



Roadmapping

Reference Architecture

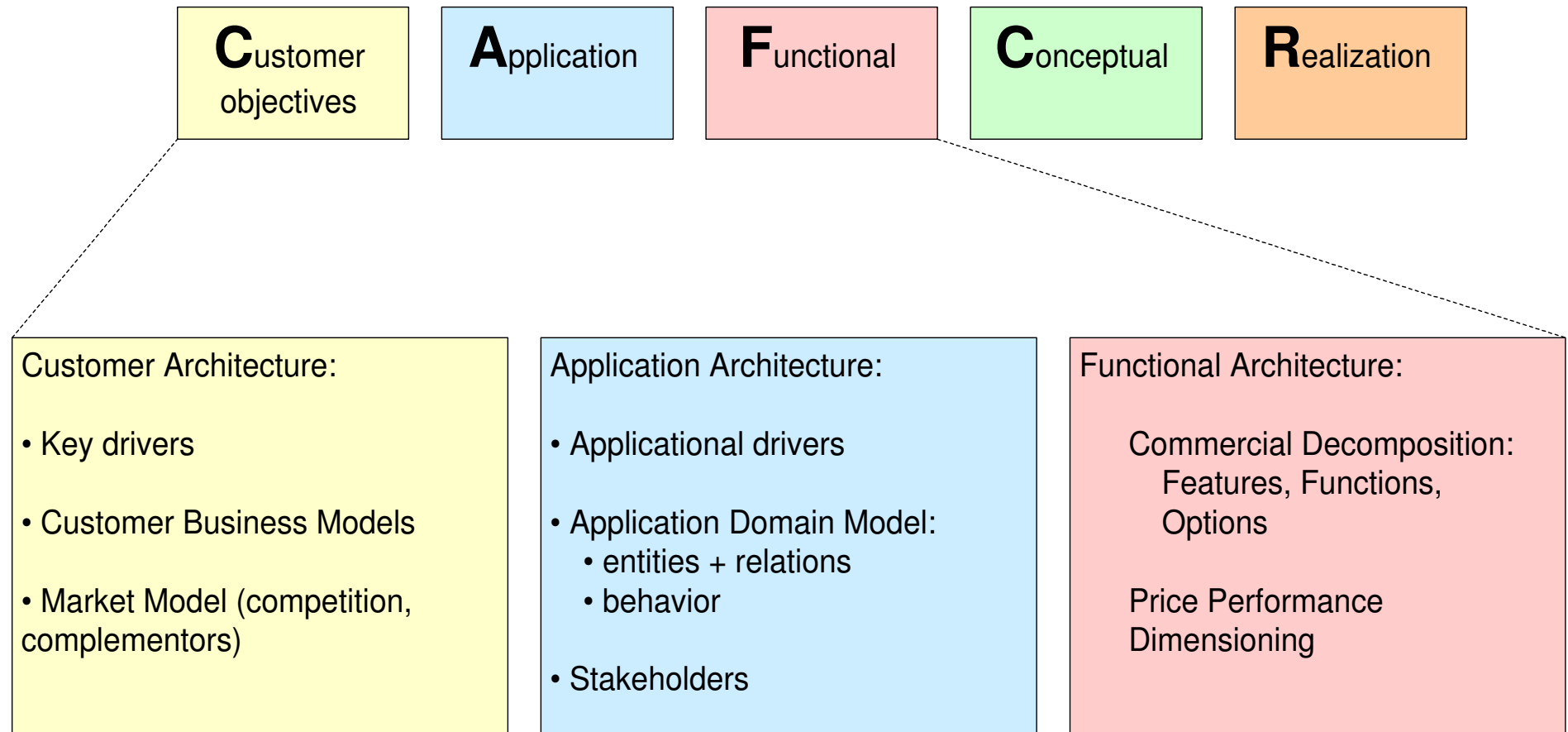
Requirements Capturing

Feature Space Exploration

Value Engineering

