Including product features in process redesign

This article suggests a visual modelling method for integrating models of product features with business process models for redesigning the business processes involving specifications of customer-tailored products and services. The current methods for redesigning these types of business processes do not take into account how the product features are applied throughout the process, which makes it difficult to obtain a comprehensive understanding of the activities in the processes and to generate significant improvements. The suggested approach models the product family using the so-called product variant master and the business process modelling notation for modelling the process flow. The product model is combined with the process map by identifying features used in each step of the process flow. Additionally, based on the information absorbed from the integrated model, the value stream mapping modelling technique is applied to the specification process to evaluate its performance in quantifiable terms. The proposed modelling approach was investigated through three case studies. Experiences from the case studies were that the suggested modelling techniques gave additional insight into the specification processes and formed a good basis for process improvement. Furthermore, the case studies indicated that the suggested modelling techniques were applicable and easy to use.