ArchiMate Viewpoint: Product Viewpoint

In the [ArchiMate](#) language, a viewpoint is a relevant subset of ArchiMate elements and relationships, put together on a diagram in representing a particular part of an architecture. ArchiMate suggests a set of [example viewpoints](#). Each of them comprises elements from different layers. Besides, the Grouping element, Junction, and Or Junction can be used in every viewpoint. These basic viewpoints can be used as starting points for modeling efforts. But keep in mind that these example viewpoints should not constrain modeling activities. Organizations should modify the example viewpoints or even to design their own viewpoints in addressing specific stakeholder concerns. This article describes one of the many example viewpoints - The Product Viewpoint.

What is an Product Viewpoint?
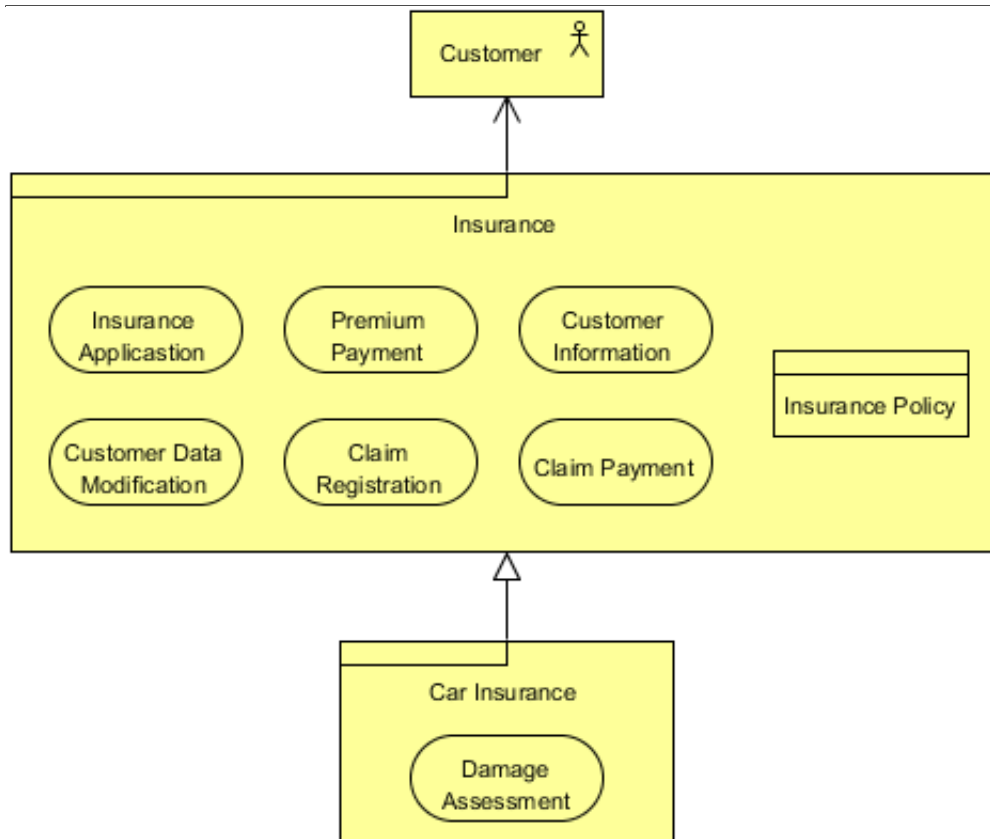
According to [ArchiMate 3.0.1 specification](#):

The product viewpoint depicts the value that these products offer to the customers or other external parties involved and shows the composition of one or more products in terms of the constituting (business, application, or technology) services, and the associated contract(s) or other agreements. It may also be used to show the interfaces (channels) through which this product is offered, and the events associated with the product. A product viewpoint is typically used in product development to design a product by composing existing services or by identifying which new services have to be created for this product, given the value a customer expects from it. It may then serve as input for business process architects and others that need to design the processes and ICT realizing these products.

