Own good product design with the

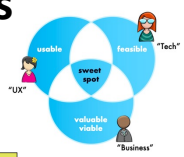
REQUIREMENTS ENGENEERING I PAGER

PRODUCT OWNER FRAMEWORK

strategy

set product direction – Guiding principles

IMPACT Good product should be

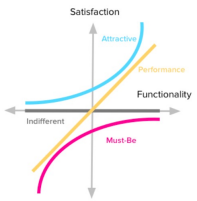


JTBD

Functional	Emotional	Social
• "Easily hang the picture to the wall"	• "I have stress using a drill, maybe I hit electrical wiring"	• "I hate going to the neighbours to ask for help"

WHO? user target

DIFFERENTIATOR = attractive in Kano model



assess current situation - Diagnosis

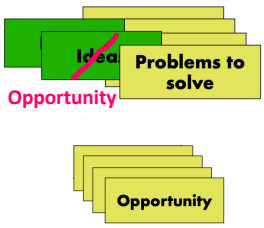
Government?
Economy?
Competitors?

What struggles do our users have?

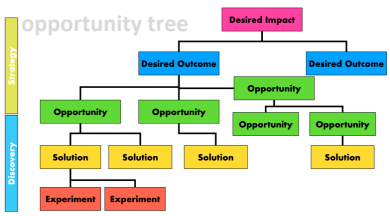
Generative Research
qualative: follow day in the life on site
quantative: check web traffic, survey...
=> further discovers JTBD

= opportunities and struggles

define problems to solve – coherent set of actions



opportunity tree



prioritise
VALUE / EFFORT * CONFIDENCE = PRIORITY

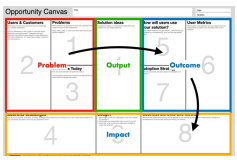
	↑ Revenue	↑ Growth	Effort	Confidence	Priority
Anxiety: how do I know if the offer is trustworthy	1	2	4	0.5	0.375
Anxiety: I cannot relax during the date (thinking about children)	2	1	2	0.9	1.35
Hard to browse through profiles: Who do I choose?	0	0	2	0.7	0
Discovering new things to do	2	2	2	0.7	1.4
I do not have a car, I cannot reach the family	1	0	1	0.4	0.4

or

with Kano
1. Must-Be
2. Performance
3. Attractive

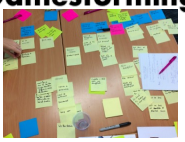
discovery

list assumptions
FRAME OPPORTUNITY



or

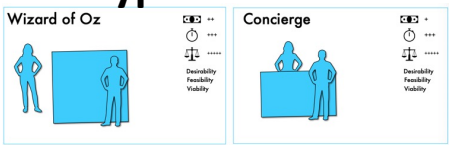
Gamestorming



LIST & PRIORITISE assumptions

CREATE HYPOTHESIS

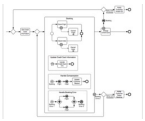
test hypothesis



scale

refine solution

event storming story map inf -> formal



agile development
iterative
incremental

create/ build/ buy

release iteratively (MVP -> polish)
build incrementally (riskiest scope first)

find MVP by story splitting, elaborate by conversating and documenting

Story Splitting Strategies

- I Independent
- N Negotiable
- V Valuable
- E Estimable
- S Small
- T Testable

Quality Requirements

1. **Look and Feel**: the product's appearance.
2. **Usability and Humanity**: the product's ease of use, and any special considerations needed for a better user experience.
3. **Performance**: how fast, how safe, how many, how available, and how accurate the functionality must be.
4. **Operational**: the real-world environment in which the product is used and any considerations that must be taken into account for this environment. E.g. harsh weather conditions.
5. **Maintainability and Support**: expected "configurability" of the product. Also specification of the support to be given to the product.
6. **Security**: access, confidentiality, recoverability, and auditability of the product.
7. **Cultural and Political**: special requirements that arise because of the culture and customs of people when they use the product. E.g. the use of formal language in France ("vous") whereas the more informal "jou" is used in Holland.
8. **Legal**: the laws and standards that apply to the product. E.g. a steering wheel of a car is to be placed to the right for left-driving countries.

Human Centered Design

Discoverability and **Understanding**

Affordance (appearance, chair = sturdy, eg anti-affordance glass doors)
Signifiers (eg iPhone lock screen "swipe to unlock"
Constraints (physical, cultural, semantic, logical)
Mappings (switch -> turns on lights, intuitive furnace controls)
Feedback (thank you for your order message, save-saving-saved)
Conceptual Model (does what you expect it to do, bad example thermostat)