## Introduction

B-side business requirements management refers to the effective classification of requirements in all aspects of the development, operation and maintenance of enterprise business systems, and the development of methods and processes to manage requirements in a rational, scientific and effective manner. The system development process of B-side business is usually divided into three stages: requirement acquisition stage, requirement analysis stage and design and development stage. Requirements acquisition is to obtain new or valuable information (e.g. product data, business process, data indicators, etc.) from customers/users as the basis for development; requirements analysis is to evaluate the problems in the product and decide the next focus and work method based on it; design development is to design and optimize the product/service solution based on the above two processes and use it as the final product/service. and deliver it to the customer as the final product/service. Therefore, the main process of B-side business system is to obtain information + output conclusion. Therefore, the focus of requirements management in the B-side business system is clear: to obtain timely evaluation and feedback from customers/users/competitors (third parties) on the product or service solution; to determine what problems exist in the current business based on this. This is also the focus of this article, and I hope this article will bring inspiration and thoughts to you. Of course, this article only talks about the management of product/service solution evaluation and feedback information from C-user and C-pullers in B-side business. Since the B-side business occupies a large proportion in the enterprise, this part mainly introduces the contents related to managing requirements and feedback and processing of C-side users in the C-side business during the design and development stage, and other contents are not related to C-side recruiters.

## Managing demand

Requirements management is a very important and tedious task, which involves requirements management, requirements analysis, functional design, product planning and other aspects; good or bad requirements management directly determines whether the C-user in the B-side business can pull new users smoothly, so we must have a complete set of requirements management process when doing B-side business. First of all, this article takes "pulling new" as an example to analyze what needs to be paid attention to in managing requirements in C-side business system. Secondly, the three stages of the "pulling" process are explained: >The first stage - "product planning": after determining the direction of pulling, we need to analyze the current business status (i.e. whether there is a demand) by combining the company's overall planning and business data. (i.e. whether there is a demand); > Phase 2 - "Analysis and Management" - through the calculation of current business data, product data and user behavior habits and other indicators to determine the current problems (i.e. what needs to be solved next) and establish a relative (i.e., what needs to be solved next) and establish the corresponding solutions.

## Collection of business requests

In the process of collecting evaluations, the evaluations collected are generally divided into three categories: A. External evaluations: i.e. external evaluations provided by customers/users. B. Internal evaluation: i.e., the business unit's own assessment of requirements, followed by the evaluation of the business unit's product/service solution by the personnel of that department. C. Self-evaluation: i.e. the satisfaction of business unit staff (including product development and operation staff) with their own requirements and proposed suggestions. "External evaluation" and "internal evaluation" are the most common ways to obtain information about internal employees' evaluation of the solution, and they are also the most efficient and relatively low-cost ways. "Self-evaluation" is a way for users to determine whether a solution meets their needs based on their own experience, knowledge and perceptions when they evaluate the solution. In contrast, "external evaluation" and "internal evaluation" are carried out mainly through the following ways.

## Evaluate the objective and scope

The evaluation object refers to the evaluation scope, which should be user-oriented in general. For example, the design developers of C-tier products, for them, the evaluation object should be all C-tier users. So, in general, we can also call this evaluation scope C-user oriented: (can be copied here). -Of course, some special treatment can be done for specific objects. For example, for internal customers, we can offer these users some small benefits or give some other form of rewards. It is also important to note that these B-side users may come from different departments (e.g., different business units, different product lines, etc.), so we cannot simply use one evaluation criterion to judge a user, but should consider all evaluation dimensions together. After all, each company is in a different position, business area and product form in the actual situation, so specific analysis is needed for specific problems.

## Evaluation and analysis

After the product is launched, the evaluation and feedback information before and after the launch is analyzed and compared to help judge the usability and effectiveness of the system/solution. The details are as follows: [For product usability evaluation, it can be done by: observing test cases, user feedback and other methods, and verifying according to the results]. Among them, user feedback generally includes: evaluation and suggestion. Of course, it is necessary to take into account the possible "habitual" usage scenarios of customers/users and the possible differences in requirements in different scenarios, for example: [If you find that the customer says "no" to you, it means that he is not dissatisfied with what you said. Satisfied; or if there are some data indicators need to further confirm whether we are accurate.]

## Review and feedback

Generally in the requirements analysis stage, the customer/user evaluation of the product/service solution is mainly achieved by using the product or using the business, so it is often not necessary to record these evaluation information. In the design and development phase, the feedback needs to be recorded and saved, so that in the subsequent design and development work, the product can be optimized based on this evaluation information. In the design and development process, if the feedback from customers/users (e.g., usage scenarios, functional/system details, ease of use, etc.) is difficult to solve, it is necessary to categorize these problems through the requirement analysis model. Depending on these problems, we can design a targeted solution or development program. Of course, these feedbacks may be based on the description of the user's perspective, or they may just describe the current business problems; therefore, the negative impact of such feedbacks (e.g., causing trouble to customers and users, etc.) cannot be completely excluded. If the above situation occurs, it can be solved through the requirements management process in the requirements acquisition process, the requirements analysis process stage and the design and development stage and other three links.

## Management suggestions

1. requirements approval process can be used in the development process, in the development phase can form the requirements approval process; 2. for non-direct business personnel, the requirements review process can be simpler; 3. for the business system has been on line, business-related personnel can understand the system function from the perspective of system construction, for the system has been on line, the function is not become; 4. for the product / service program that has not been put into use, business-related personnel should also understand the system function; 4. service solutions, business-related personnel should also be well managed. When the company has multiple product solutions, it is best to set up a separate requirement approval process for each product solution; 6. For products/service solutions that are already in use and those that are not yet online, the requirements can be reviewed separately according to the specific situation. 7. In the C-side business system, we also need to pay attention to: first, we need to communicate well with customers, and second, we need to handle the evaluation and feedback of C-side users in a timely manner.

## Summary

This article mainly introduces the definition, process, function and method of B-side business requirements management; and how to manage the requirements according to the evaluation and feedback of C-side users from B-side business, hoping to bring inspiration and thinking for everyone; there are many contents in the interaction process between B-side business and C-side users that we need to understand and apply; in this article, there is no content related to the C-side pulling new personnel. But if there is a need to follow up, I will also add relevant content; finally, I would like to thank you all for your support over the years, and hope to hear from you again next time.