The table below describes Product Viewpoint in more detail.

Attribute	Value
Stakeholders	Product developers, product managers, process and domain architects
Concerns	Product development, value offered by the products of the enterprise
Purpose	Designing, deciding
Scope	Multiple layer/Multiple aspect

Product Viewpoint Example

The figure below shows an ArchiMate diagram created under the Product Viewpoint. By applying a viewpoint you are allowed to draw an ArchiMate diagram with a subset of ArchiMate elements and relationships, as defined under the viewpoint.
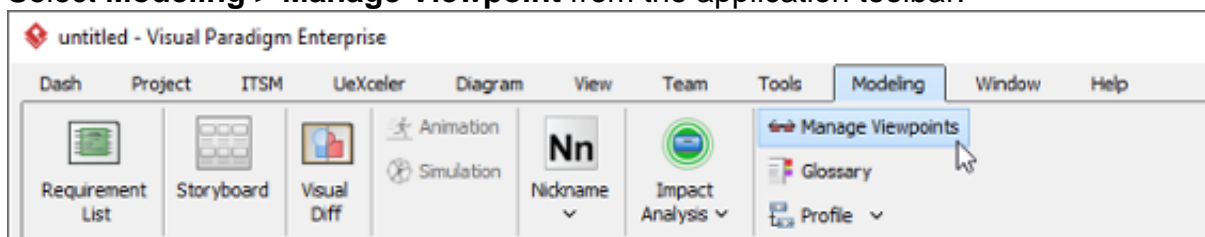
How to apply Product Viewpoint?

To apply Product Viewpoint (or any other viewpoint) involves two main steps. The first step is to configure your project to use the viewpoint. The second step is to edit your diagram by selecting the viewpoint.
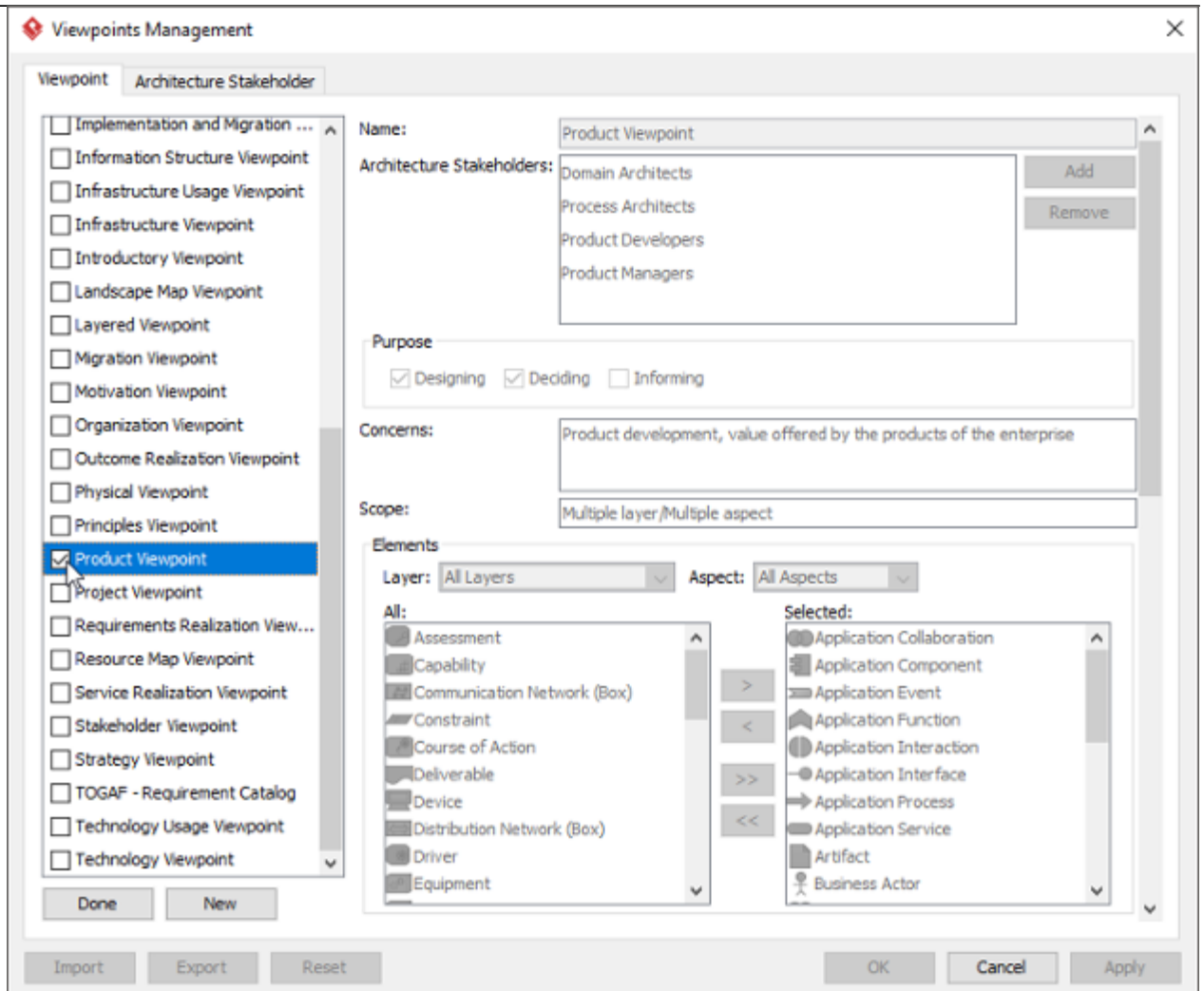
Project configuration

