

SCENARIO WALKTHROUGH

It's always good to have examples to learn from, so let's now walk through a scenario involving a large car dealership and see how visuals can be used for communication.

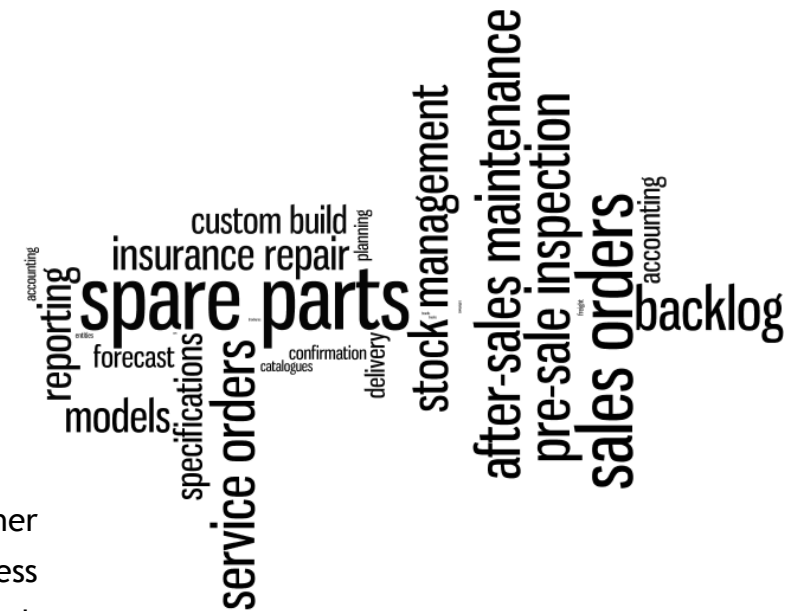
Background

The car dealership deals with three automotive brands (A, B, C) and has three lines of business: car sales, spare parts sales and after sale service center for servicing the sold cars. The company has a relationship with a freight company delivering cars and spare parts. The dealership works closely with car manufacturers so that clients can order a customized version of a car from the current model lineup. Different suppliers of spare parts are used to procure spare parts.

The executive team is considering an offer to upgrade the company's legacy systems. The executives want to implement an integrated system but they are not sure what to select.

You are hired by the dealer in this scenario. Your role is to understand the current state of affairs, identify pain points, underperforming business process, determine the scope of an integrated solution and how the solution will fit into the existing environment.

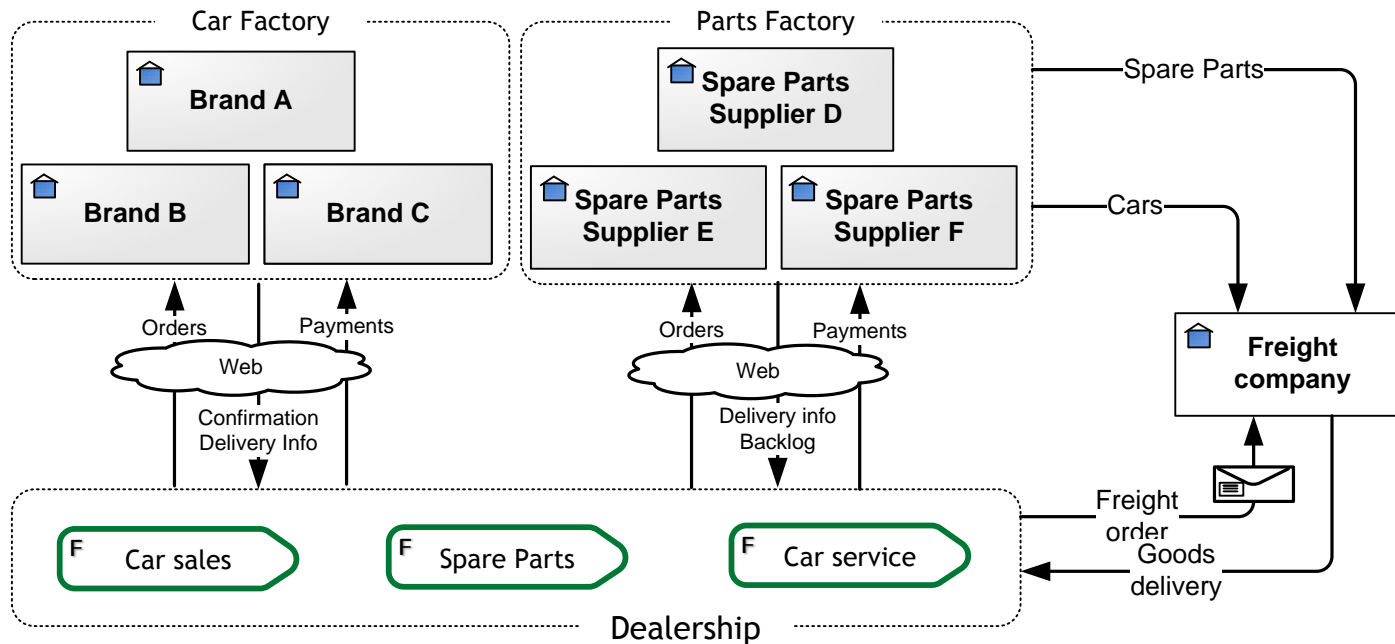
You have spent a week at the dealership talking to staff and managers to gather information about the organization, their views on pain points, areas of business concerns and links between different business functions. At the end of the week you have a lot of information about the business in your head but it's all a bit jumbled, like the picture on the right.



Scenario I

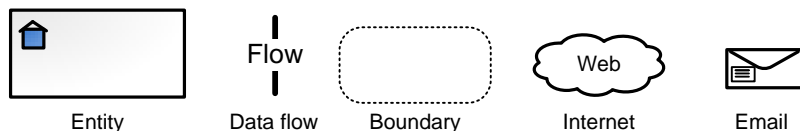
Let's describe the high level picture in order to put the obtained information in a visual order. The goal of this diagram is to confirm your understanding of the business model.

Result



Tip: Don't be in a hurry to throw away your models; there's a good chance you'll be able to re-use them later.

Legend



As you see, the picture is simple and clear. It gives an overview of the external context, interaction of entities, communication channels, the information flowing between the entities and core business functions.



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