To score your requirements, you work with two different groups of people:

» The development team determines the effort to implement the functionality for each requirement.

» The product owner, with support from the stakeholders, determines the value and risk of the requirement to the customer and the business.

Estimating effort

To order requirements, the development team must first estimate the effort for each requirement relative to all other requirements.

To order your requirements, you also want to know any dependencies. Dependencies mean that one requirement is a predecessor for another requirement. For

Assessing business value and risk

Together with stakeholders, the product owner identifies the highest business value items (either high potential ROI or other perceived value to the end customer), as well as those items with high negative impact on the project if unresolved.

After you have your value, risk, and effort estimates, you can determine the relative priority, or order, of each requirement.
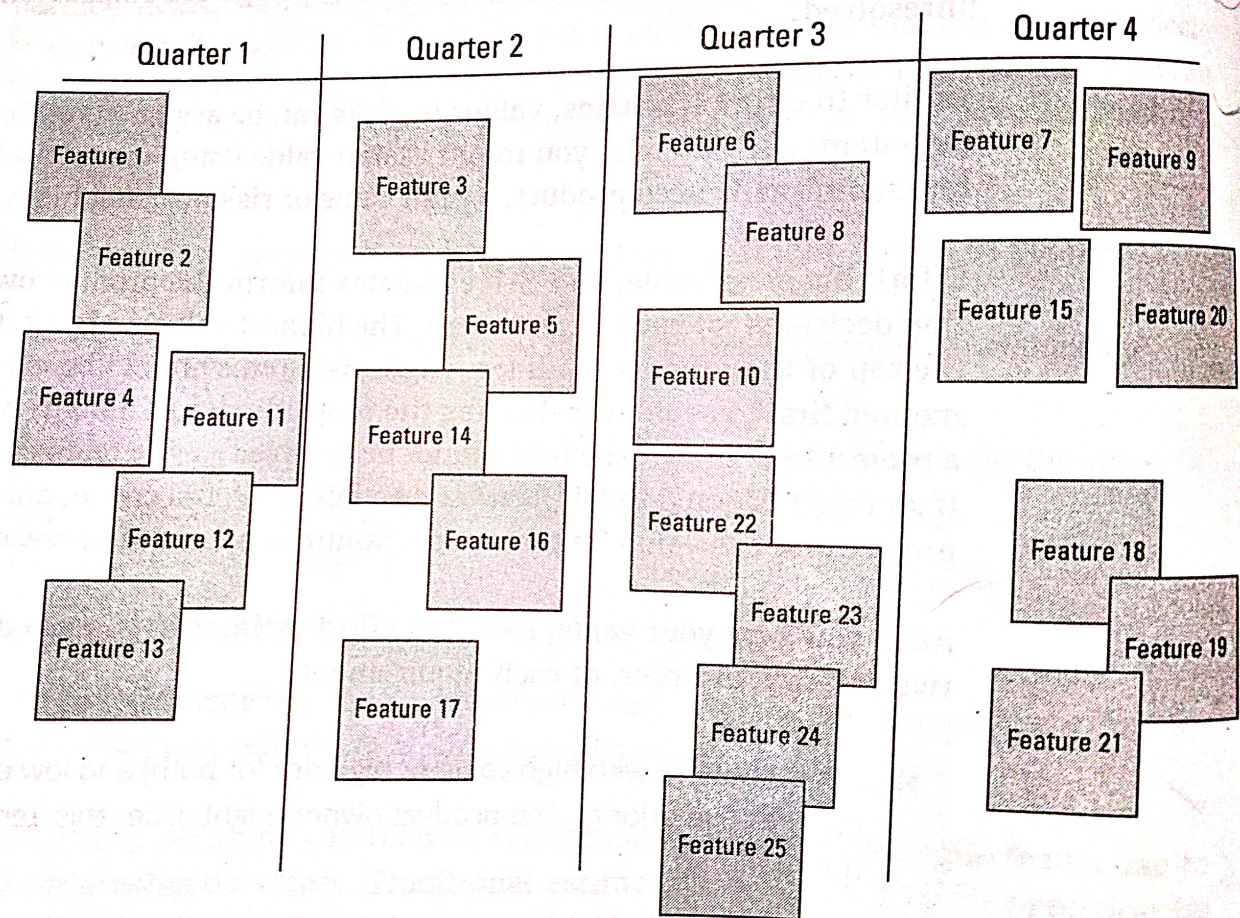
» A requirement with high value or high risk (or both) and low effort will have a high relative priority. The product owner might order this item at the top of the roadmap.

» A requirement with low value or low risk (or both) and high effort will have a lower relative priority. This item will likely end up toward the bottom of the roadmap.

Prioritizing requirements

To determine the overall priority for your requirements, answer the following questions:

» What is the relative priority of the requirement?

» What are the prerequisites for any requirement?

» What set of requirements belong together and will constitute a solid set of functionality you can release to the customer?

FIGURE 7-6: Product roadmap with ordered requirements.

Step 5: Determining high-level time frames

When you create your product roadmap, your time frames for releasing product requirements are at a very high level. For the initial roadmap, choose a logical time increment for your project, such as a certain number of days, weeks, months, quarters (three-month periods), or even larger increments. Using both the requirement and the priority, you can add requirements to each increment of time.