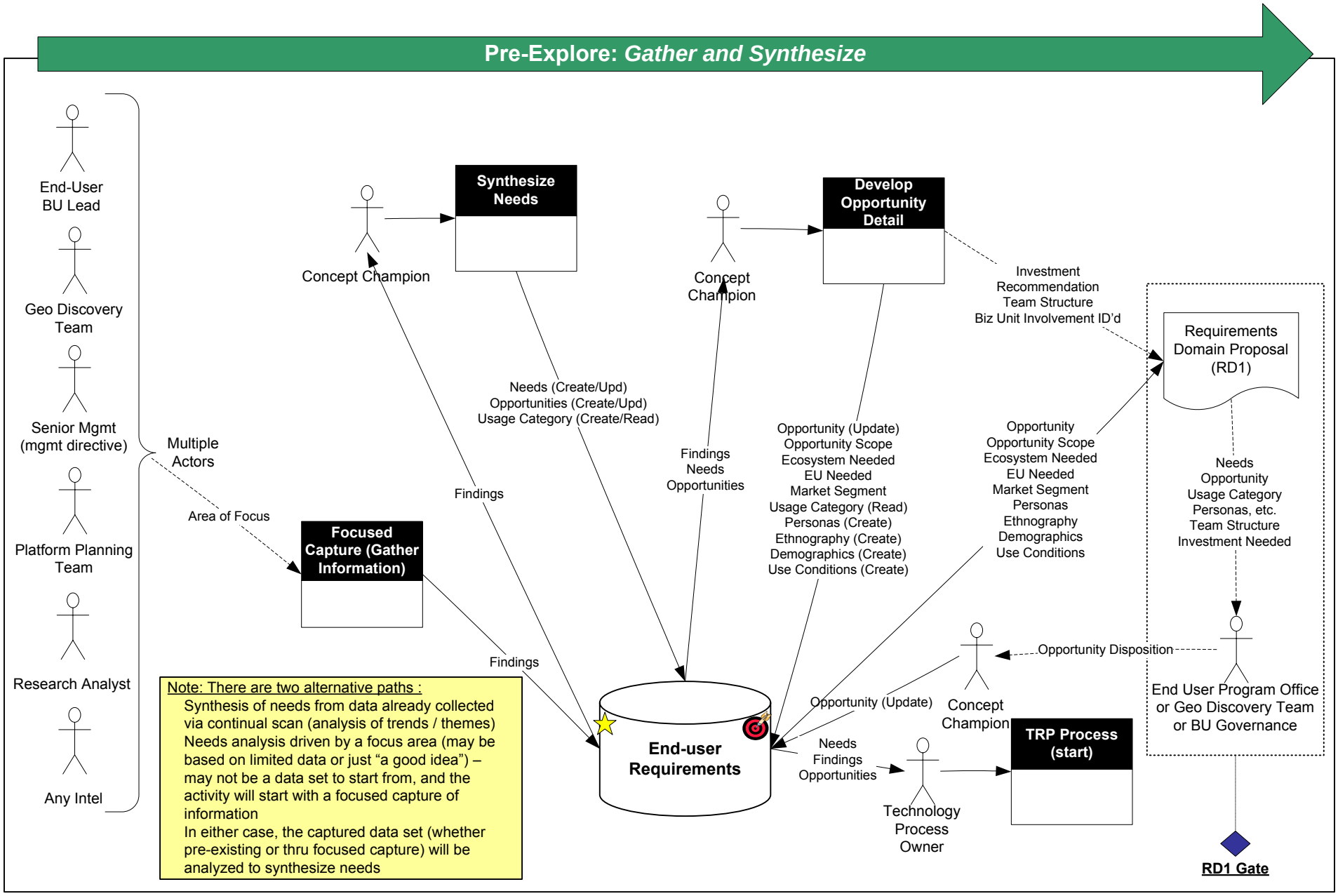
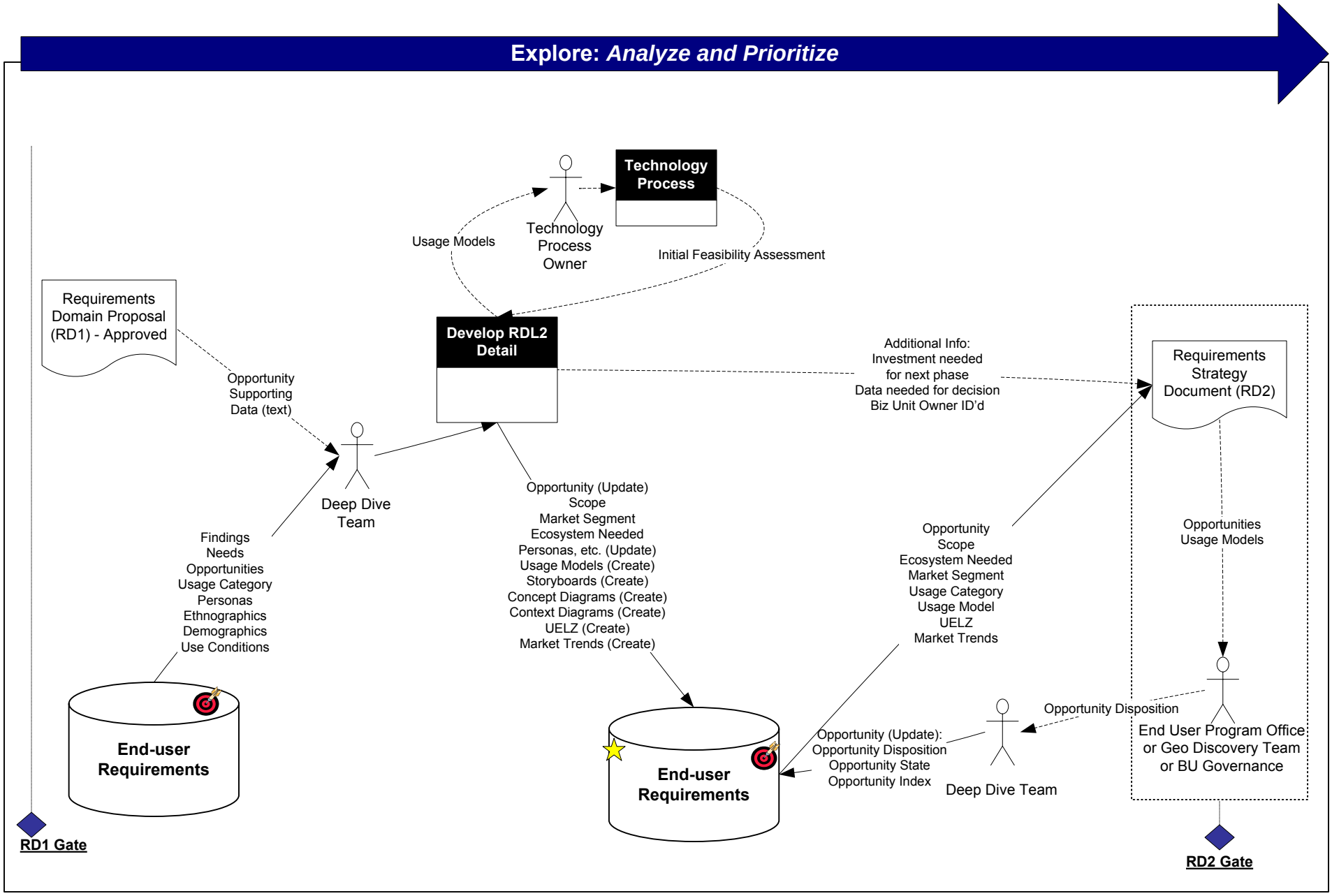
