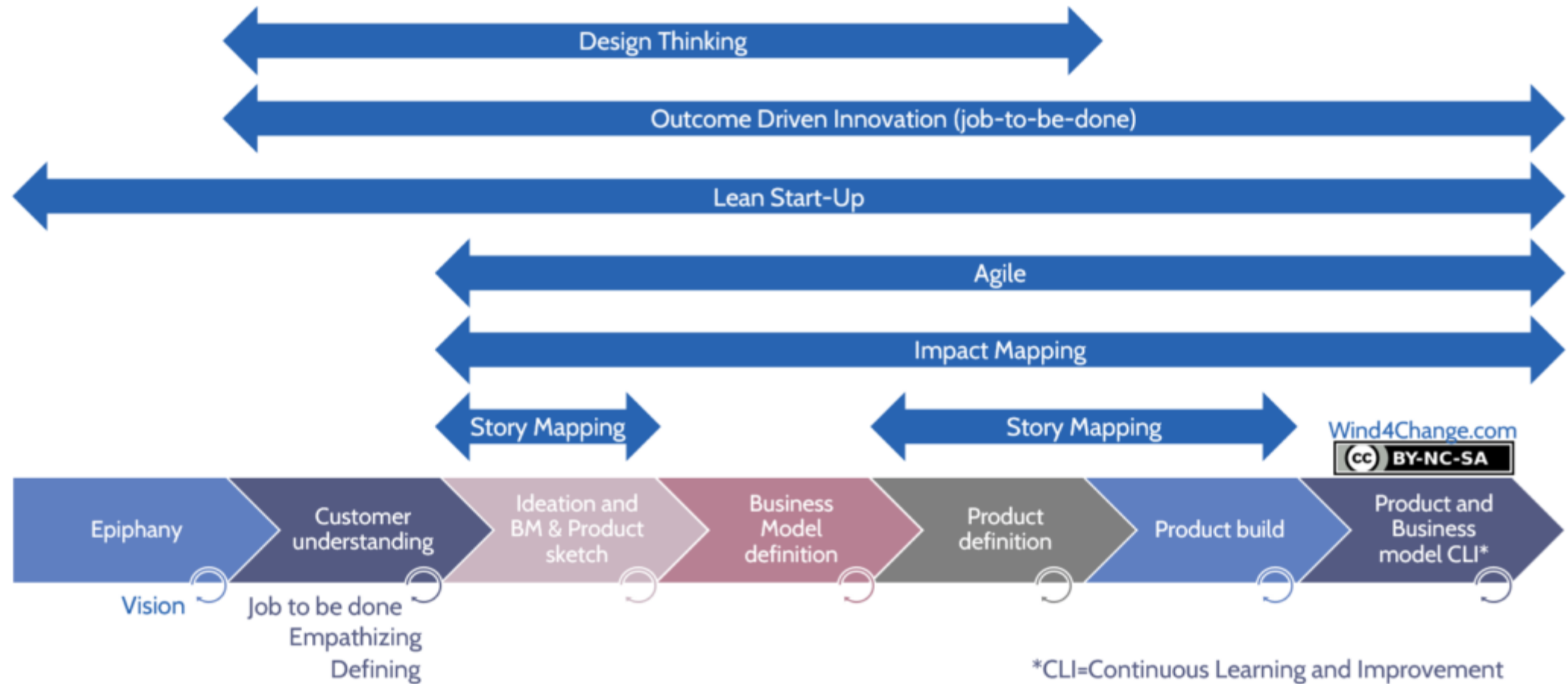
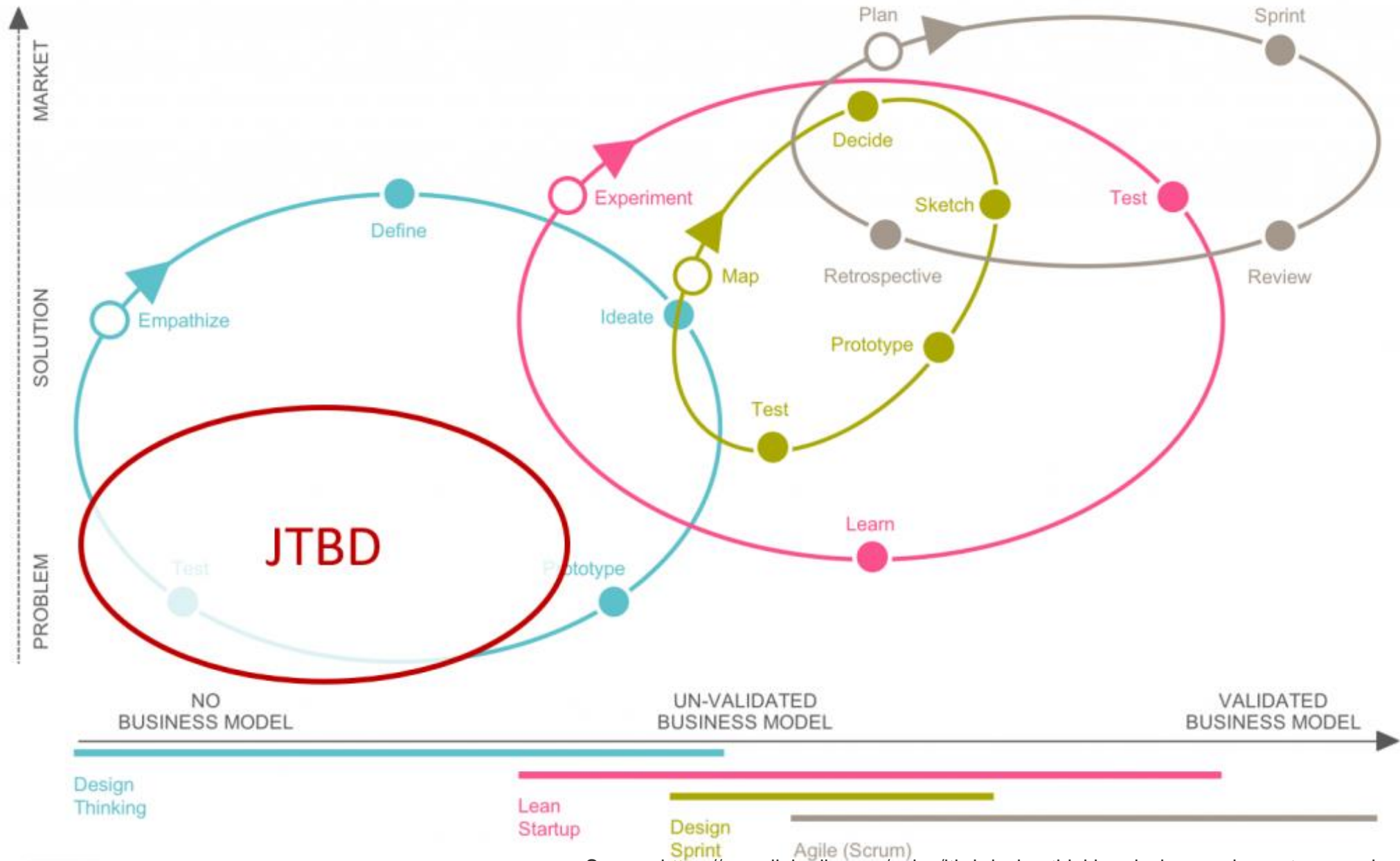


