Obligatory Assignment 2
Creating a Domain Specific Language using EMF

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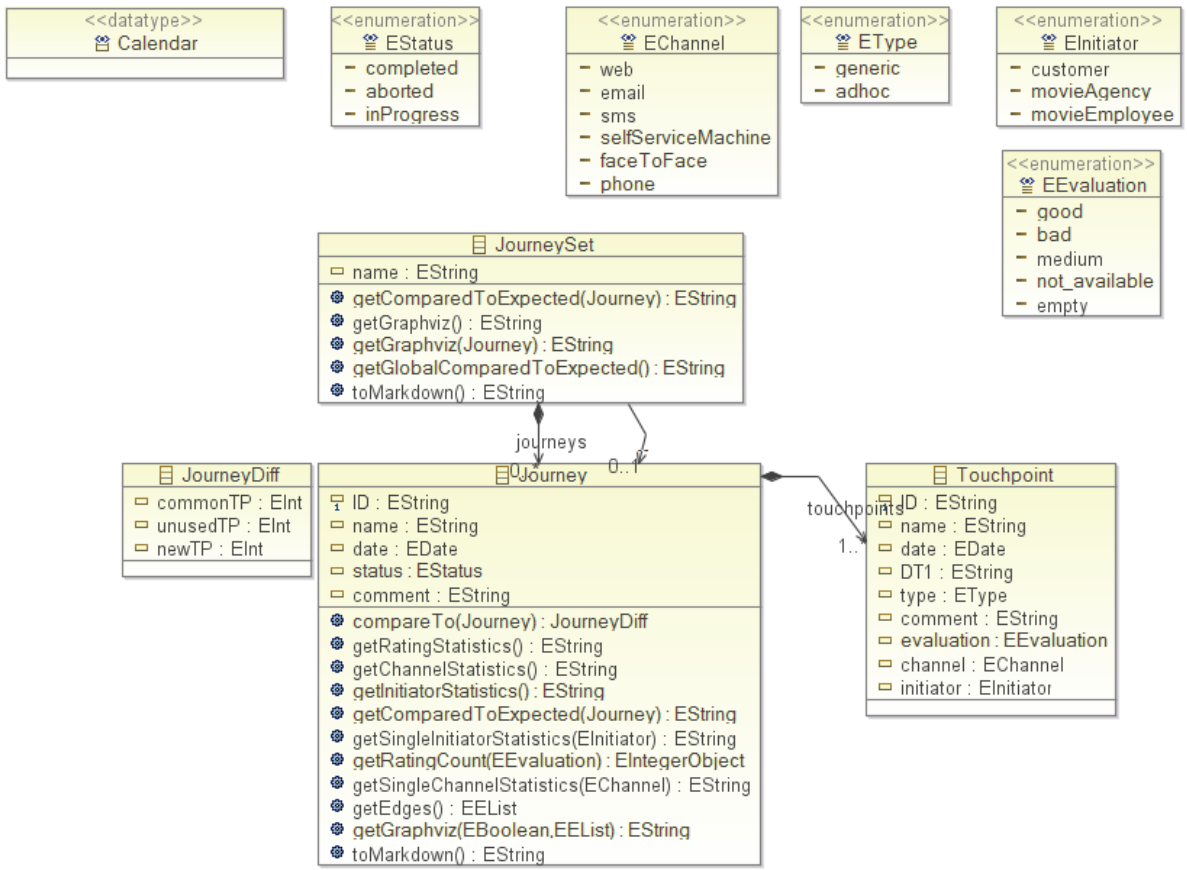
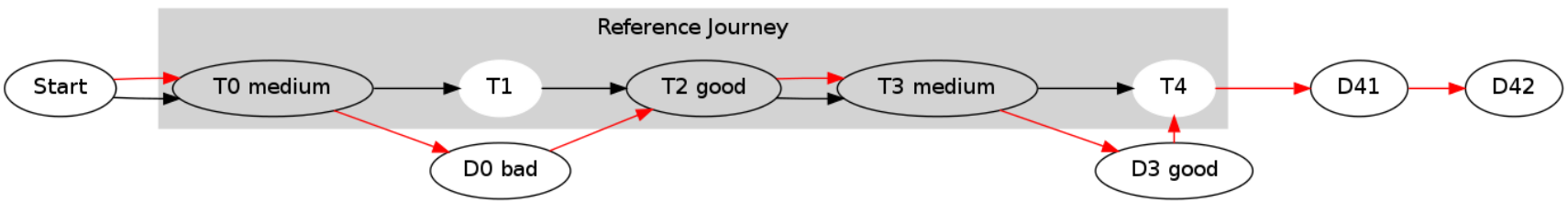
Creating the DSL Metamodel

- Model Customer Journeys and Touchpoints
- Compare Customer Journeys to a reference



