



In this lesson you will focus on three areas: Planning and conducting stakeholder interviews, organizing and running a successful requirements workshop, and gaining useful insights from competitor benchmarking.

When you read the chapter on requirements workshops, you'll learn why these workshops are important, when to run them, how to run them, and what to do after the workshop.

From the competitor benchmarking chapter, you'll learn what a competitor benchmark looks like, including some great samples and screenshots to help you with a visual. You'll also better understand when to look at what our competitors are doing, why we should be concerned with what they are doing, and how to perform a competitor benchmark, including an example of the kinds of things you may want to choose to include in your benchmark.

Next >

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