THERE ARE OTHER WAYS...

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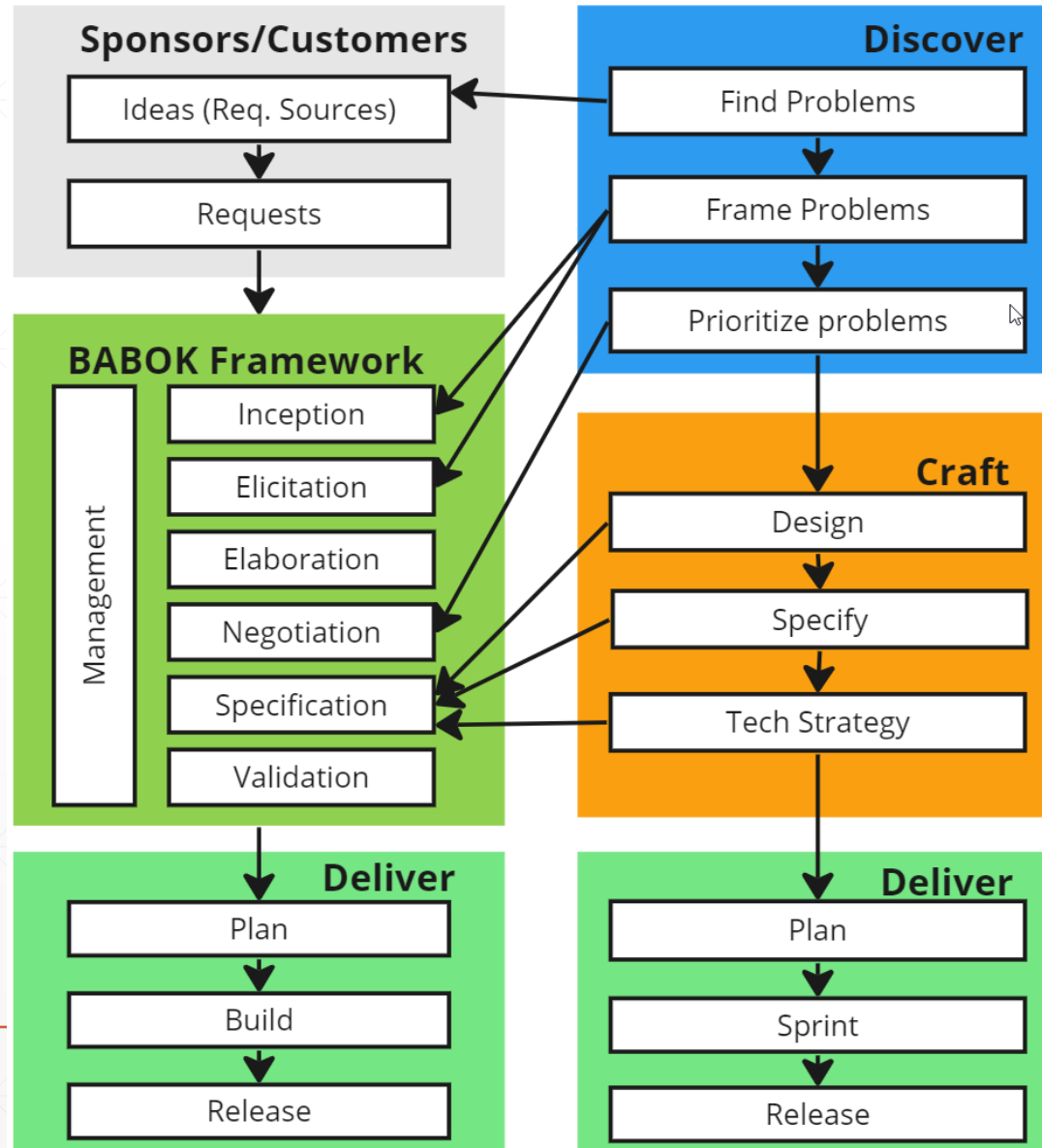


