Ideal Proposal Basic

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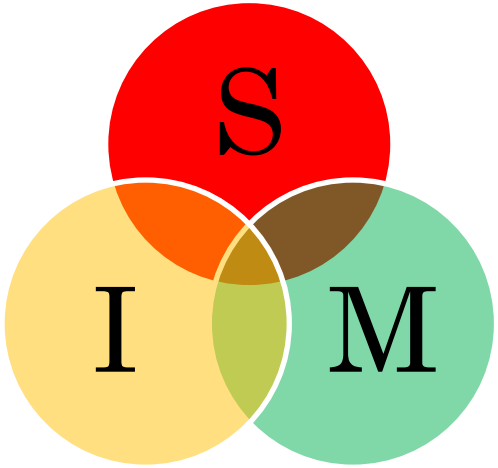
Agenda

- Process And Methodology
- Proposal Skeleton

An Integrated Proposal

- SIM Skeleton

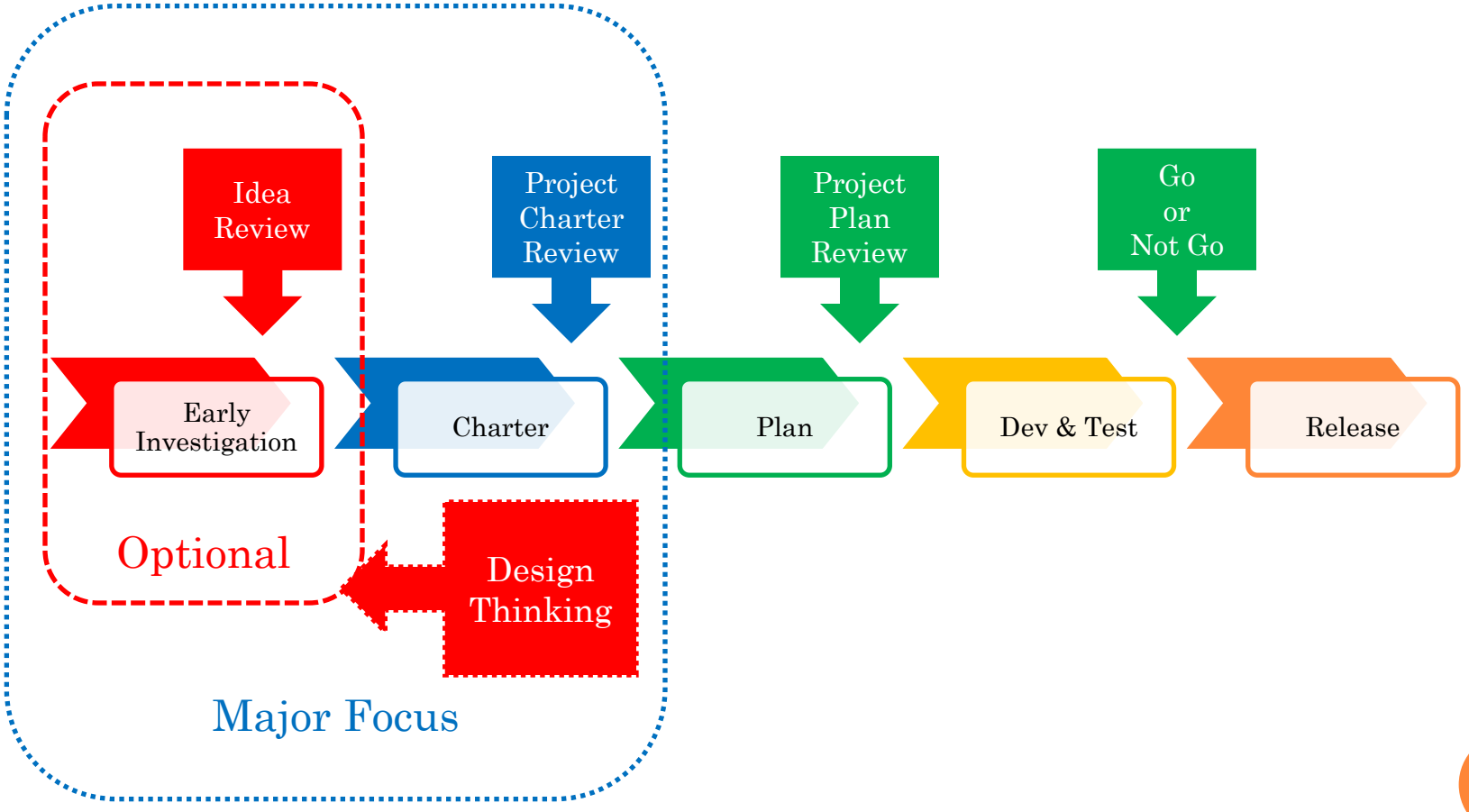


Story
- Requirements and use cases

Idea
- Key ideas and high level design

Metric
- Roadmap and ROI analysis

Innovation & Development Pipeline



Idea Review And Discussion

Focus: Story & Idea

Pitch (optional)