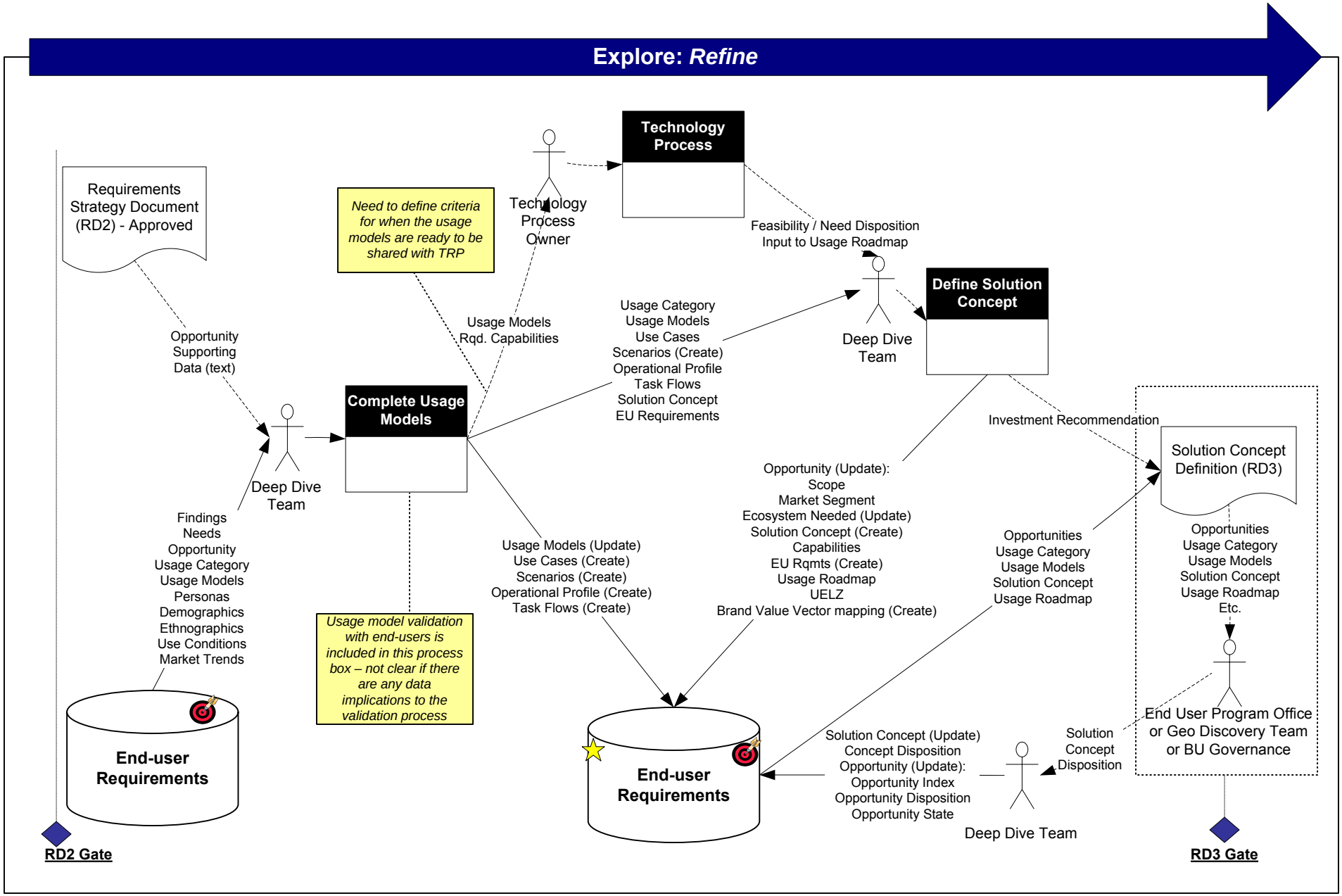
End User Requirements – To-be	
Revision: 0.5	**Last Update:** 09/06/05
Owner: Data Quality Manager	**Author:** Melissa Liu
Confidential	**Page:** 1 of 7