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Source: <https://www.linkedin.com/pulse/jtbd-design-thinking-rivals-new-dream-team-andreas-von-criegern/>

BABOK vs Discover/Craft/Deliver

- top-down approach
- service/project oriented
- formal procedure
- formal sign-off
- time consuming
- less user oriented
- more focus on feature
- easy to manage change requests

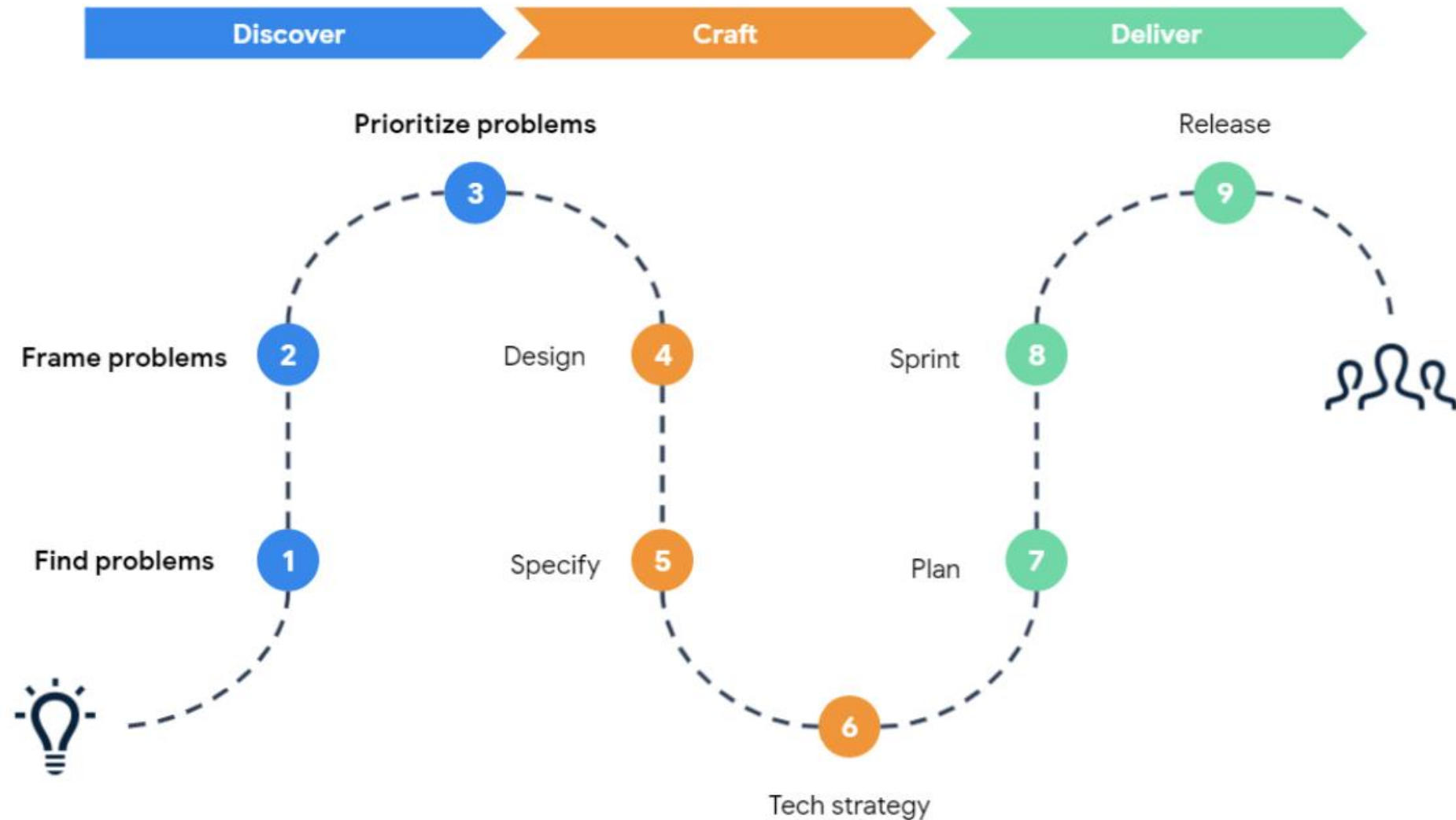


- collaborative approach
- product oriented
- less formal, faster iterations
- more focus on the experience
- more focus into goals/metrics
- less focus into features
- empowers innovation

