

THE DOMAINS OF UNDERSTANDING

Who is the Audience?

**Business
Professional**

**Technology
Professional**

What is the Focus

**Business
Understanding**

**Technology
Understanding**

**Ontologies That Are
Human Consumable
In Less than 90 Seconds**

**Business / Technology
Hybrid
Representations**

**High Level
Abstractions**

**Composite
Representations
And
Hierarchies**



THE DOMAINS OF UNDERSTANDING

EXAMPLES

Who is the Audience?

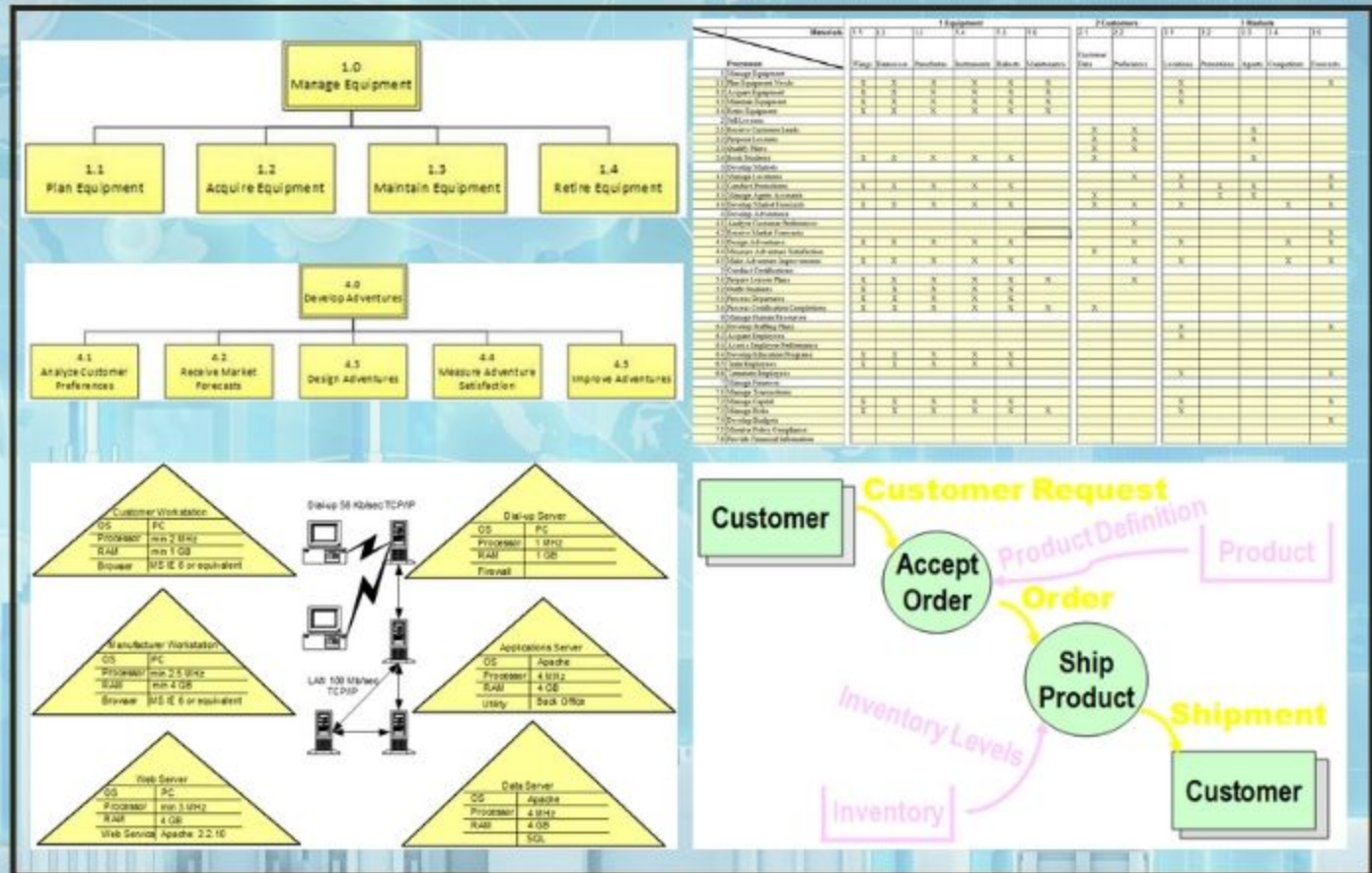
Business Professional

Technology Professional

What is the Focus

Business Understanding

Technology Understanding



Process	1 Equipment				2 Customers				3 Orders					
	Plan	Acquire	Maintain	Retire	Plan	Receive	Design	Satisfaction	Improve	Plan	Ship	Inventory	Product	
1.1.1 Plan Equipment	X													
1.1.2 Acquire Equipment		X												
1.1.3 Maintain Equipment			X											
1.1.4 Retire Equipment				X										
1.2.1 Acquire Equipment		X												
1.2.2 Receive Market Forecasts			X											
1.2.3 Design Adventures				X										
1.2.4 Measure Adventure Satisfaction					X									
1.2.5 Improve Adventures						X								
1.3.1 Design Adventures			X											
1.3.2 Receive Market Forecasts				X										
1.3.3 Measure Adventure Satisfaction					X									
1.3.4 Improve Adventures						X								
1.4.1 Retire Equipment				X										
1.4.2 Receive Market Forecasts					X									
1.4.3 Design Adventures						X								
1.4.4 Measure Adventure Satisfaction							X							
1.4.5 Improve Adventures								X						

