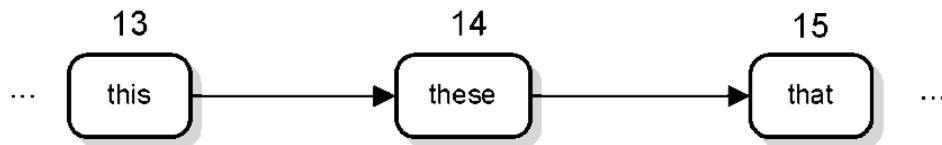


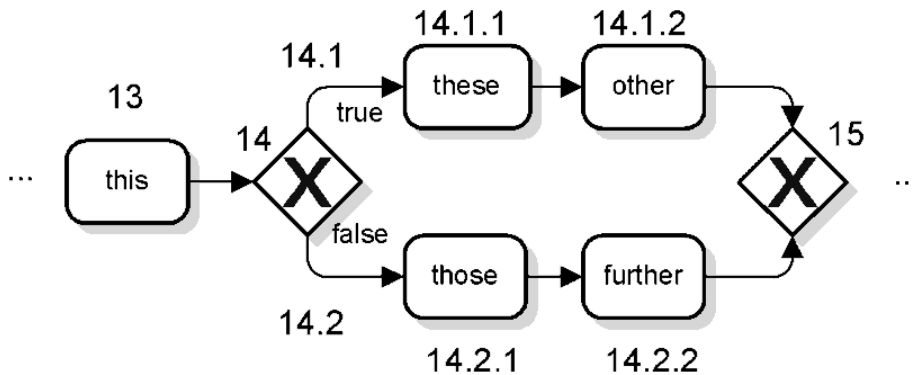
## ***From Reverse Modeling to Modeling***

- Reverse modeling is easy: it mainly consists in translation from visual to textual representation. In contrast, the modeling process requires a higher cognitive effort: it is an inherently inductive (creative) process: from informal natural language to a clear and standardized model.
- An efficient learning of the modeling process can be supported by a semi-formal textual description. In the following, we will start to learn the modeling process via simple scenarios described in a semi-formal textual notation.
- The semi-formal notation is made of *short sentences*, numbered so as to allow the specification of the control flows with BPMN 2. It resembles detailed use cases in UML.
- A *sequential* numbering is used to express a sequential order of execution. A new *level of numbering* is used to express a flow internal to some branch of the control flow. A new *decimal numbering* level is used to express exclusive branches (e.g. x.1 and x.2). In this case, each branch starts with the *if* keyword. A new *alphabetic numbering* level is used to express parallel or inclusive branches (e.g. x.a, and x.b).

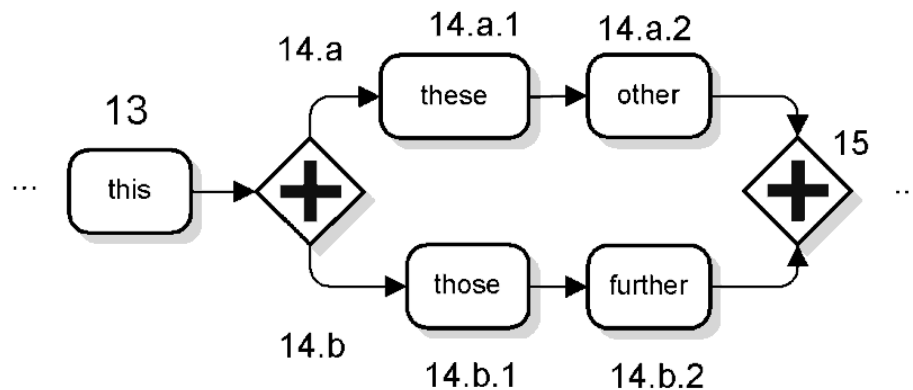
MAPPING FROM SEMI-FORMAL TEXTUAL DESCRIPTION TO BPMN MODEL (AND VICE-VERSA)




13. *this*  
 14. *these*  
 15. *that*



13. *this*  
 14.1. If it is true ...  
 14.1.1. *these*  
 14.1.2. *other*  
 14.1.3. → 15  
 14.2. If it is false...  
 14.2.1. *those*  
 14.2.2. *further*  
 15. ...



13. *this*  
 14.a.1. *these*  
 14.a.2. *other*  
 14.a.3. → 15  
 14.b.1 *those*  
 14.b.2 *further*  
 15. Wait for the end of 14.a and 14.b  
 ...

Note: In case of  : 15. Wait for the end of the ongoing activities in 14.a and 14.b

# Advertising agency

- How an advertising agency produces an advertisement, and which messages it exchanges in doing so.

1. The Agency waits for orders from customers
2. A Customer sends an order to the Agency including the text for advertisement
3. The Agency receives the order from the Customer
4. The Agency designs the Advertisement
- 5.a.1. The Agency proofreads the text
  - 5.a.2.1. If the text is okay
    - 5.a.2.1.1. → 6
    - 5.a.2.2. If the text is not okay
      - 5.a.2.2.1. The Agency corrects the text
        - 5.a.2.2.2. → 5.a
    - 5.b.1. The Agency checks the layout
      - 5.b.2.1. If the layout is okay
        - 5.b.2.1.1. → 6
        - 5.b.2.2. If the layout is not okay
          - 5.b.2.2.1. The Agency reworks the layout
            - 5.b.2.2.2. → 5.b
    6. Wait until both text and layout are okay
    7. The Agency sends a proof to the Customer
    8. The Customer receives the proof from the Agency
    9. The Customer sends to the Agency a feedback on the proof
    10. The Agency receives the feedback on the proof from the Customer
    - 11.1. If the Customer accepts the proof
      - 11.1.1. The Agency archives the advertisement
      - 11.1.2. The advertisement can be produced.
    - 11.2. If the Customer requests changes
      - 11.2.1. The Agency reworks the advertisement
      - 11.2.2. → 5