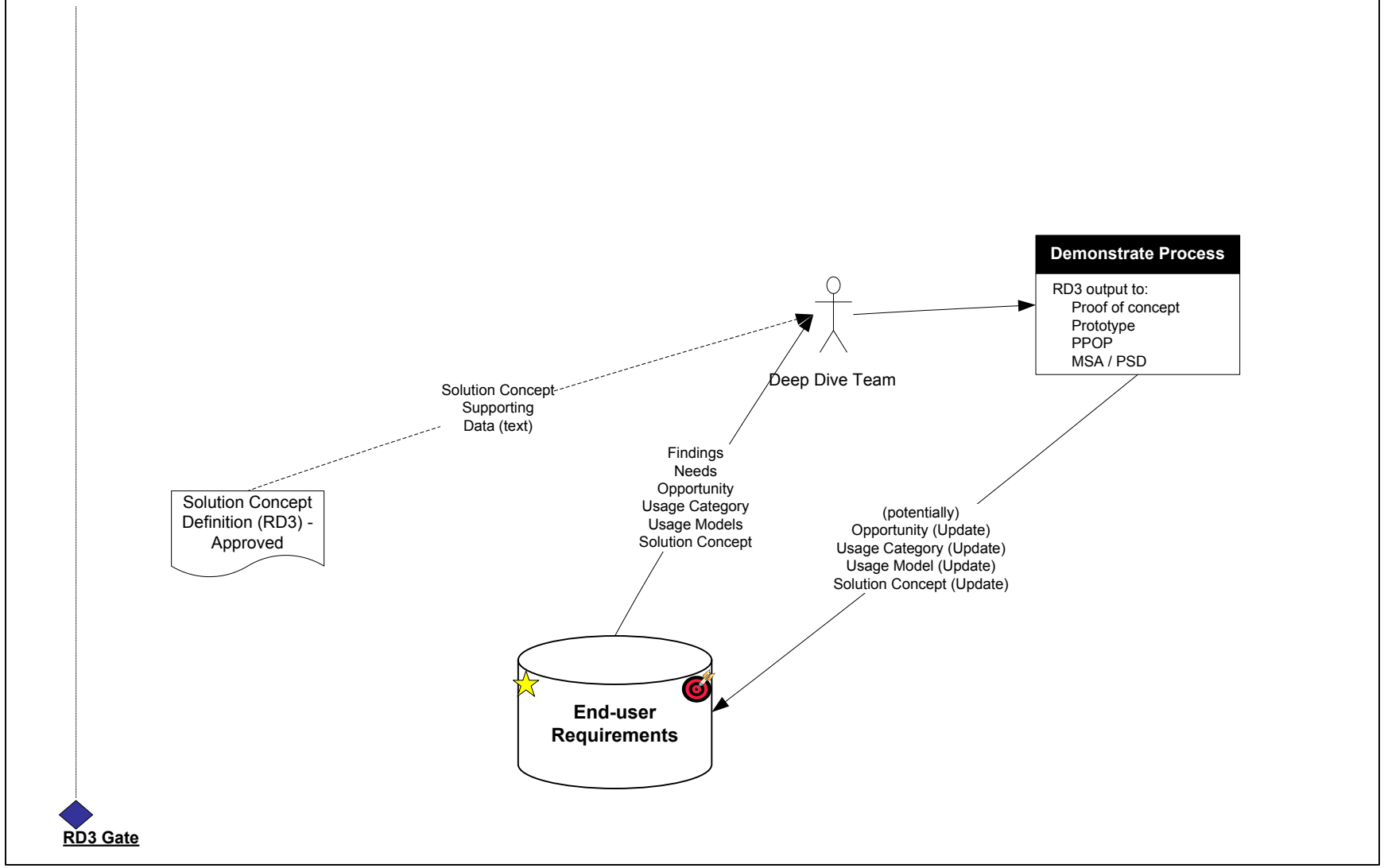
Gather & Synthesize → Analyze & Prioritize → Refine → Demonstrate