From ideas to users

Discover

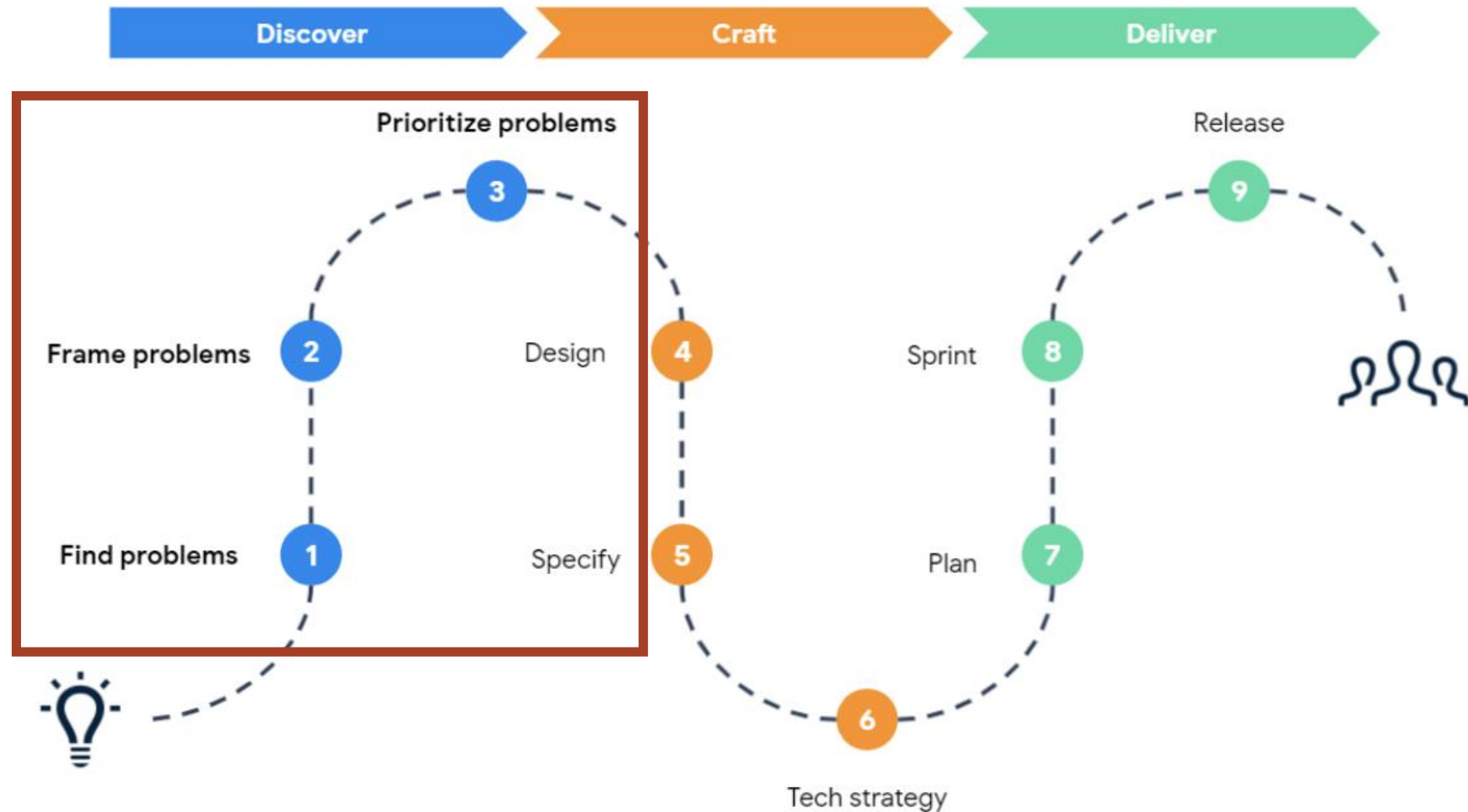
From ideas to users



From ideas to users

Discover

From ideas to users



Discover – Find problems

Goals?

- Understand customer needs/goals
- Find market Opportunities

How?

- Competitive analysis
- Differentiator analysis
- Market Dynamics and research
- Feedback
- Creativity
- Introspection
- Data mining
- Current system analysis

Discover – Frame problems

Goals?

- Confirm Problems
- Assess their criticality

How?

- Previous studied elicitation techniques
 - Documentation analysis
 - Current system analysis
 - System monitoring
- Technical analysis
- Jobs-to-be-done
- User research (Includes previous elicitation techniques and more)

Discover – Prioritize problems

Goals?

