



IDEAL PROPOSAL BASIC

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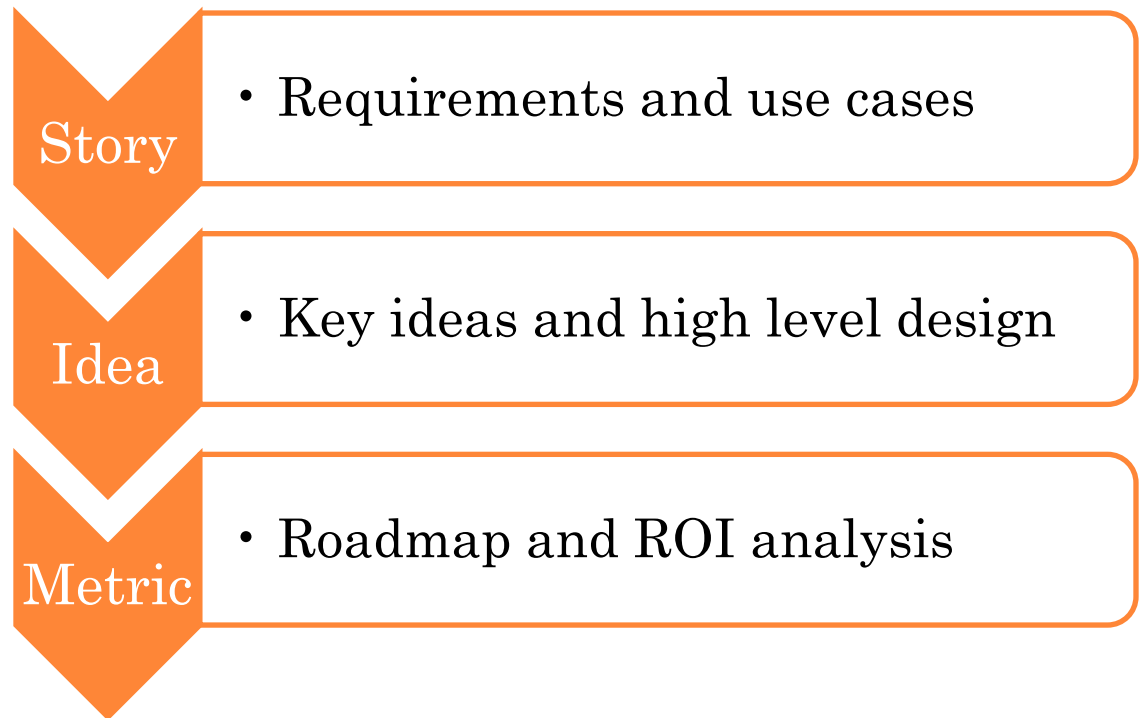
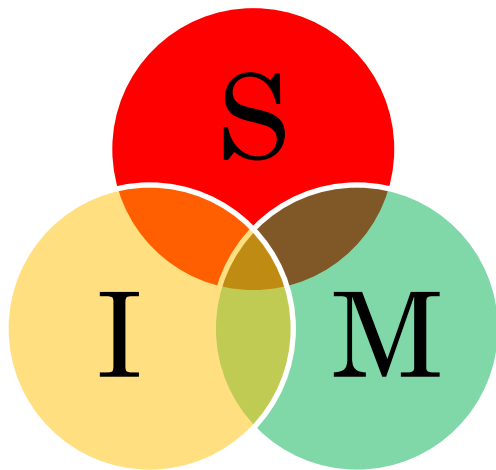
AGENDA