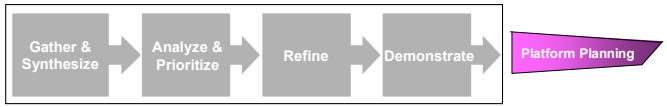


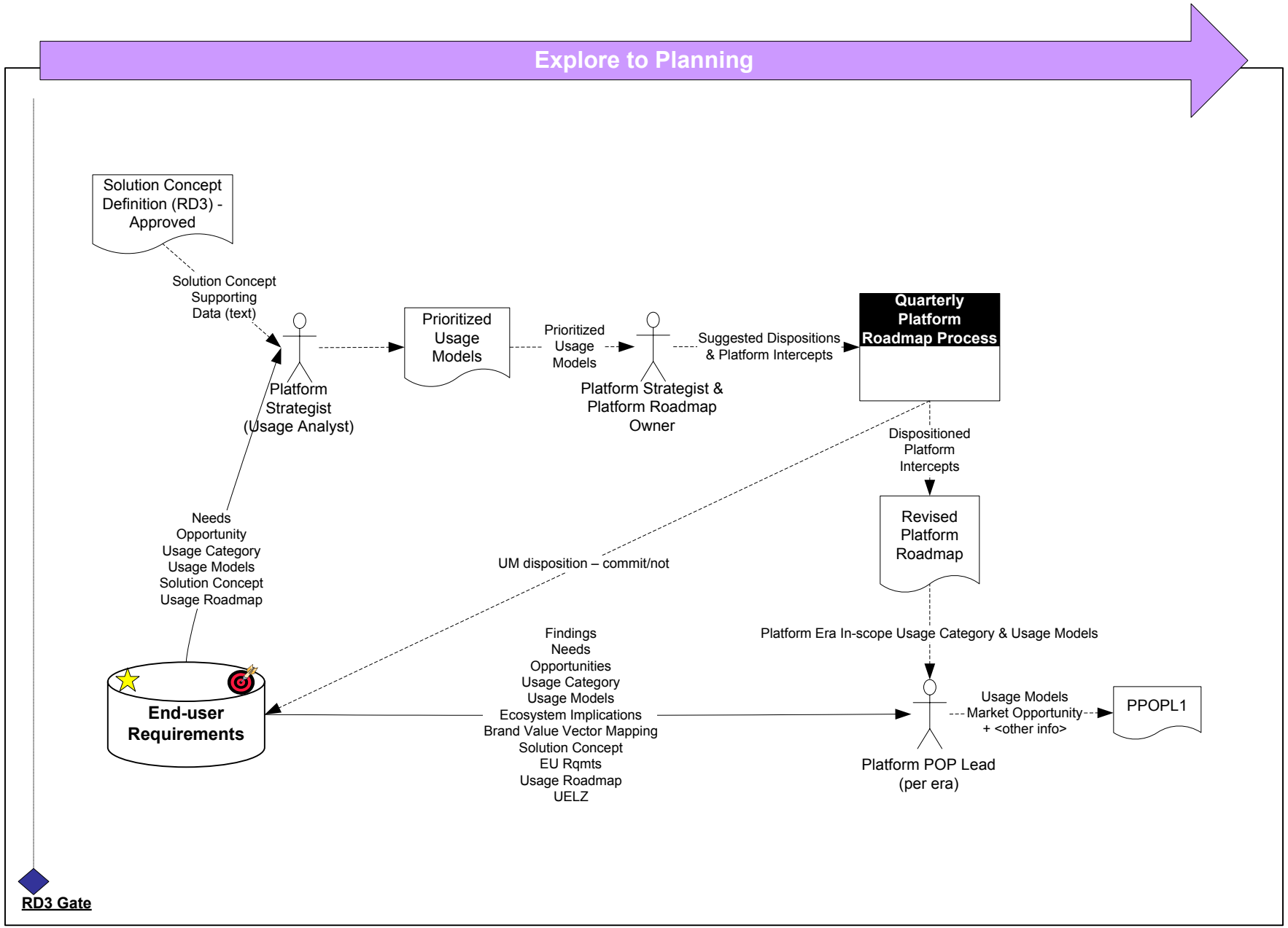

Explore: Analyze and Prioritize
Technology Process
Technology Process Owner
Usage Models
Initial Feasibility Assessment
Requirements Domain Proposal (RD1) - Approved
Develop RDL2 Detail
Opportunity Supporting Data (text)
Additional Info:
Investment needed for next phase
Data needed for decision
Biz Unit Owner ID'd
Requirements Strategy Document (RD2)
Deep Dive Team
Findings
Needs
Opportunities
Usage Category
Personas
Ethnographics
Demographics
Use Conditions
Opportunity (Update)
Scope
Market Segment
Ecosystem Needed
Personas, etc. (Update)
Usage Models (Create)
Storyboards (Create)
Concept Diagrams (Create)
Context Diagrams (Create)
UELZ (Create)
Market Trends (Create)
Opportunity
Scope
Ecosystem Needed
Market Segment
Usage Category
Usage Model
UELZ
Market Trends
Opportunities
Usage Models
End-user Requirements
End-user Requirements
Opportunity (Update):
Opportunity Disposition
Opportunity State
Opportunity Index
Deep Dive Team
Opportunity Disposition
End User Program Office or Geo Discovery Team or BU Governance
RD1 Gate
RD2 Gate

