

ACTIVITY: Define product requirements

DESCRIPTION

What it involves (What is it?)

- Collecting input from various stakeholders, including customers, internal teams (development, sales, support), and market research.
- Evaluating the collected requirements based on feasibility, business value, and alignment with product vision.
- Creating clear and concise documentation (user stories, use cases, acceptance criteria) that outlines the functional and non-functional requirements of the product.
- Translating requirements into user-centered stories that describe how users will interact with the product.
- Specifying the conditions that must be met for a requirement to be considered complete.
- Organizing and managing the product requirements in a backlog, ensuring that they are prioritized and up-to-date.

Benefits of Implementing it (What is it for?)

- Ensuring that product development aligns with the overall product vision and business goals.
- Minimizing the risk of building the wrong product by clearly defining requirements upfront.
- Providing clear and concise requirements reduces ambiguity and rework.
- Ensuring that the product meets user needs and expectations.
- Prioritizing requirements allows for efficient allocation of development resources.
- By ensuring that the product meets the defined requirements, stakeholder satisfaction is increased.

ISPM framework: Development (Detailed Requirements Engineering)

SKILLS NEEDED

- **Communication:** You need to effectively communicate with diverse stakeholders (engineers, designers, customers, founders) to gather, clarify, and document requirements. This includes explaining complex technical concepts in a clear, understandable way.
- **Empathy:** Understanding the user's perspective is vital for creating user-centered requirements. Empathy allows you to put yourself in the user's shoes and anticipate their needs and pain points.
- **Analytical Thinking:** You need to analyze vast amounts of information, identify patterns, and break down complex problems into manageable requirements. This skill is essential for prioritizing and structuring requirements.
- **Problem-Solving:** Requirements often involve solving complex problems and navigating conflicting needs. This skill helps you find creative solutions and ensure that requirements are feasible and aligned with business goals.
- **Collaboration:** Defining requirements is a collaborative process. You need to work effectively with engineers, designers, and other stakeholders to ensure that requirements are aligned and feasible.
- **Facilitation:** When gathering requirements from groups, you will need to facilitate conversations, and draw information from different people, and ensure that all are heard.

TO LEARN MORE

H-B. Kittlaus, Software Product Management. The ISPMA Compliant Study Guide and Handbook, Berlin, Springer, 2nd. ed, 2022.