- Make sure we always work on the most impactful problems

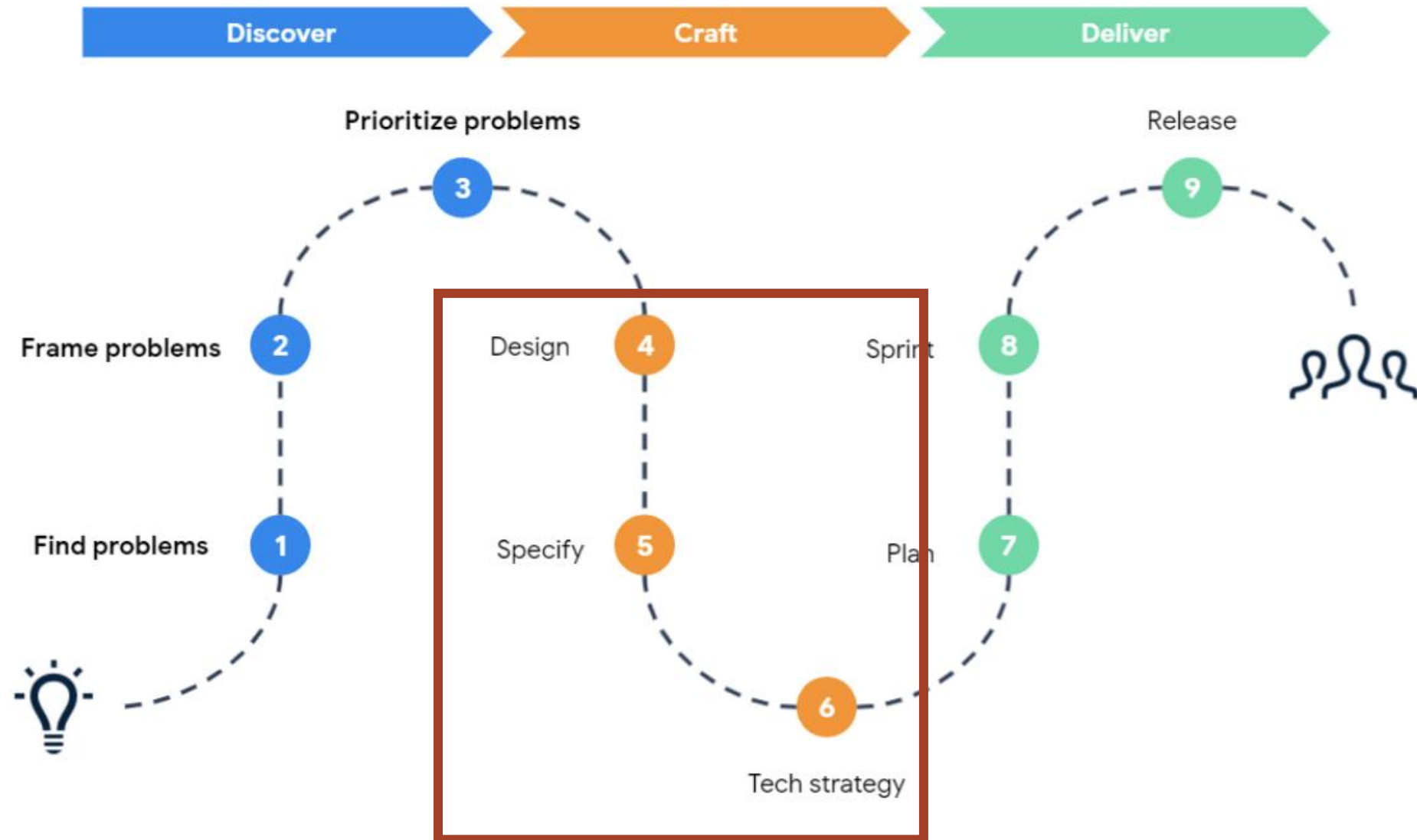
How?

- Discussions with strategy teams
- Prioritization Frameworks

From ideas to users

Craft

From ideas to users



Craft – Specify

Goals?

- Translate business needs and solution in actionable items for engineers

How?

- Flow charts
- Specifications
- Acceptance criterias

Craft – Design

Goals?

- Usability, utility and desirability

How?

- User journey maps
- Benchmarks
- Wireframes, Mockups and Protoypes
- User tests
- Decision Docs

Craft – Tech Strategy

Goals?

- Design a simple and scalable technical solution

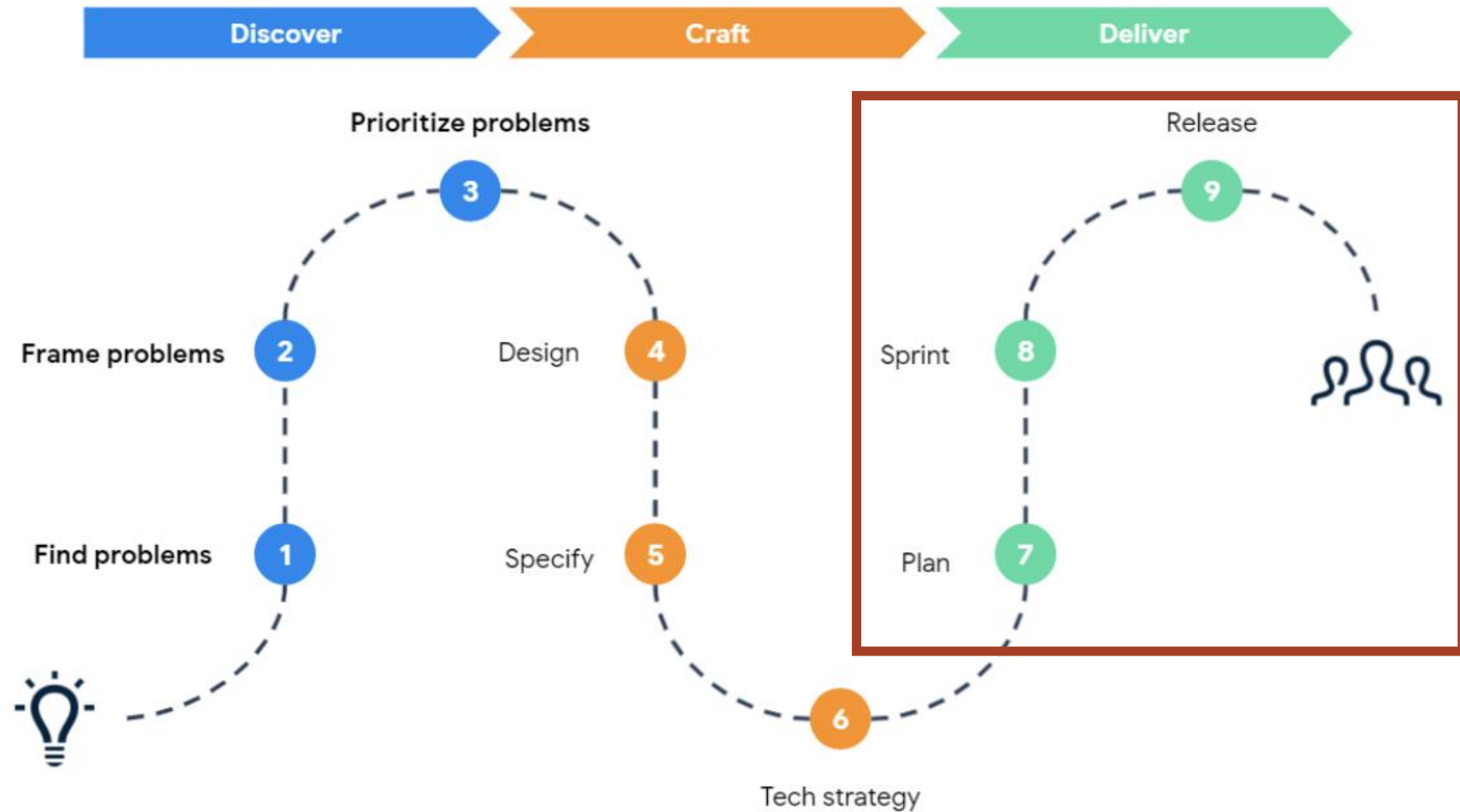
How?