Graphical Export

- Generate Graphic to show the difference to the reference journey
- using GraphViz to generate SVG graphics



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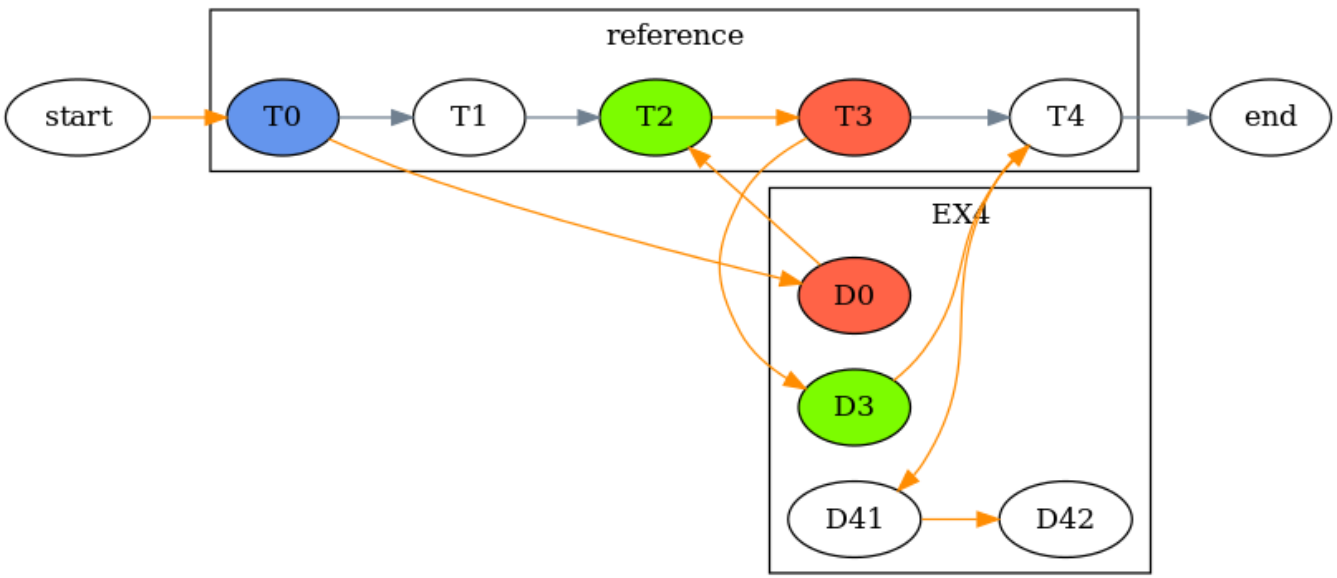


Merging Statistics and Export

- Merge Statistics and Graphical Export into a HTML file
- Generate Markdown and Javascript Code

Journey Analyzer

Journeys

Customer Journey - Example 1 | **Customer Journey - Example 2** | Customer Journey - Example 3 | Customer Journey - Example 4 | Generic Journey

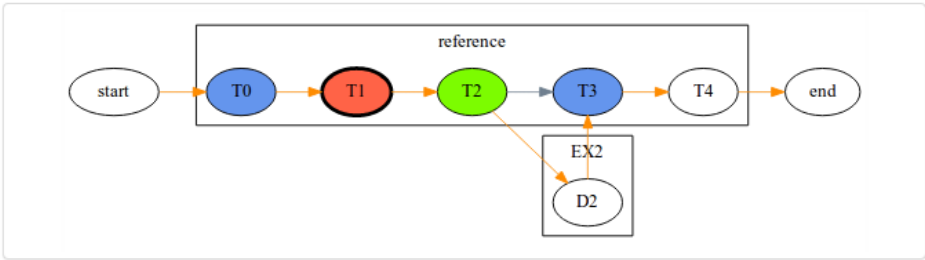
Customer Journey - Example 2

started: 3/3/12 12:00 AM
status: completed

customer orders and pays movie ticket via web site medium
Initiator: customer
Channel: web

confirmation received by e-mail bad
Initiator: movieAgency
Channel: email

confirmation received by SMS good
Initiator: movieAgency
Channel: sms



Rating Statistics for a total number of 6 ratings:

- Good Ratings: 1 (16.666668%)
- Bad Ratings: 1 (16.666668%)
- Medium Ratings: 2 (33.333336%)
- N/a Ratings: 1 (16.666668%)
- Empty Ratings: 1 (16.666668%)

Channel Statistics for 6 channels:

- web: 1 (16.666668%)
- email: 1 (16.666668%)
- sms: 1 (16.666668%)
- selfServiceMachine: 1 (16.666668%)
- faceToFace: 1 (16.666668%)
- phone: 1 (16.666668%)

Livedemo - EMF & Website

LIVEDEMO