



# IDEAL PROPOSAL BASIC

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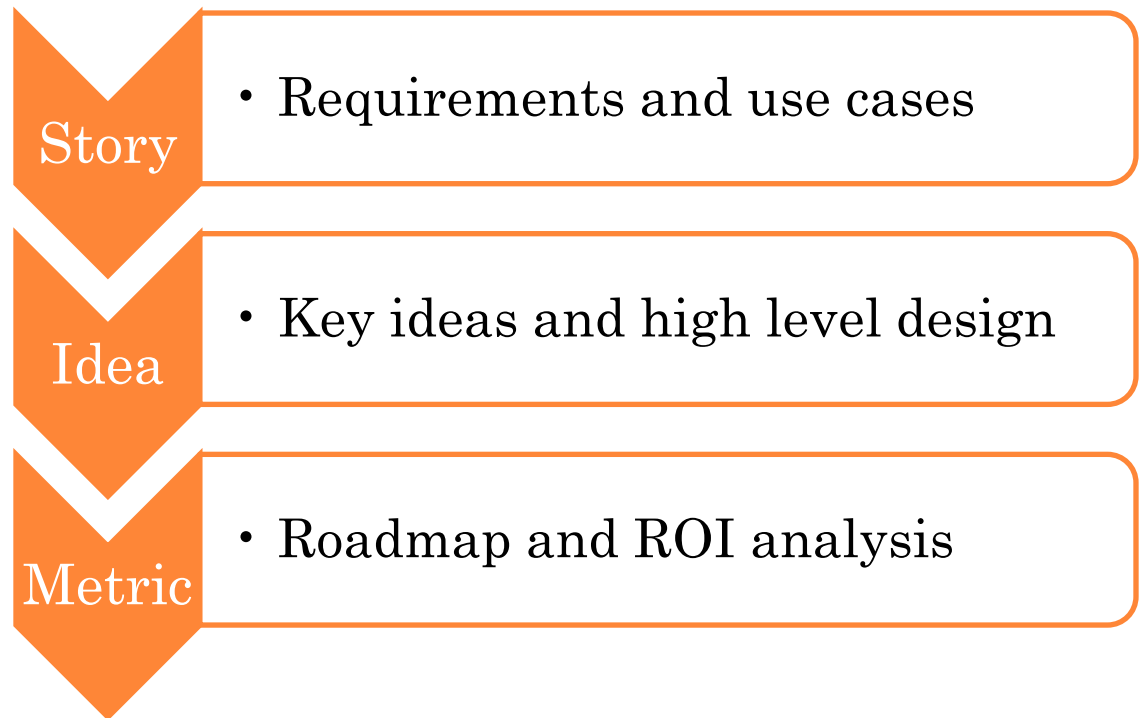
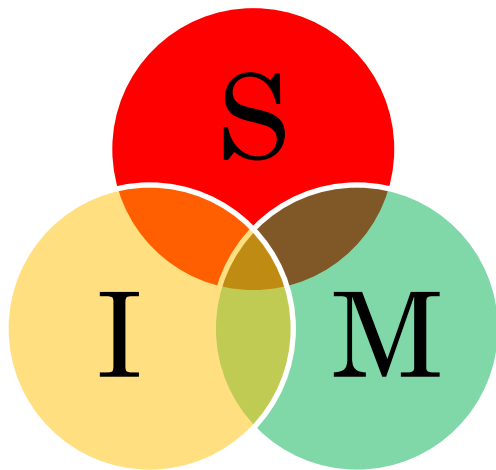
# AGENDA

