

Design Thinking

Kick-off

T7 - MSC Pool

T-POO-700

an appealing study

Doomed From the Start?

why a majority of business and IT teams anticipate their software development projects will fail

study of approximately 600 business and IT executives
published by software development firm

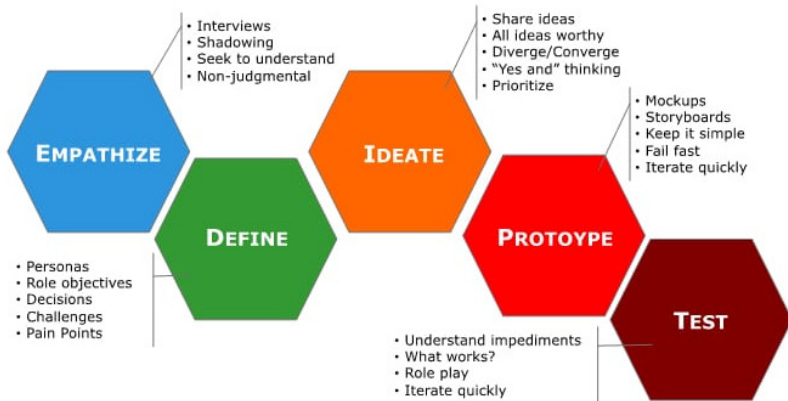
projects objectives vs users needs

- Business involvement is **inconsistent** or results in confusion
78% feel the business is usually or always out of sync with project requirements
- **Fuzzy** business objectives
55% feel that the business objectives of their projects are clear to them
- Requirements definition processes **do not reflect business need**
less than 20% describe the requirements process as the articulation of business need
- **Lack of complete agreement** when projects are done
23% state they are always in agreement when a project is truly done

the importance of specifications

- Relevant
UX, immersion, user oriented
- Precise
Software requirements spec, fonctional spec
- Clear & understandable
Prototype, use cases

design thinking



how about you?

- understanding application usages
- defining requirements
- designing & prototyping
- testing
- improving

Any questions

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