1. Select **Modeling > Manage Viewpoint** from the application toolbar.

2. This shows the **Viewpoint** tab. Click **Add** at bottom left.

3. This shows the list of example viewpoints. Select **Product Viewpoint**. The stakeholder, purpose, concerns and related elements are presented on the right.
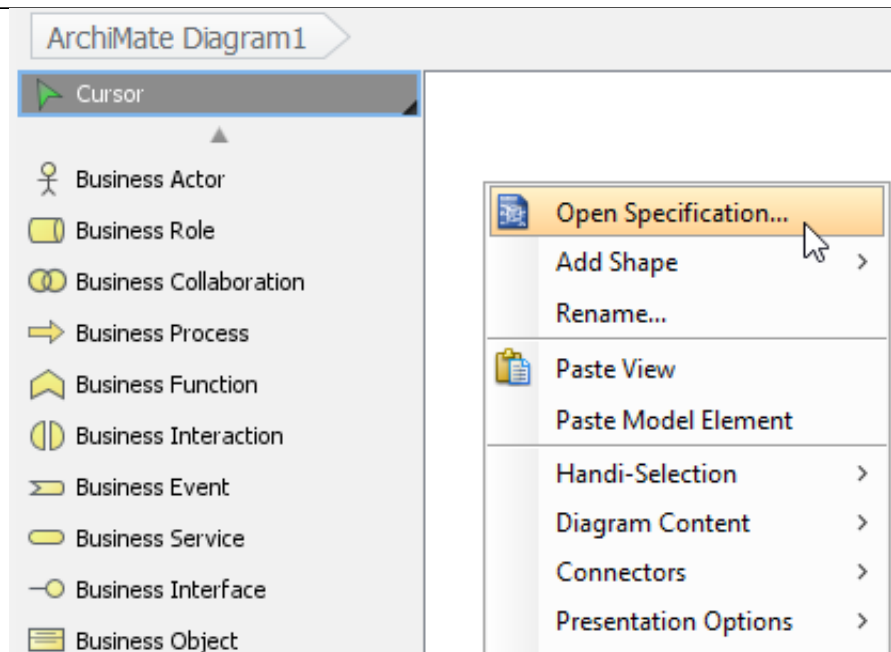
4. Click **Done**.
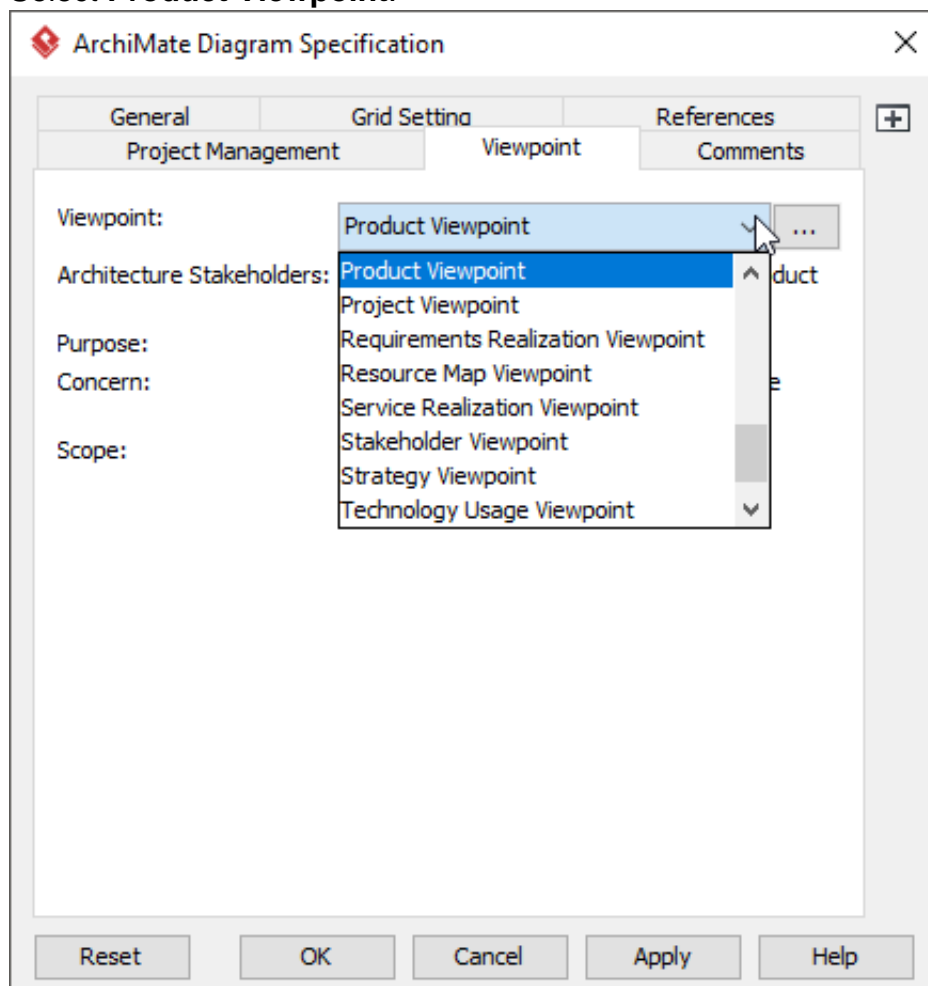5. Click **OK** to confirm.

Setting a viewpoint to diagram

To apply Product Viewpoint on an ArchiMate diagram:

1. Right click on the ArchiMate diagram and select **Open Specification...** from the popup menu.

2. Open the **Viewpoint** tab.
3. Select **Product Viewpoint**.

4. Click **OK** to return to the diagram. From now on, you can select the subset of ArchiMate elements and relationships defined under the Product Viewpoint.

Cursor

Business Actor
Business Role
Business Collaboration
Business Process
Business Function
Business Interaction
Business Event
Business Service
Business Interface
Business Object
Product
Contract

Application Collaboration
Application Component

Insurance Applicastion

Premium Payment

Customer Data Modification

Claim Registration