

Requirement

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The Expectation Gap

Without adequate customer involvement, the inescapable outcome at the end of the project is an expectation gap, a gulf between what customers really need and what developers deliver based on what they heard at the beginning of the project.

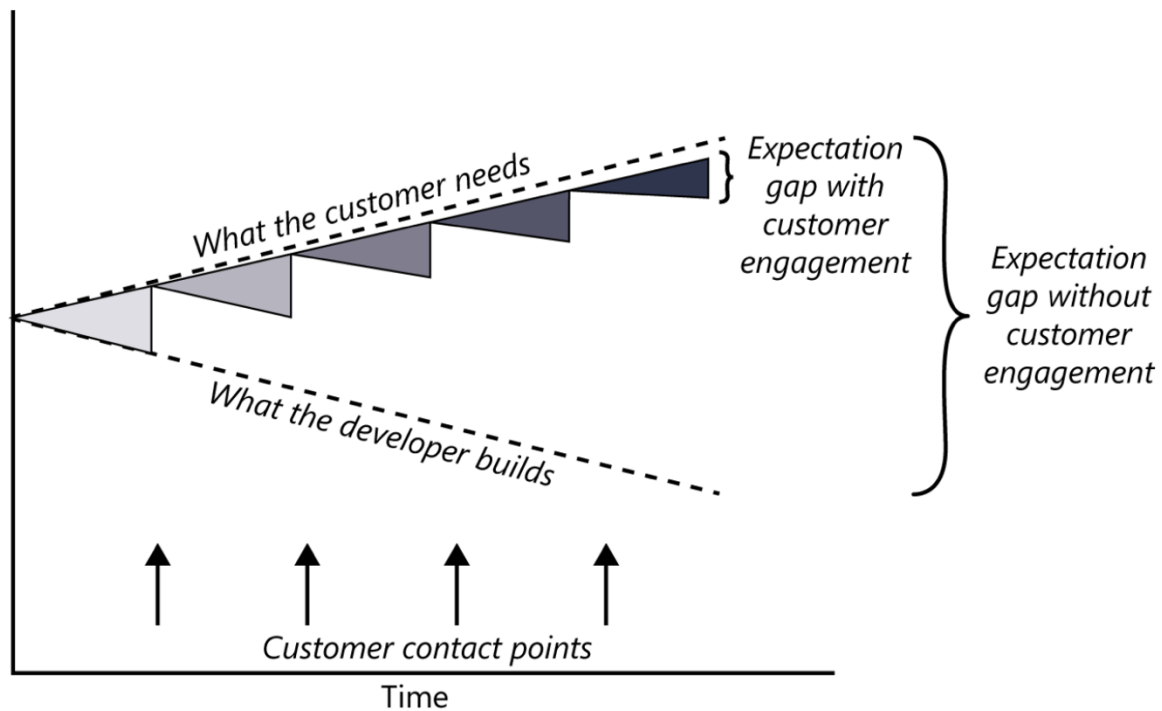


Figure 1: require customer engagement reduces the expectation gap

Stakeholder

Stakeholder analysis is an important part of requirements development

Term	Definition
A stakeholder	is a person, group, or organization that is actively involved in a project, is affected by its process or outcome, or can influence its process or outcome. Stakeholders can be internal or external to the project team and to the developing organization.

Some other terms

Term	Definition
Domain knowledge	the knowledge of a specific, specialized discipline, profession, or activity, in contrast to general knowledge. Eg. some of the most popular domains are finance, retail, telecom, e-com, legal, medical (healthcare), sports, education, and more.
Product requirement	properties / attributes of a software system to be built
Project requirement	expectations and deliverables that are not a part of the product the team implements, but that are necessary to the successful completion of the project as a whole
Product manager	is the person who identifies the customer need and the larger business objectives that a product or feature will fulfill, articulates what success looks like for a product, and rallies a team to turn that vision into a reality.
Project manager	is the person assigned by the performing organization to lead the team that is responsible for achieving the project objectives. He is responsible for the successful initiation, planning, designs, execution, supervising, and closure of a project.

Product manager	Project manager
Works with outside stakeholders	Works with internal stakeholders
Helps to define the product vision	Helps teams execute on a shared vision
Outlines what success looks like	Outlines the plan for achieving success
Owens vision, marketing, ROI	Owens team backlog and fulfillment work
Works at a conceptual level	Involved in day-to-day activities

A product manager should

- Understanding and representing user needs.
- Monitoring the market and developing competitive analyses.
- Defining a vision for a product.

[illegible]