**Requirements life cycle for customer segmentation model for a telecommunication company: Vodafone**

**Elicitation**

1. **Talking to Different People:** We chat with different types of Vodafone customers to see what they like and need.
2. **Having Chats:** We ask people questions in a structured way to find out how they use Vodafone and what they like about it.
3. **Understanding How People Act:** We use fancy methods to figure out how people behave when they use Vodafone, so we can make it better for them.
4. **Gathering Information:** We collect all kinds of information from different places, like files and databases.
5. **Writing Everything Down:** We make detailed documents that explain all the cool stuff Vodafone offers, to make sure everyone knows about it.

**Analysing and Documentation**

1. **Figuring Out What Information We Need:** We decide what kind of information we need, like how old people are, where they live, and what they like, to see how they use Vodafone.
2. **Making Stories About Customers:** We write stories about different kinds of Vodafone customers, so we can understand what they might want from Vodafone, like topping up their balance or getting monthly deals.
3. **Drawing Pictures of How Information Moves:** We draw pictures to show how we get information from Vodafone's big collection of data, making it easy to understand.
4. **Deciding How Fast Things Should Happen:** We decide how quickly things should work when people use Vodafone, so it's easy for them to do what they want.

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**Validation and Verification**

1. **Checking if We Have the Right Information:** We look carefully at the information we have about Vodafone customers to make sure it's what we need and matches what everyone wants.
2. **Making Sure Everyone Agrees:** We show our plan to important people involved with Vodafone and ask if they think it's a good idea. We might even make a picture to help explain it better.
3. **Making Sure Things are Correct:** We double-check to make sure the information we have about what customers like to do with Vodafone, both online and offline, is correct and trustworthy.

**Prioritization and Verification**

1. **Choosing the Best Way to Group Customers:** We look at different ways to group Vodafone customers and decide which ones work best for what Vodafone wants to do.
2. **Deciding How to Rate the Different Ways:** We come up with rules to decide which way of grouping customers is the best, based on how well it works, how many customers it can handle, and if it helps Vodafone reach its goals.
3. **Talking to Customers About How We Group Them:** We have discussions with Vodafone customers to make sure the way we group them together fits what they want and need from Vodafone, making sure everyone is happy with how things are done.

**Change Management**

1. **Keeping Track of Data:** We make sure we have a strong plan for managing all the information we get from Vodafone customers. If customers want changes, we'll adjust our plan and see how it affects the way we group customers.
2. **Making It Easier to Find:** We make sure it's easy for everyone to find the different groups of Vodafone customers. We add more cool stuff like special deals and easy ways to pay online, so it's all in one place.
3. **Adding Cool New Stuff:** We come up with fun ideas, like giving cashback when people buy a Vodafone connection, to make it even better for customers when they're not online.

**Traceability and Impact analysis**

1. **Connecting the Dots:** We make sure that what Vodafone customers want, like staying with Vodafone, buying more services, and feeling supported, is connected to how Vodafone offers its best services. This helps us make changes to how we group customers in a better way.
2. **Understanding What Changes Mean:** We look at how changes to the information we collect about customers affect how we group them together at Vodafone. This helps us make sure we're still doing things right for our customers.

**Implementation and Testing**

We're planning how to organize information about Vodafone customers to make sure we communicate with them well, whether they're using Vodafone online or offline.

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**Validation and Acceptance**

1. **Testing Everything Together:** We check if our plan for sorting customers works well before we put it on the Vodafone website.
2. **Letting People Try It Out:** We let some people try our plan to make sure they like it and find it easy to use.

**Deployment and Maintenance**

1. **Rolling Out the Customer Groups:** We put our plan for sorting customers into action at all levels of Vodafone, using a secure portal that requires both Vodafone and the customer to confirm their identity.
2. **Keeping an Eye on How It's Going:** We regularly check how well our plan for sorting customers is working at Vodafone to make sure it's doing its job effectively.

**Retirement and Archival**

1. **Writing Everything Down:** We document the final version of our plan for organizing customers at Vodafone. This new plan helps Vodafone understand what customers like in one convenient place. We keep records of how it's made and what's needed.
2. **Saving Old Stuff:** We keep a record of everything related to the old way we organized customers, just in case we need it later on.