



Consumer market entry readiness engagement

Requirements Gathering Project Kickoff Meeting



Our understanding of Engagement Scope

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

From the Industrobots iDROID Engagement Scope document, its clear the Industrobots leadership team is focused on needs for consumer-related capabilities (marketing, sales, distribution, support) and not capabilities they (presumably) already do well: supply chain management, manufacturing, and product development. So consumer-related capabilities are going to be the focus of the engagement, and your client will want to know you are prioritizing your efforts accordingly. But that doesn't mean you shouldn't keep your eyes and ears open during Requirements Gathering. You never know what problems or needs you might learn about in areas that are (currently) out of scope. Bringing awareness and planning to intersections and dependencies is part of the value your team brings to the client.

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)





Requirements Gathering - High Level Project Plan

Your engagement team needs to be clear on each step in the project, the tasks that are to be done, and the deliverables for those tasks. Use visuals and bullet points to drive discussion of key milestones during the project and their related decisions to proceed to the next step.

Elicit and Socialize and Document Prioritize and Analyze Gather Gain Buy-in

Cast a wide net

- Stakeholder interviews
- Departmental brainstorming sessions

Initial set of

sources

Process modeling

Consolidate and verify

- Cross-correlate
- Organize hierarchically
- Reconcile competing priorities
- Identify gaps and opportunities

 Level of importance Level of effort

Workshops to

determine:

Narrow and roadmap

- Timing of effort
- Resource availability

Gain buy-in and approval

- Iteratively communicate with key stakeholders
- Review Workshops

requirements from all stakeholders and

Complete, clean, and organized database of requirements

Prioritized and phased requirements

Approved set of requirements to take into design phase

Key Deliverables

Key Methods





Client team engagement requests

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

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.

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

