

Blackblot PRM* Seminar Action Plan

* Part of the "Procedural Requirements Management™" seminar.

<p>1. Necessities</p> <ul style="list-style-type: none"> • Always remember that the same need can produce different wants and demands. 	<p>2. Key Documents</p> <ul style="list-style-type: none"> • Always level the documents, especially for complex systems, and be explicit about what is and what is not accurate at each level. 	<p>3. Roles and Responsibilities</p> <ul style="list-style-type: none"> • Ensure roles and responsibilities are profoundly clear, understood by everyone, and are consistent.
<p>4. Ownerships</p> <ul style="list-style-type: none"> • Product Management owns and controls the product's market requirements. • Engineering owns the solution and the product development project schedule. 	<p>5. Building the MRD</p> <ul style="list-style-type: none"> • Your job focus is to define and articulate market requirements, not the product or its features. 	<p>6. Personas and Buyers</p> <ul style="list-style-type: none"> • Design useful products for the users, and market their value to the buyers.
<p>7. Product Frames</p> <ul style="list-style-type: none"> • Always remember that the same market requirement can be satisfied with different sets of feature-attribute-specification. 	<p>8. Understanding Market Requirements</p> <ul style="list-style-type: none"> • Always write clear, detailed and specific market requirements. • Be sure to properly qualify and quantify the market requirement. 	<p>9. Writing Market Requirements</p> <ul style="list-style-type: none"> • Determine market requirements well in advance of designing solutions for the market. • Write clearly and concisely.
<p>10. Better Requirements</p> <ul style="list-style-type: none"> • Do not rely on assumptions. Verify market requirements with buyers and users. • The fact you can produce a product or add a feature does not mean you should. 	<p>11. Use Cases</p> <ul style="list-style-type: none"> • Focus on all possible personas and goals. • Focus on the who/what/purpose without dealing with system internals. 	<p>12. Save Money</p> <ul style="list-style-type: none"> • Write good market requirements by constantly communicating with customers and engineers.

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