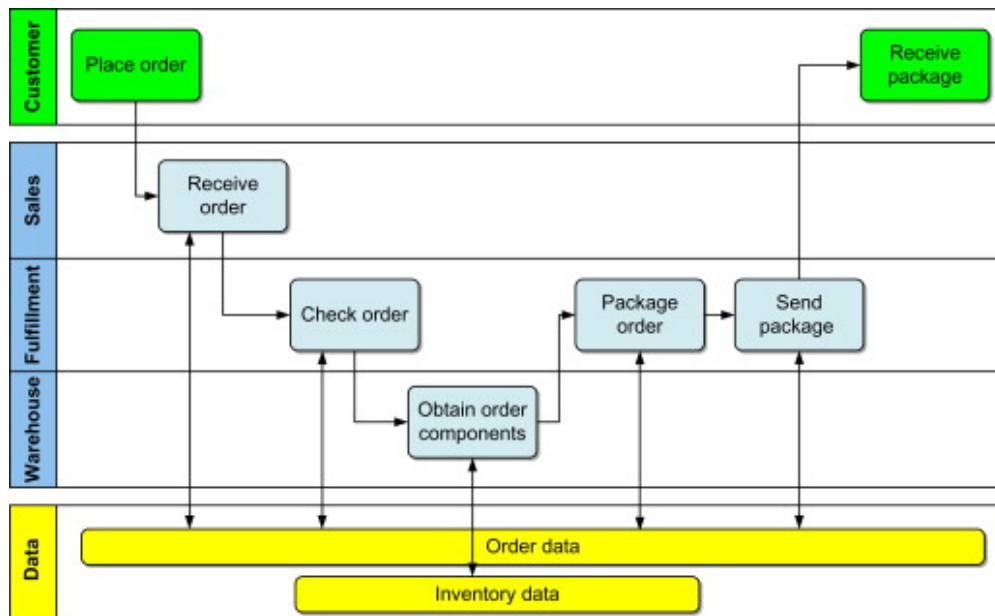# Line of Visibility Enterprise Modeling (LOVEM)

LOVEM stands for Line of Visibility Enterprise Modeling (or sometimes Line of Visibility Engineering Method).

LOVEM was created by IBM to model workflows. It uses basic flowchart notation with horizontal swim lanes. The top swim lane is always used to represent the customer or end user. Items in each workflow "swim lane" below the customer line have "visibility" to that specific role in that specific swim lane. Interactions with the customer or other swim lanes are indicated by a dashed line.

These interactions should be described as to what information is exchanged and the business rules governing that exchange. Anything in the end user/customer swim lane represents a "moment of truth" because it is the critical point of customer interaction point in that workflow. Those items are critical interactions with specific information.

The bottom two swim lanes represent data and tools (automation).
The workflow links to the data swim lane show input to, or output from, data repositories. (Some practitioners leave out the data swim lane.) The workflow links to the tools swim lane show interaction with tools

Source: John Long, in Process Modeling Style, 2014