- Process And Methodology
- Proposal Skeleton

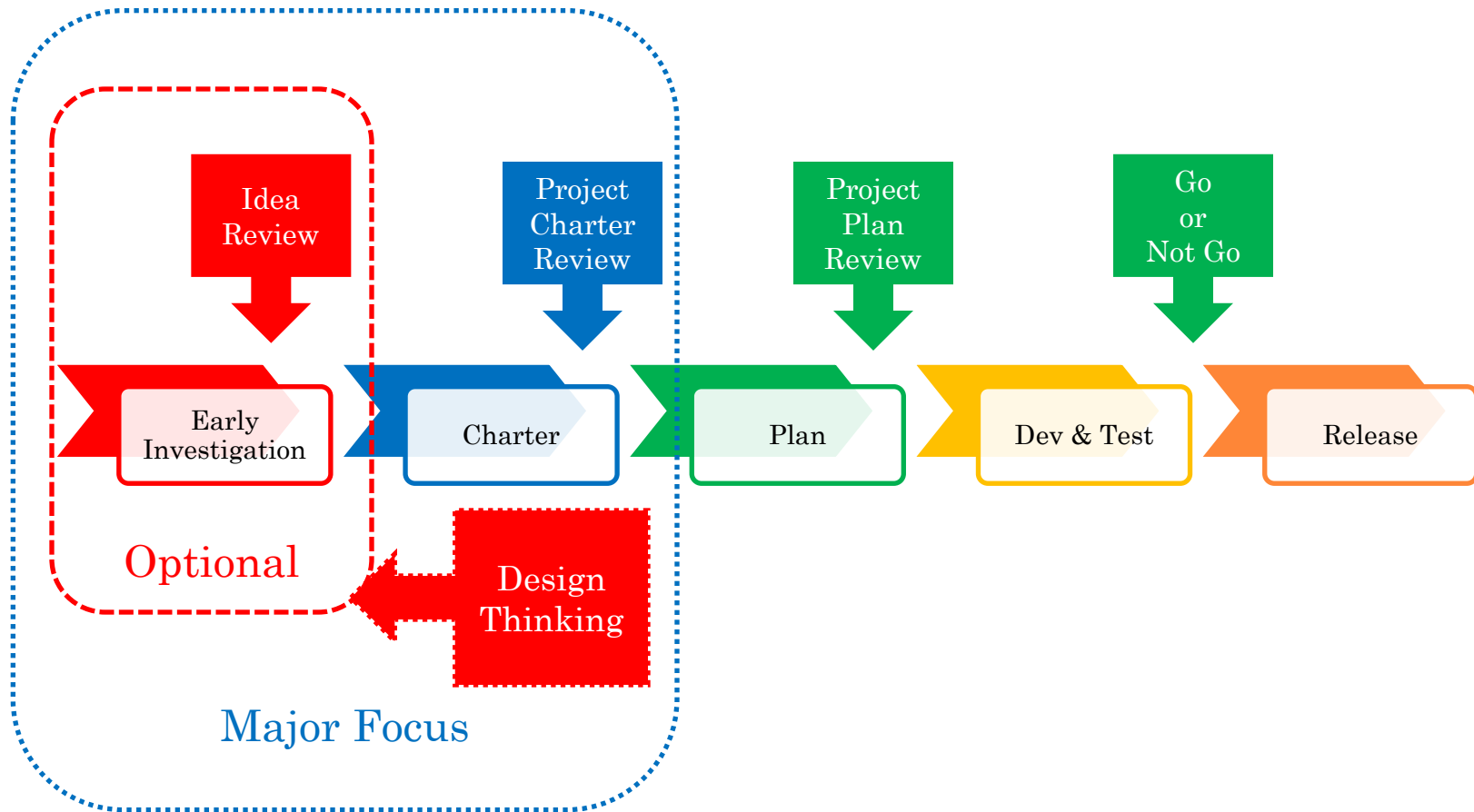


AN INTEGRATED PROPOSAL

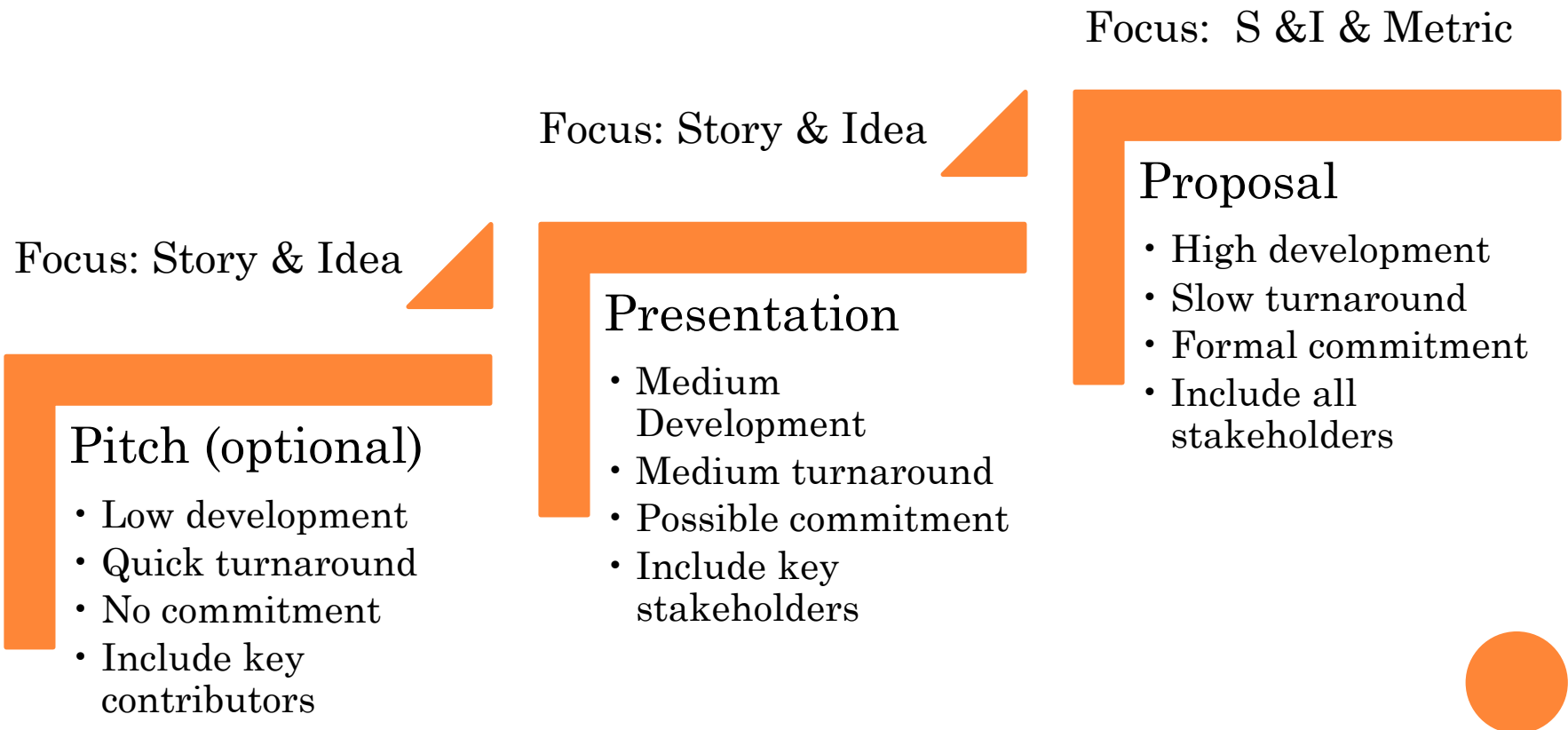
○ SIM Skeleton



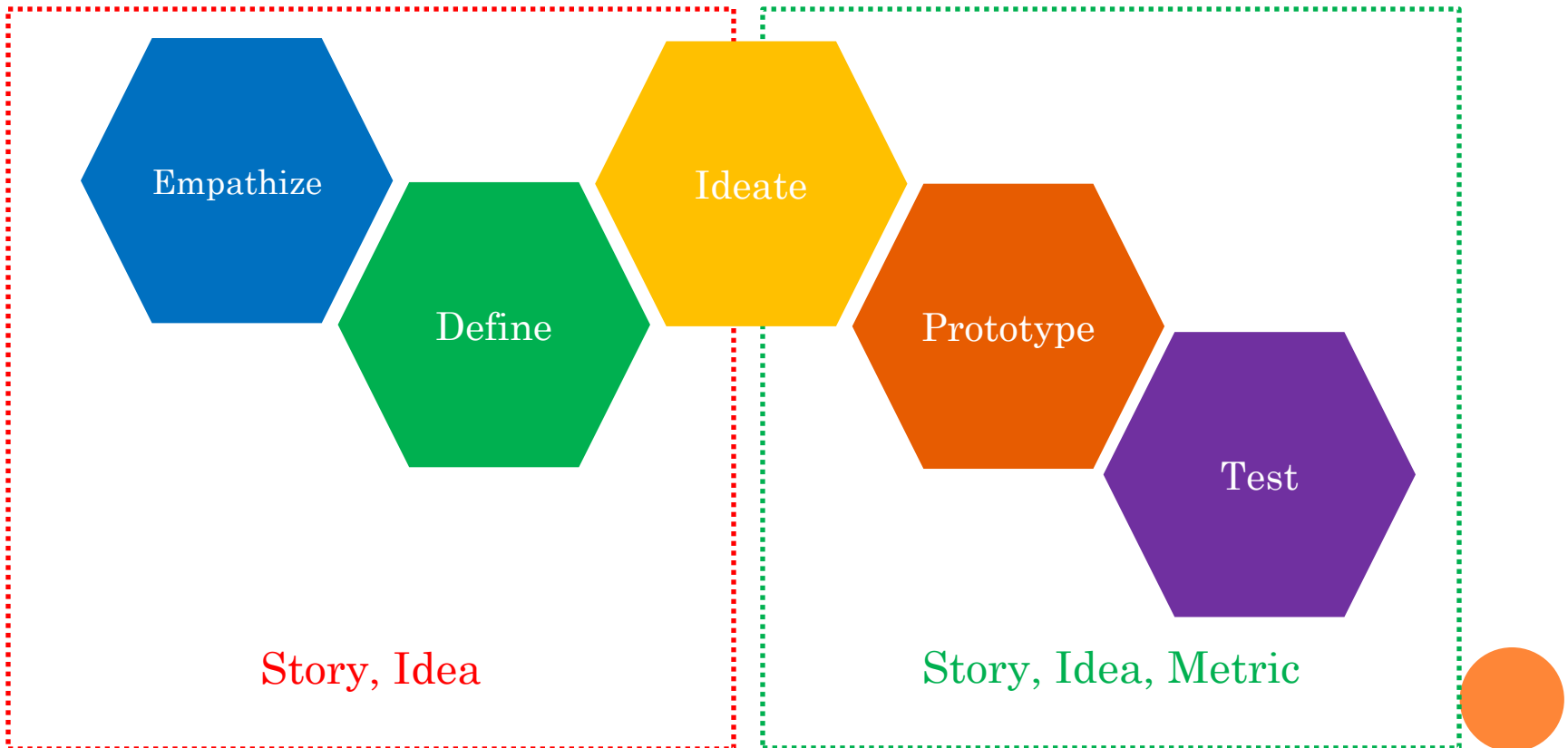
INNOVATION & DEVELOPMENT PIPELINE



IDEA REVIEW AND DISCUSSION



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/business problems or requirements
 - Focus problems, pain points from customer or business view
 - Or just focus on direct customer or business requirements
 - Non-requirements definition
- Solution to address user requirements or problems
 - High level brief description, from user perspective
 - How customer get benefits from the solution
 - 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
- Market analysis – (optional for component proposal)
 - Current market status
 - Who are the major competitors in the market
 - Can this new proposal be aligned with company big strategy
- Identify and get your core contributors, project sponsors or advocates



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
- Identify and get key stakeholders involved
 - Receive some feedbacks and comments
 - Address their concerns



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
 - Full Stakeholders list per milestones

○ ROI analysis

- Return or benefits analysis
 - Optional for quantitative analysis
- Investment analysis
 - Rough estimation for people/month (optional)
 - Other cost estimations (optional)