- Process And Methodology
- Proposal Skeleton

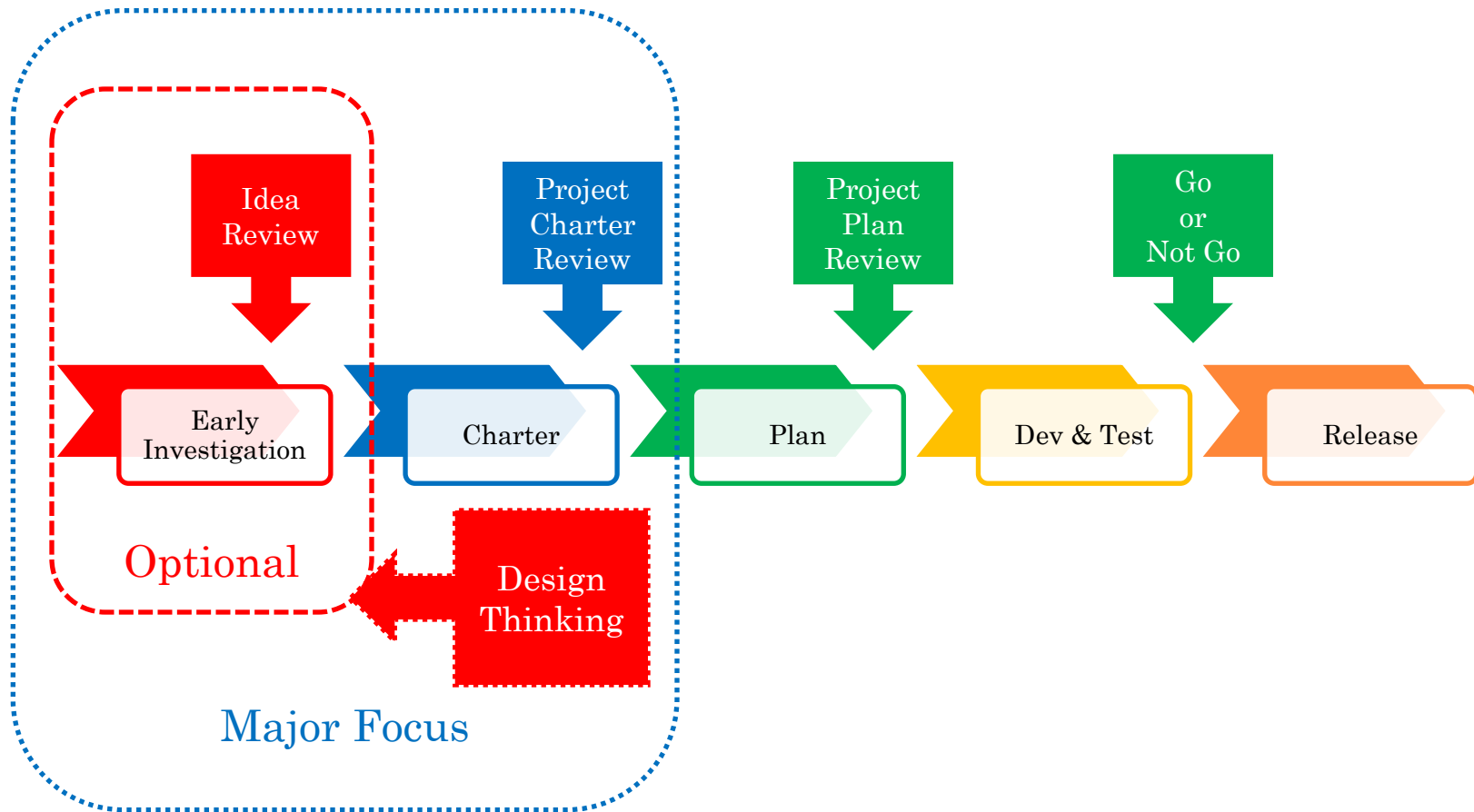


# AN INTEGRATED PROPOSAL

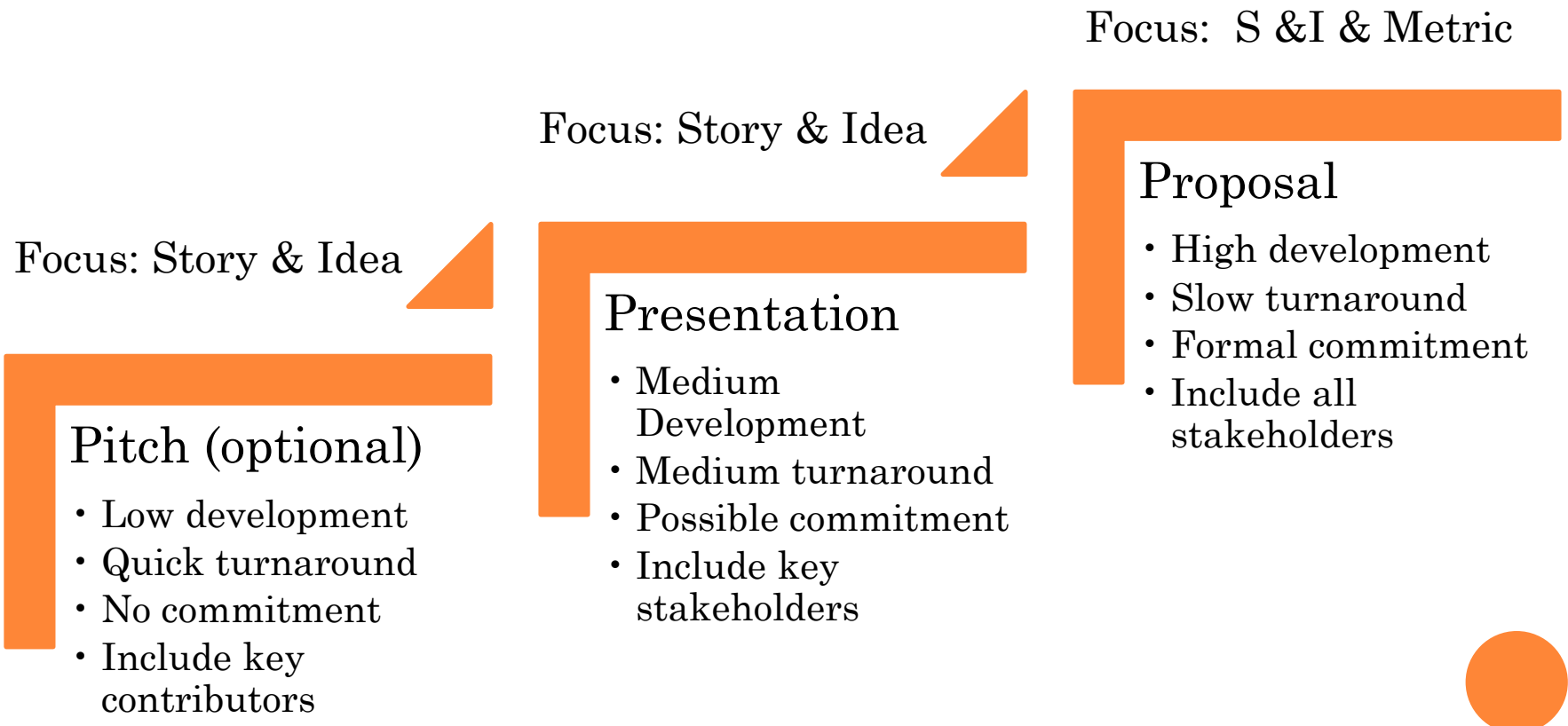
## ○ SIM Skeleton



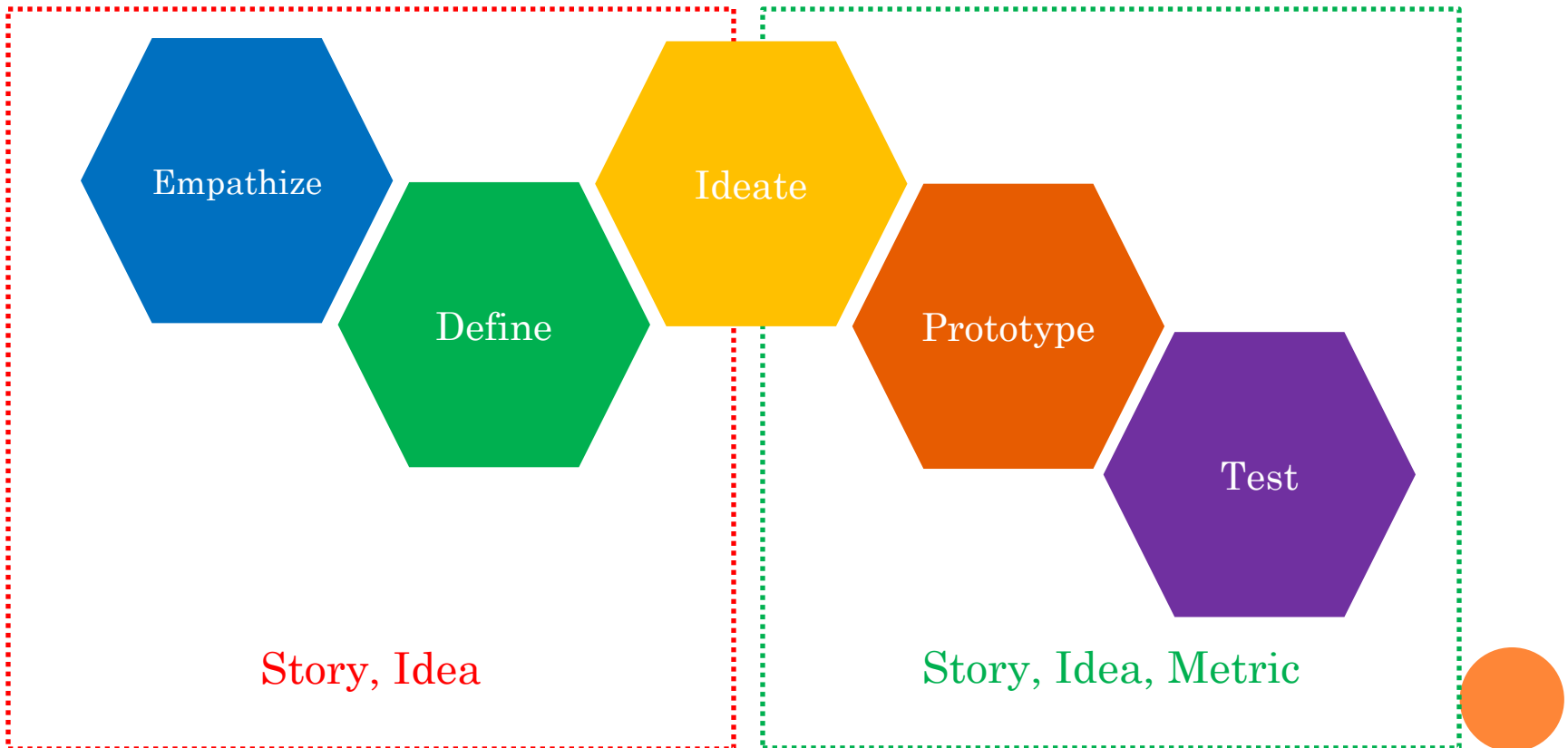
# INNOVATION & DEVELOPMENT PIPELINE



# 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 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
- 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)