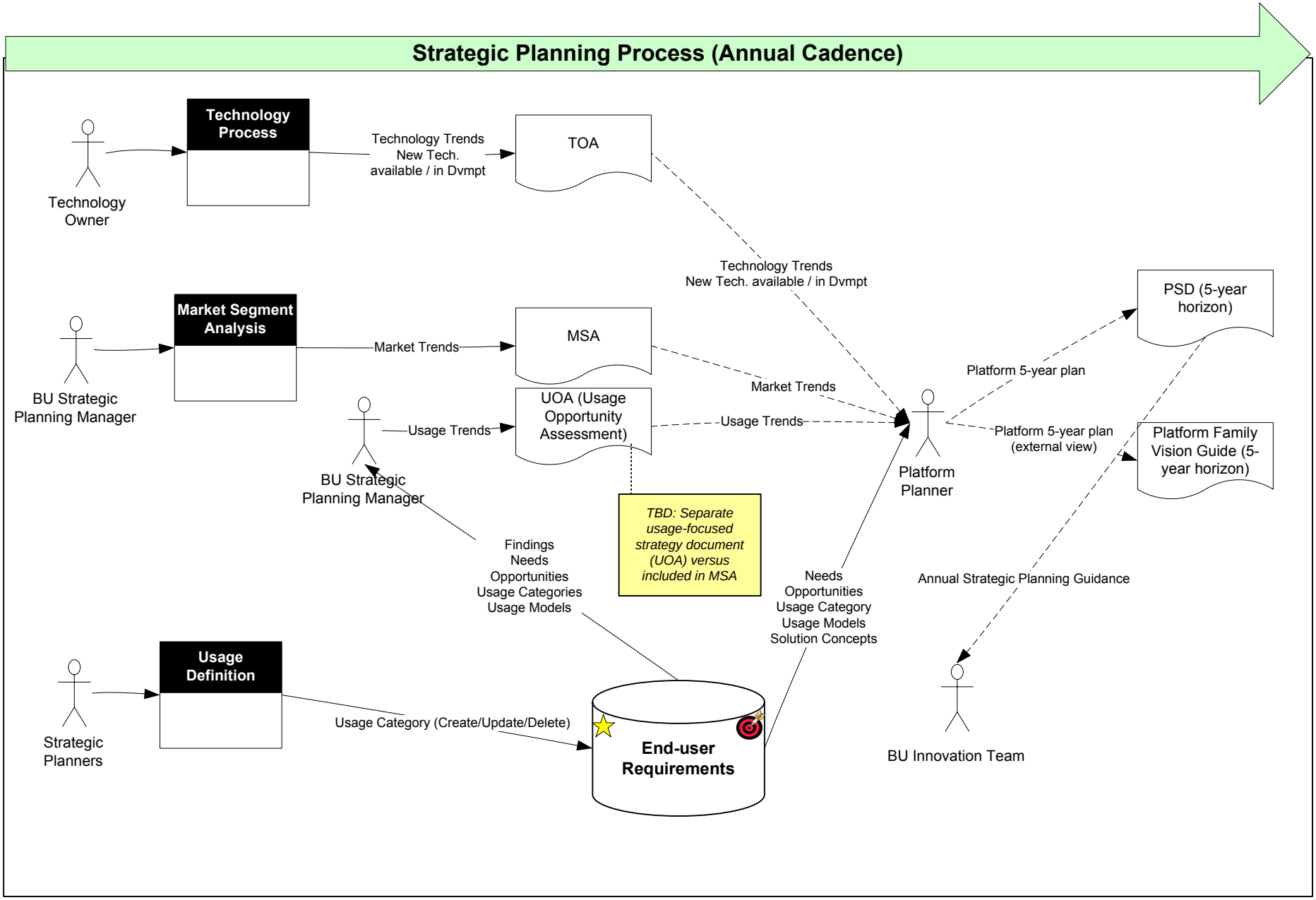

Explore: Refine
Requirements Strategy Document (RD2) - Approved
Technology Process
Technology Process Owner
Need to define criteria for when the usage models are ready to be shared with TRP
Feasibility / Need Disposition Input to Usage Roadmap
Define Solution Concept
Deep Dive Team
Usage Category
Usage Models
Use Cases
Scenarios (Create)
Operational Profile
Task Flows
Solution Concept
EU Requirements
Usage Models
Rqd. Capabilities
Opportunity Supporting Data (text)
Complete Usage Models
Deep Dive Team
Findings
Needs
Opportunity
Usage Category
Usage Models
Personas
Demographics
Ethnographics
Use Conditions
Market Trends
Usage Models (Update)
Use Cases (Create)
Scenarios (Create)
Operational Profile (Create)
Task Flows (Create)
Usage model validation with end-users is included in this process box – not clear if there are any data implications to the validation process
Opportunity (Update):
Scope
Market Segment
Ecosystem Needed (Update)
Solution Concept (Create)
Capabilities
EU Rqmts (Create)
Usage Roadmap
UELZ
Brand Value Vector mapping (Create)
Investment Recommendation
Solution Concept Definition (RD3)
Opportunities
Usage Category
Usage Models
Solution Concept
Usage Roadmap
Opportunities
Usage Category
Usage Models
Solution Concept
Usage Roadmap
Etc.
End User Program Office or Geo Discovery Team or BU Governance
End-user Requirements
End-user Requirements
Solution Concept (Update)
Concept Disposition
Opportunity (Update):
Opportunity Index
Opportunity Disposition
Opportunity State
Deep Dive Team
Solution Concept Disposition
RD2 Gate
RD3 Gate

Explore: *Demonstrate*




Gather & Synthesize
Analyze & Prioritize
Refine
Demonstrate
Platform Planning


Explore to Planning
Solution Concept Definition (RD3) - Approved
Solution Concept Supporting Data (text)
Platform Strategist (Usage Analyst)
Prioritized Usage Models
Prioritized Usage Models
Platform Strategist & Platform Roadmap Owner
Suggested Dispositions & Platform Intercepts
Quarterly Platform Roadmap Process
Dispositioned Platform Intercepts
Revised Platform Roadmap
Needs
Opportunity
Usage Category
Usage Models
Solution Concept
Usage Roadmap
UM disposition – commit/not
End-user Requirements
Findings
Needs
Opportunities
Usage Category
Usage Models
Ecosystem Implications
Brand Value Vector Mapping
Solution Concept
EU Rqmts
Usage Roadmap
UELZ
Platform Era In-scope Usage Category & Usage Models
Usage Models
Market Opportunity
+ <other info>
PPOPL1
Platform POP Lead (per era)
RD3 Gate


