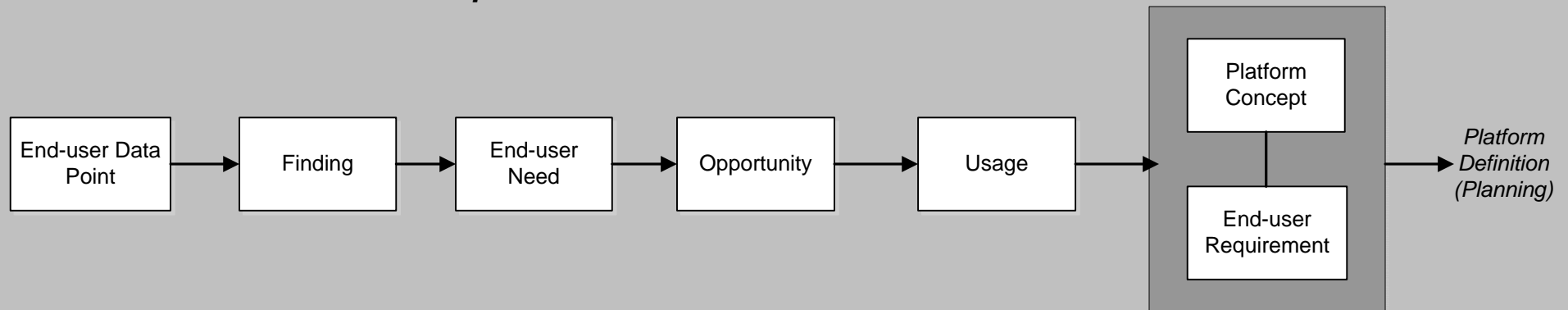


End-user Data to Platform Concept Translation Process



Observations from the field, customer input/feedback, survey information, etc., are entered into an information repository

Data points are examined and assigned probabilities of accuracy (based on the source of the data, additional supporting data points, and other information)

Examination of findings results in identification of what appear to be end-user needs in some context.

A potential opportunity in a particular space (usage domain, market segment) is identified from a set of related needs. If the opportunity appears "attractive enough", it is explored through development of usage models for the targeted opportunity

A set of identified user needs for a targeted opportunity gets refined and understood from the user's point of view through the development of usage models

The list of end-user requirements for what will become a platform concept is identified from the set of usage models/use cases/scenarios created for the targeted opportunity

The collection of end-user requirements gets translated to a platform concept – from which the actual platform definition will be developed

RDL1

RDL2

RDL3

Notes:

Original process discussion indicated a flow from an uninterpreted "data point" to a qualified, understood "finding" to a statement of an end-user's need. In the current understanding of the process, there does not appear to be a flow per se. However, there are level of quality differences between findings based on the source of the finding, extent of supporting findings, etc., and the level of quality / confidence is reflected in the information about the finding. The current use cases only show "findings" - not "data points" turning to "findings" turning to "needs"