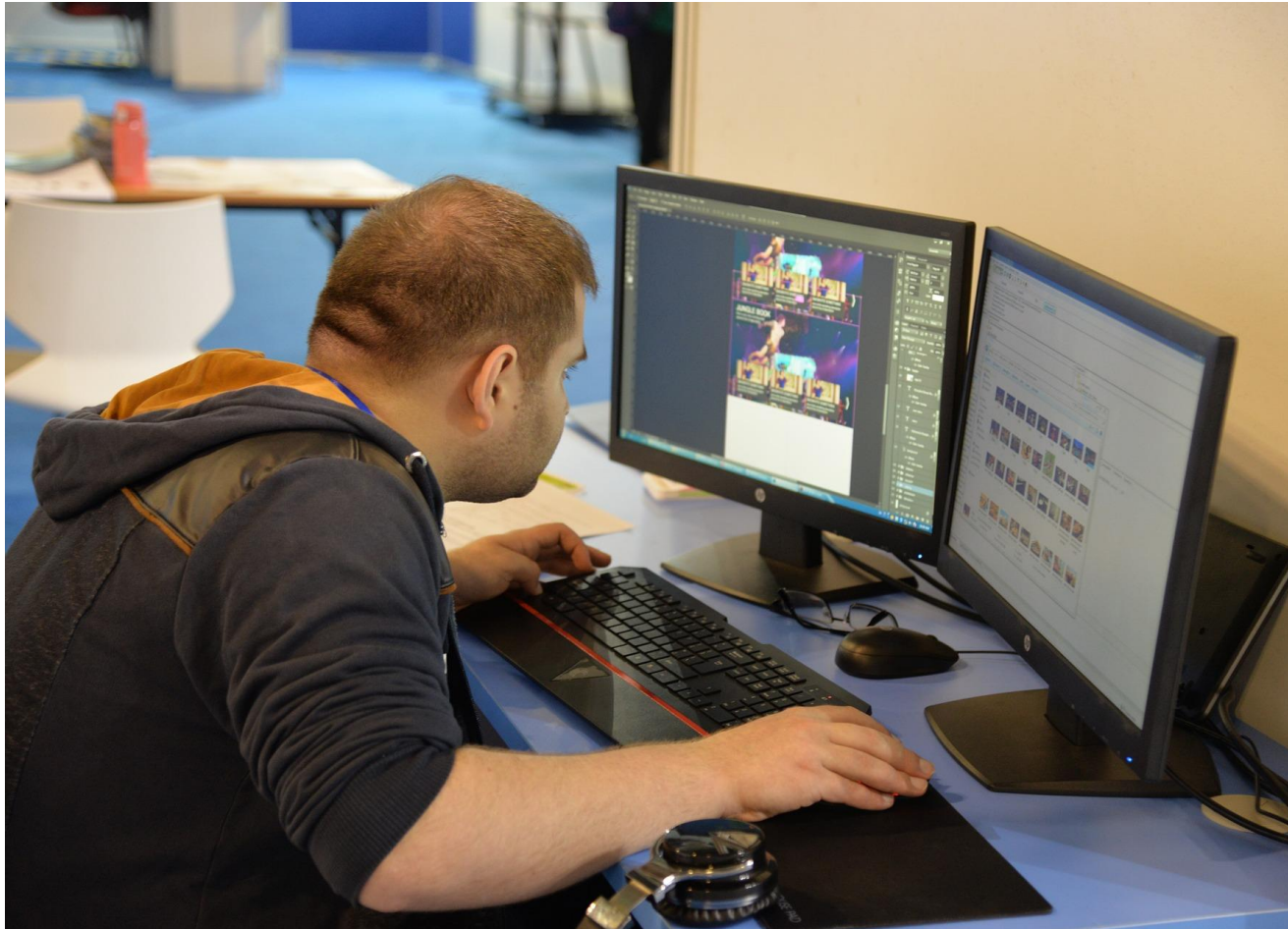


Cares About: Project Success

Avoid: "This is the latest and greatest pattern, and we'll be the first to test it out! We can write a blog post about it!"

Use: "This new technology can help us write the code twice as fast, so we can cut our schedule and budget accordingly"

Dave, the Team Leader



Cares About: Programming

Use: "Have you heard about the latest Angular version? We're going to use it!"

Shelly, the CEO



Cares About: Financial Bottom Line

Avoid: Technical Buzzwords

Use: "The Architecture I've designed will ensure the continuity of the business, and will be able to cope with the high loads expected during Black Friday sales"