- Architecture diagrams
- Database diagrams
- API design

From ideas to users

Delivery

From ideas to users



Delivery – Plan Work

Goals?

- Estimate and break work into different milestones

How?

- Backlog refinement
- Planning

Delivery – Sprint

Goals?

- Develop the solution designed

How?

- Code
- Test

Delivery – Release

Goals?

- Release

How?

- Delivery and deploy
- Document
- Communicate
- Measure
- Iterate

THERE ARE STILL OTHER WAYS...

REQUIREMENT ENGINEERING | Engenharia de Requisitos

2023/24

Appendix

Discover

Design Thinking

Doing the right things

Discover

Research Phase

Define

Synthesis Phase

Diverging

Conduct
Primary
Research

Rip the brief

Define research
areas and methods

Conduct
Secondary
Research

Build Themes & Clusters

Find Insights

Deduce Opportunity Areas

Form HMW Questions

Converging

Don't know
Could be

A

Question,
Challenge,
Client Brief

Unstructured
Research
Findings

Revamped Double Diamond

Doing things right

Develop

Ideation Phase

Deliver

Implementation Phase

Diverging

Set ideas,
a Design Vision
& Hypotheses

Ideate

Evaluate 1st ideas

Set ideas,
a Design Vision
& Hypotheses

Converging

Prototype, Test & Analyse

Learn, iterate & Repeat

Build, Iterate & Repeat

Release & Out

Do know
Should be

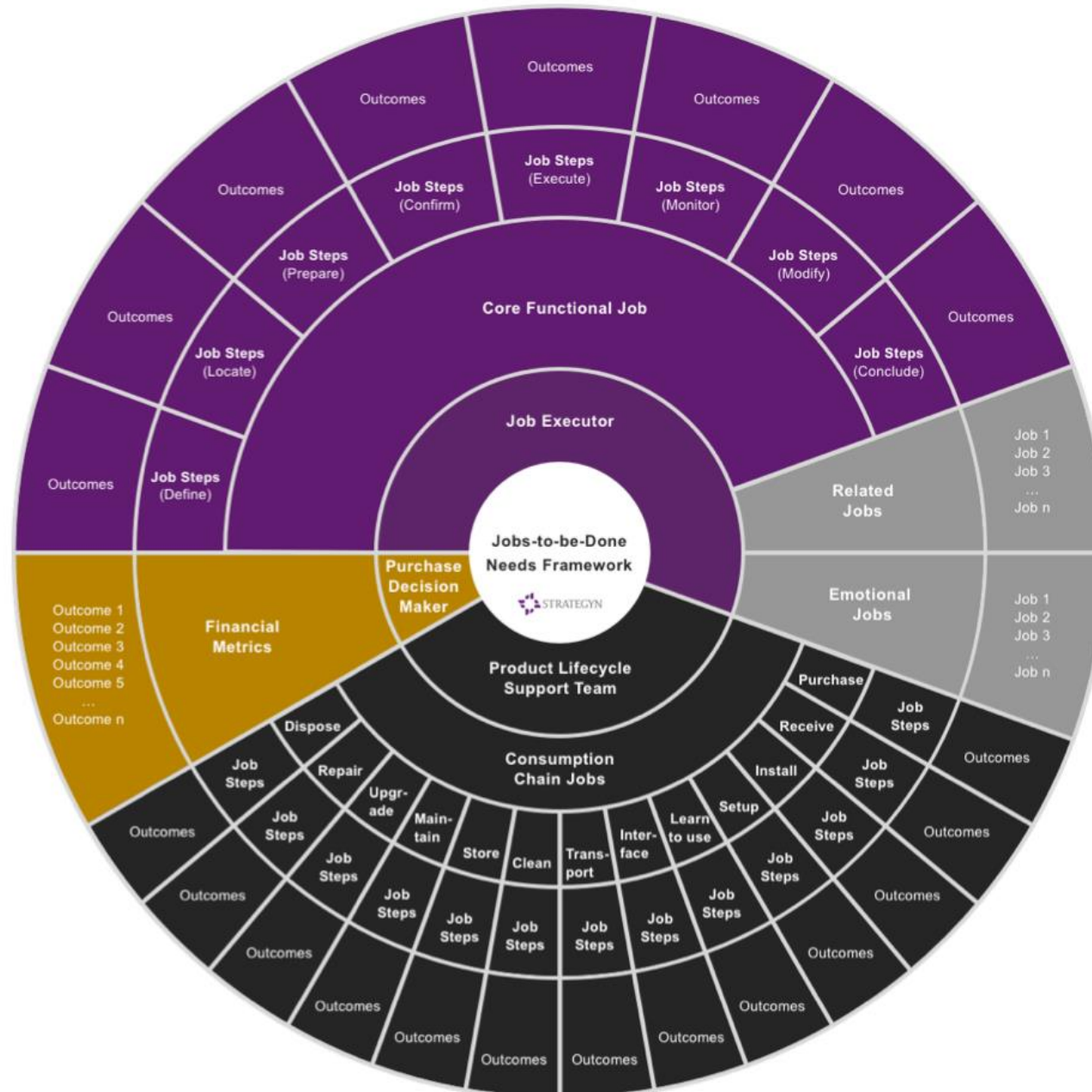
B

Final Brief,
HMW-Question,
Strategy

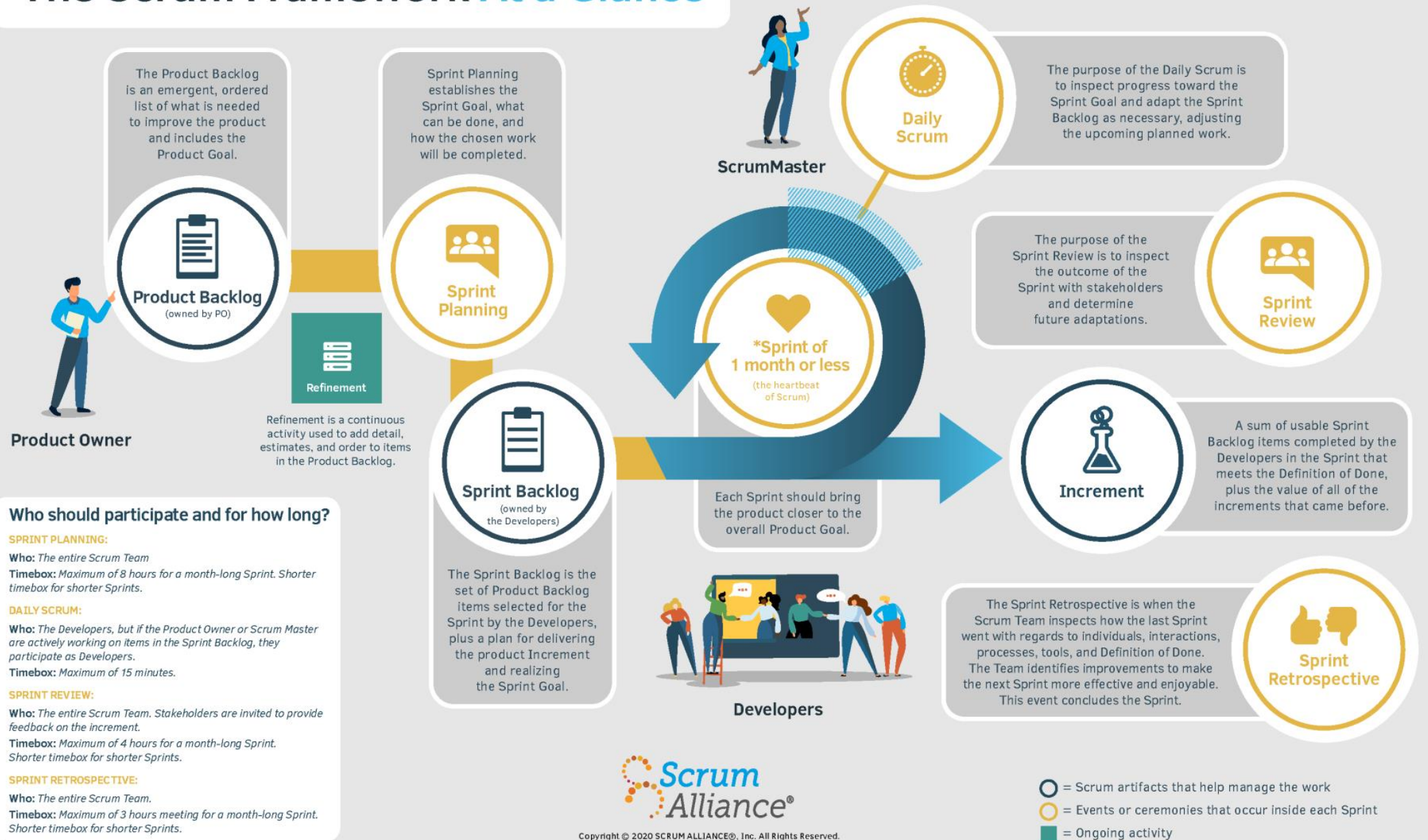
First Ideas and visions,
Potential solutions,
Hypothetical answers