Strategic Planning Process (Annual Cadence)
Technology Owner
Technology Process
Technology Trends
New Tech. available / in Dvmpt
TOA
Technology Trends
New Tech. available / in Dvmpt
PSD (5-year horizon)
BU Strategic Planning Manager
Market Segment Analysis
Market Trends
MSA
Market Trends
Platform 5-year plan
UOA (Usage Opportunity Assessment)
Usage Trends
Usage Trends
Platform 5-year plan (external view)
Platform Family Vision Guide (5-year horizon)
BU Strategic Planning Manager
Platform Planner
TBD: Separate usage-focused strategy document (UOA) versus included in MSA
Findings
Needs
Opportunities
Usage Categories
Usage Models
Needs
Opportunities
Usage Category
Usage Models
Solution Concepts
Annual Strategic Planning Guidance
Usage Definition
Usage Category (Create/Update/Delete)
End-user Requirements
Strategic Planners
BU Innovation Team

Drill-down on mechanisms for gathering information throughout the process (including up-front collection and end-user validation). Continual scan aspect (grey) is post-initial pilots. For pilots, emphasis will be on focused information gathering. Mechanisms include ad-hoc methods; plugging in to existing mechanisms (e.g., BOA) to get needed information; structured research studies, etc.

End User Requirements – To-be: Focused Information Capture	
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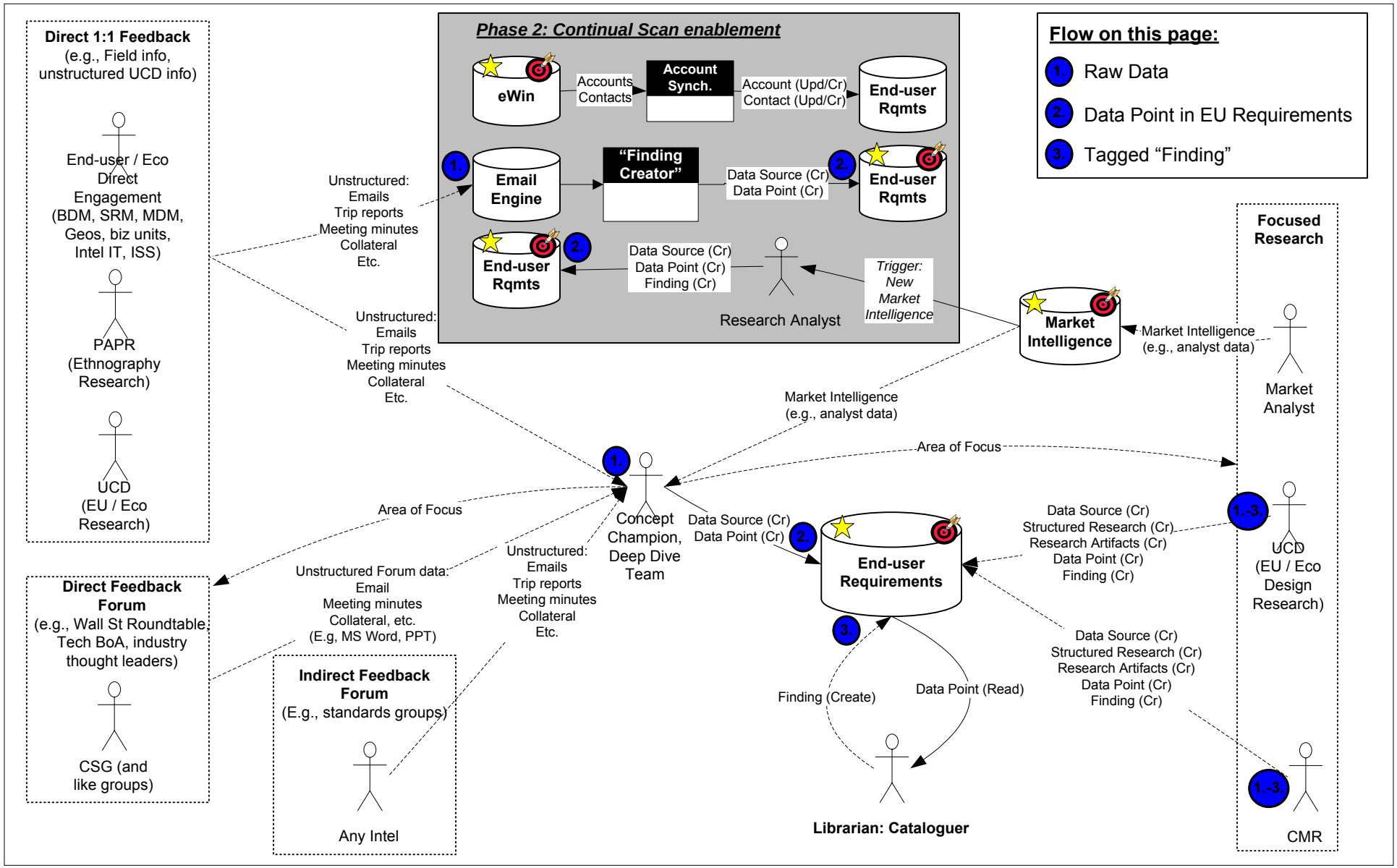

