iNDUSTROBOTS

iDROID

Consumer market entry readiness engagement

Requirements Gathering Project Kickoff Meeting

iNDUSTROBOTS

Our understanding of Engagement Scope

Capabilities, processes, and systems to enable Industrobots to launch new robot products in the consumer market

In-Scope

Business capabilities and processes to market and sell to consumers:
- Marketing and co-marketing
- Buying experience
- Sales channels
- Distribution channels
- Channel management
- Customer service

Systems to support consumer sales and marketing and customer support:
- CRM
- Robot software upgrade / patch distribution and management
- Integration with home security provider systems

Out-of-Scope

Manufacturing and repair capabilities and processes:
- Robot production
- Supply chain and supply chain management
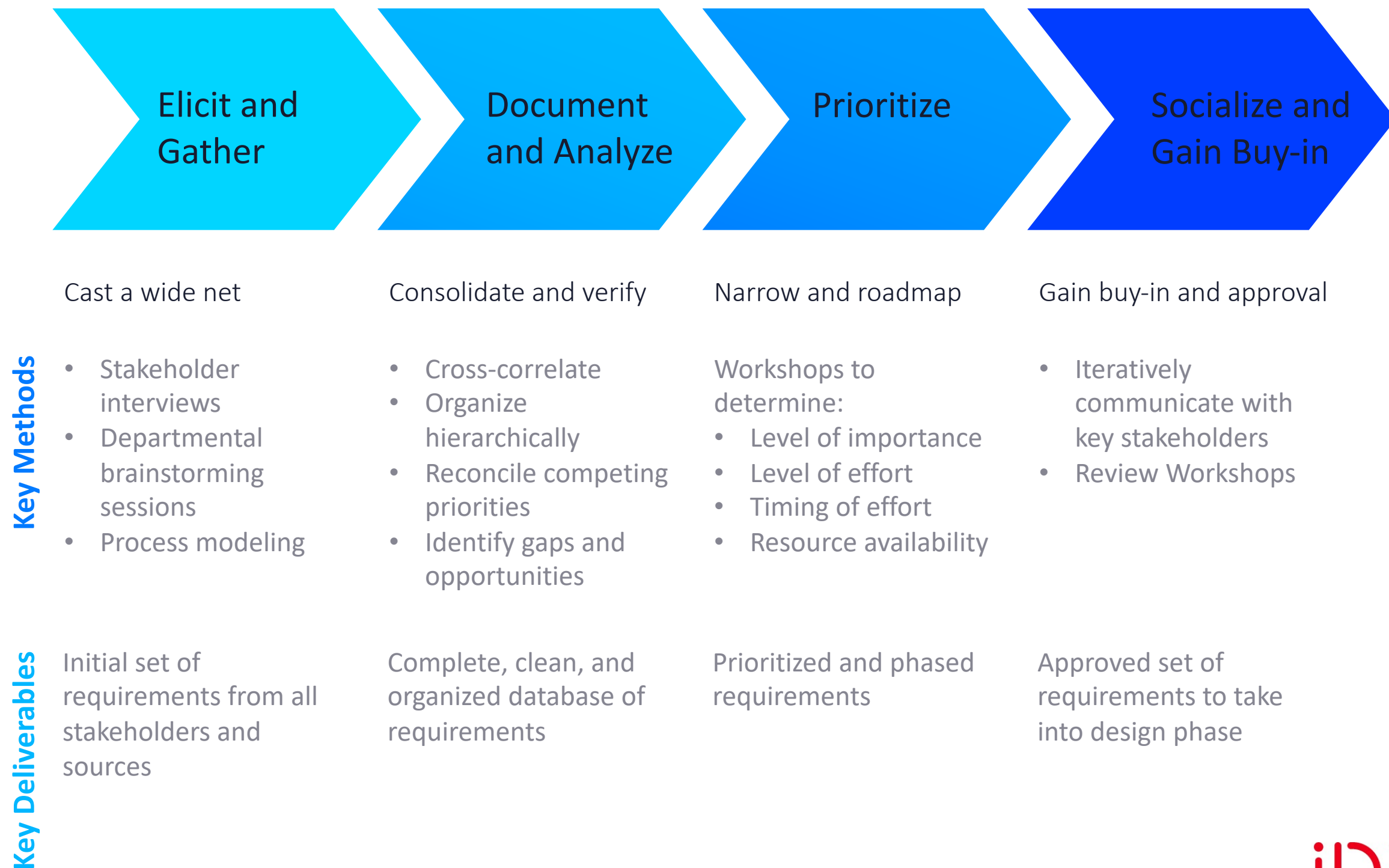- Robot repair
- Inventory

Robot product design and software development
- Consumer apps
- Home automation integration (i.e. Alexa)

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Requirements Gathering - High Level Project Plan

Elicit and Gather	Document and Analyze	Prioritize	Socialize and Gain Buy-in
Cast a wide net	Consolidate and verify	Narrow and roadmap	Gain buy-in and approval

Key Methods

Elicit and Gather	Document and Analyze	Prioritize	Socialize and Gain Buy-in
• Stakeholder interviews • Departmental brainstorming sessions • Process modeling	• Cross-correlate • Organize hierarchically • Reconcile competing priorities • Identify gaps and opportunities	Workshops to determine: • Level of importance • Level of effort • Timing of effort • Resource availability	• Iteratively communicate with key stakeholders • Review Workshops

Key Deliverables

Elicit and Gather	Document and Analyze	Prioritize	Socialize and Gain Buy-in
Initial set of requirements from all stakeholders and sources	Complete, clean, and organized database of requirements	Prioritized and phased requirements	Approved set of requirements to take into design phase

![INDUSTROBOTS]

Client team engagement requests

Our project kicks off with organizing a set of interviews and a document request.

Internal Stakeholders

External Stakeholders

Interview Requests

- VP of Marketing
- VP of Sales
- VP of Customer Services
- VP of Product Development
- VP of IT
- Marketing team members
- Sales team members
- Product team members
- Support team members
- IT team members

- Key channel partner account executives
- Key marketing agency account executives
- Key home security provider executives

Document Requests

- AS-IS process maps
- iDROID product plans, designs, specifications
- IT systems design and implementation documentation

- iDROID marketing and sales plans
- Home security provider's interface / API documentation

There will be many obvious stakeholders to interview (Sales and Marketing VPs for a project focused on Sales and Marketing?) but think about the broader group of stakeholders who you need on board. Stakeholders may include individuals at key customers, key suppliers, and key business partners. Stakeholders may also include managers of business processes that are "out of scope" for your project but you still need to gain their perspective, ideas, and buy-in. Don't forget to ask for available documentation to review – prior design work, product plans, marketing plans, customer analyses, and the like may all give you valuable information and ideas.

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