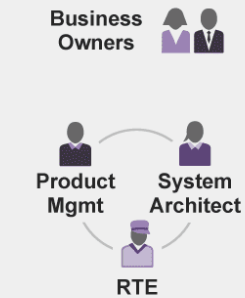
Answers,
Product,
Solution

Outcome-Driven Innovation – Jobs to be done



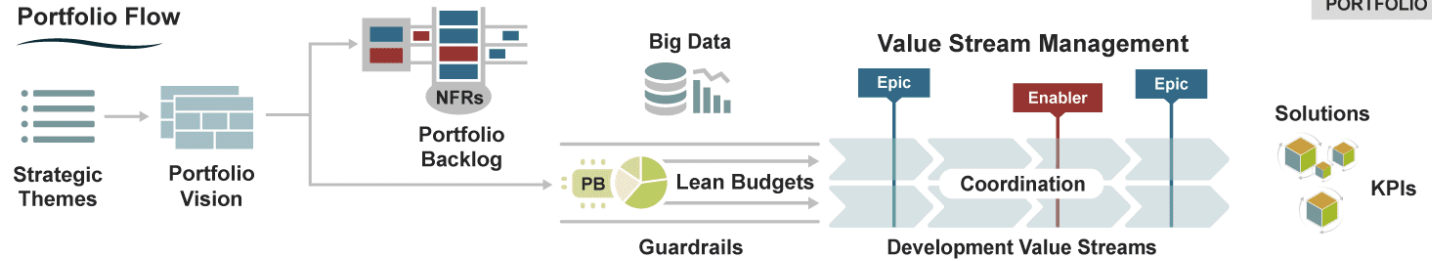
The Scrum Framework At a Glance



Organizational
AgilityLean
Portfolio
ManagementAgile
Product
DeliveryTeam and
Technical
Agility

BUSINESS AGILITY

Portfolio Flow

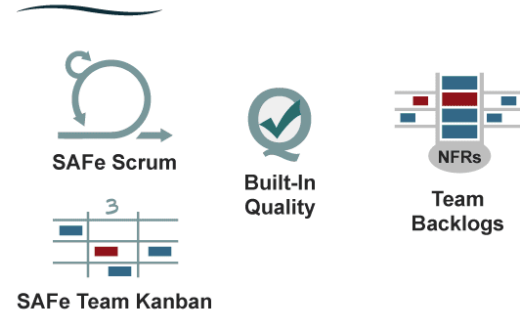


ART Flow

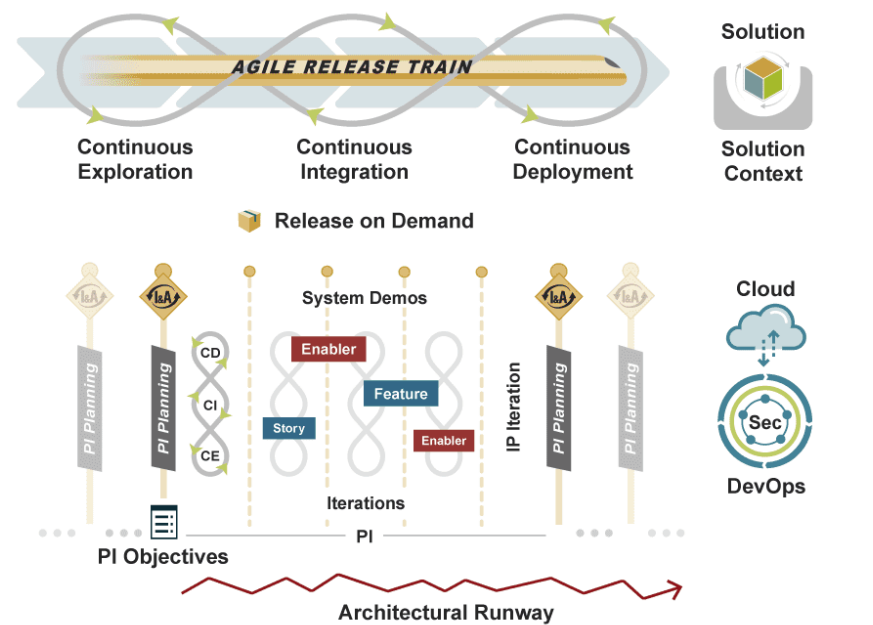
Customer Centricity



Team Flow



Continuous Delivery Pipeline



Leffingwell, et al. © Scaled Agile, Inc.

Lean-Agile
LeadershipLean-Agile
MindsetCore
ValuesSAFe
PrinciplesImplementation
Roadmap

SPC

Continuous
Learning
Culture

Vision

OKRs

Roadmap

AI

Shared
Services

CoP

System
TeamMeasure
& Grow

Disclaimer

Discover

Disclaimer

1. Depending on the product maturity there are some processes that makes more sense than others
2. Depending on the product/company this processes can potentially need to suffer mutations.