- Low development
- Quick turnaround
- No commitment
- Include key contributors

Focus: Story & Idea

Presentation

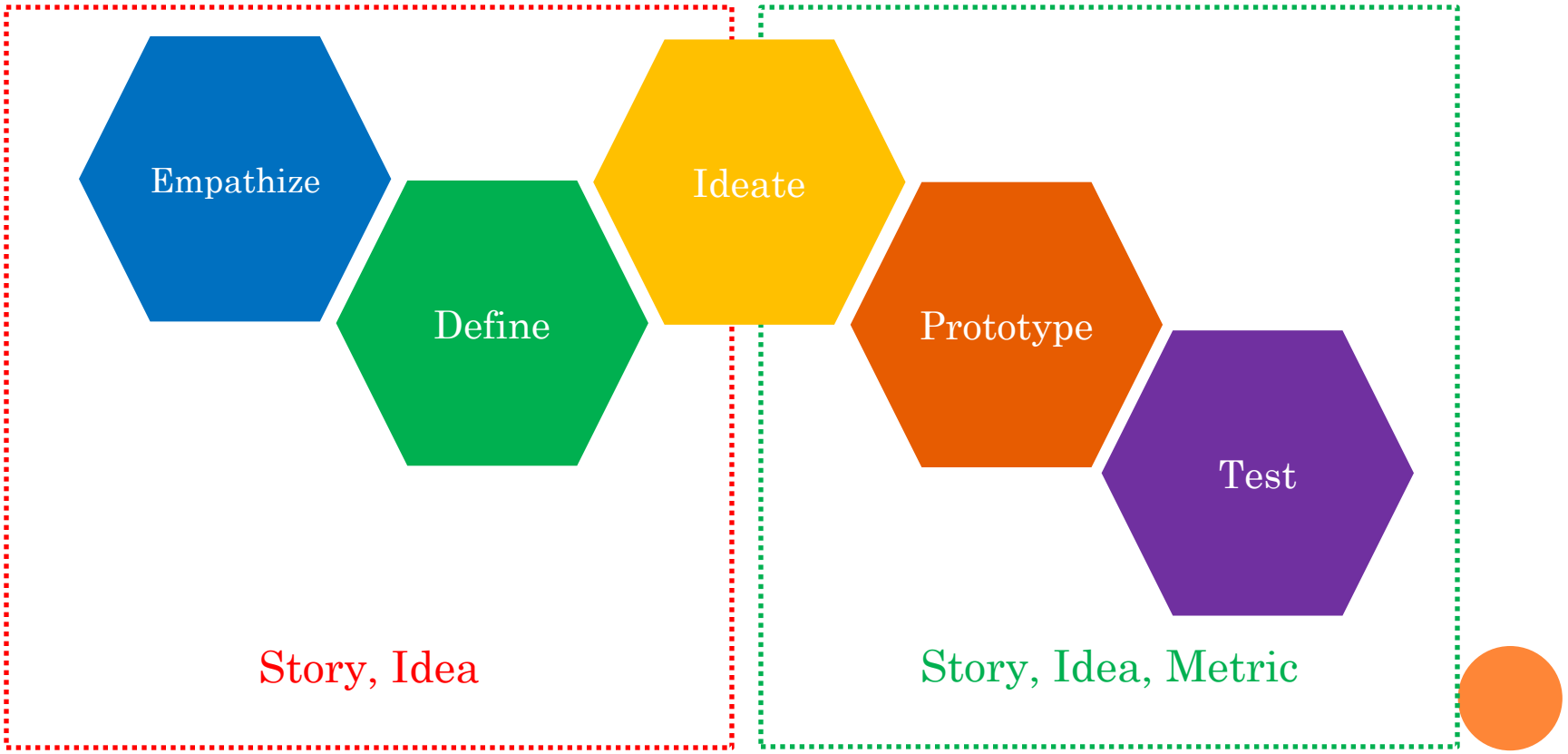
- Medium Development
- Medium turnaround
- Possible commitment
- Include key stakeholders

Focus: S &I & Metric

Proposal

- High development
- Slow turnaround
- Formal commitment
- Include all stakeholders

Design Thinking Iterations



Outputs

- Internal Outputs
  - Proposal documents and references
  - Prototype and test efforts
- External Outputs
  - Patents
    - Some cross function project may ends up by filing patents
  - Formal Project Charter Review
    - An integrated project proposal (S.I.M)
    - Ready to write arch spec or function spec

Agenda

- Process And Methodology
- Proposal Skeleton

Story

- Requirements Definition
  - Type: Solution/Product/Component level
  - User story for user problems or user requirements
    - Focus problems, pain points from customer or business view
    - Or just focus on direct customer or business requirements
  - Non-requirements definition
- Use Case Definition
  - Use case type
    - New use case vs. Existing new case
    - Customer use case vs. Internal use case
  - Use case brief description
    - Focus on how customer interactive with the new use case
    - How customer get benefits from existing use case
- Market analysis – (optional for component proposal)
  - Current market status
  - Can this new proposal be aligned with company big strategy
  - Who is the major competitor in the market

Idea

- Key idea summary
  - What is the idea
  - Why and how the idea could solve the problem
  - What is value-add for the key idea?
  - Any alternative options?
    - Pros vs. Cons among different options
    - Why choose current solution
- High level design
  - Solution/Product/Component architecture diagram
    - How various sub-system or components fit together
  - Major application flow
    - Data path, Control path, error handling
  - Key challenges analysis
    - What are the key challenges
    - Any prototype/validation need to be planned

Metric

- Roadmap
  - Deliverable definitions
    - Patents?
    - Dev & test deliverables
      - Software components
      - Test tools
      - Document: Arch spec, functional spec
    - Process changes?
  - Scope and milestone definitions
    - Scopes & goals for each milestone
      - Goals must be S.M.A.R,T,
        - Success/Fail criteria for each milestone
        - Time line for each milestone
    - Risks & migration plan
    - Key Stakeholders per milestones
- ROI analysis
  - Return or benefits analysis
  - Investment analysis
    - Project contributors and sponsors
    - Rough estimation for people/month (optional)
    - Other cost estimations (optional)