Value Cost Chain Notes

Purpose: The notes section is to be utilized to expand on the Value Cost Chain diagram and connect to documentation gathered through the project team and its affected subject matter experts. The notes section is free form and can contain such aspects as data timing, system and business process description details, and other supporting details.

Notes:

Glossary

BDM – Business Development Manager. Intel job function
CMR – Corporate Market Research. Intel organization that performs structured market research
CSG – Customer Solutions Group. Formerly called SMDG (Solutions Market Development Group)
EU – End-user
ISV – Independent Software Vendor. A company that makes and sells software products that run on one or more computer hardware or operating system platforms
MDM – Marketing Development Manager
MRC – Management Review Committee. A group of close-to-ESM (Executive Staff Member) managers assembled to be informed of the direction and progress of a major project
MSA – Market Segment Analysis. Balanced short- and long-term view to understand market trends, usage trends, and unmet needs over a multi-year horizon. Developed on an annual cadence as an input to the PSD document
PAPR – People and Practices Research. Intel organization that researches ethnography
PPOPL1 – Platform Product Opportunity Plan, Level 1. Identifies market requirements and the decision timeline
PSD – Platform Strategy Document. Platform strategy response to identified MSA opportunities. Developed on an annual cadence with a five-year planning horizon. Results in multi-generational vision and platform requirements. Encompasses market trends, capabilities, customer inputs, fellow traveler strategies, and business value propositions
SRM – Strategic Relationship Manager
TOA – Technical Opportunity Assessment. Document developed in conjunction with MSA which feeds technology trends into the Platform Product Lifecycle planning process (PPLC). Developed on an annual cadence with a 3-7 year time horizon
UCD – User Centered Design. Intel organization that performs design research
UTA – Usage Trend Assessment. Proposed document to be developed on an annual cadence to feed into either the MSA or directly into the PSD to address usage trends – what unmet customer needs exist, how might usage evolve over time based on evolution of capabilities, etc. The MSA currently focuses on market trends but has not traditionally covered usage

Value Cost Chain Diagram

Version: 0.5

Revision History

Rev. #	Date	Author	Reason for Change
0.1	25May05	M. Liu	Document creation
0.5	31Aug05	M. Liu	Multiple changes for final approval of 0.5 version: Foot verbiage to process doc, multiple outputs after RD3, more detail on Demonstrate; Added TOA/MSA/UTA/PSD/PFVG; Updated market intelligence information; updates re: planning/tech process interaction; Added consumer research; Up-front capture revisions per Anne Bartlett; Added gates to front/end of each for continuity; Added glossary; Incorporated feedback from multiple review meetings; incorporated capture revisions per Mary Doyle feedback

Document Approvers

Name	Project Role	Approval Date
EU Team	Document Owner, Project Manager	08/31/05

Project Roles:

Approver: The Approver ensures the document is acceptable in terms of both technical correctness and administrative accuracy.

Change Author: Person responsible for electronically editing a document, and initiating it through the approval process.

Document Owner: Person/Group responsible for the technical content of documents including the creation, revision, and obsolescence process of the document. The Owner is also a document Approver.

Project Manager: The person responsible for reviewing and approving changes before they are implemented into the Data Quality Solutions programs.

Reviewer: A person who reviews the proposed controlled document for technical content, pertinence as a controlled document. An e-signature ("I approve…" e-mail) signature indicates a recommendation to release that document for publication.