Scope Determination

# Reference Architecture

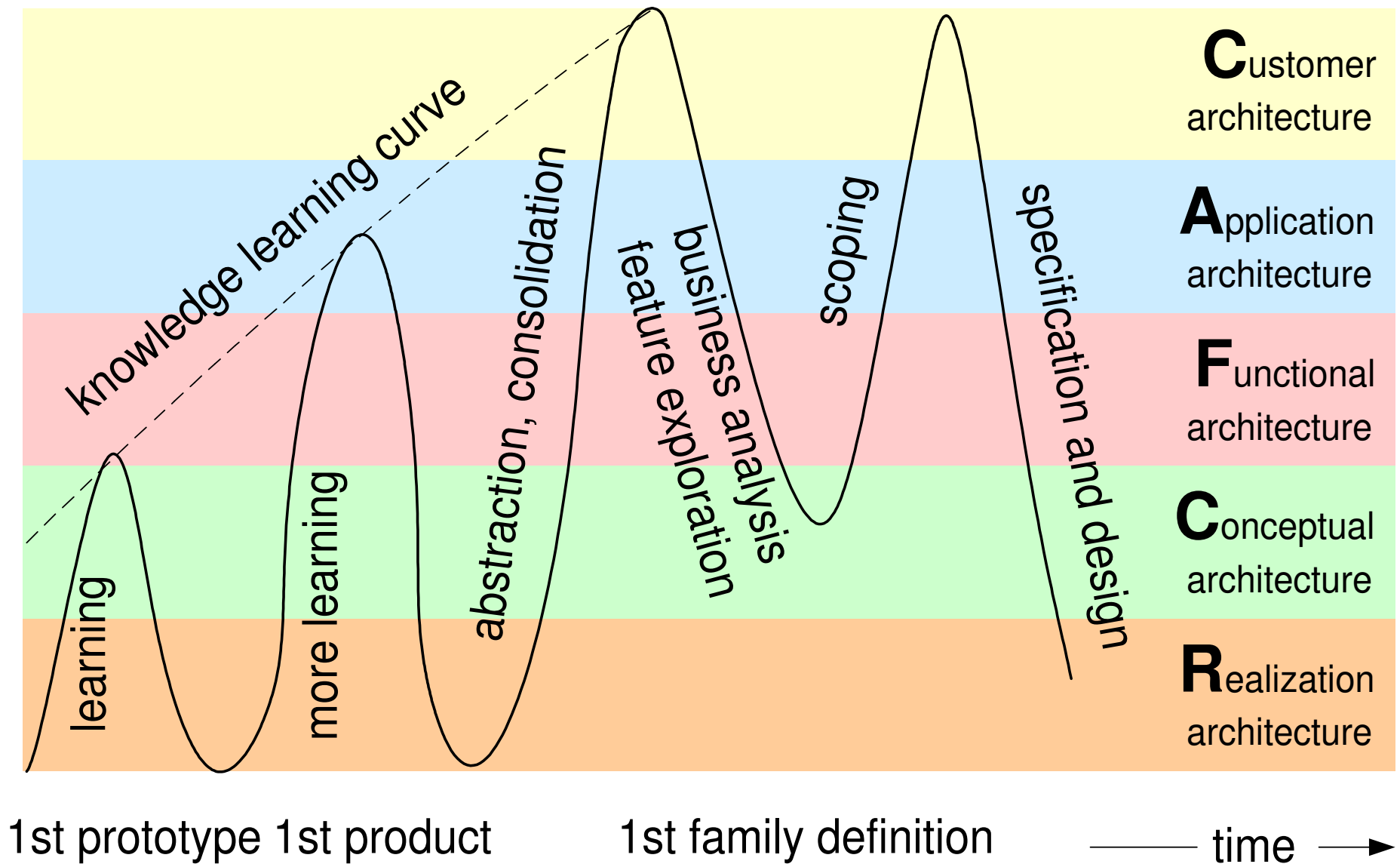


Who appreciates what?

Who pays when for what?

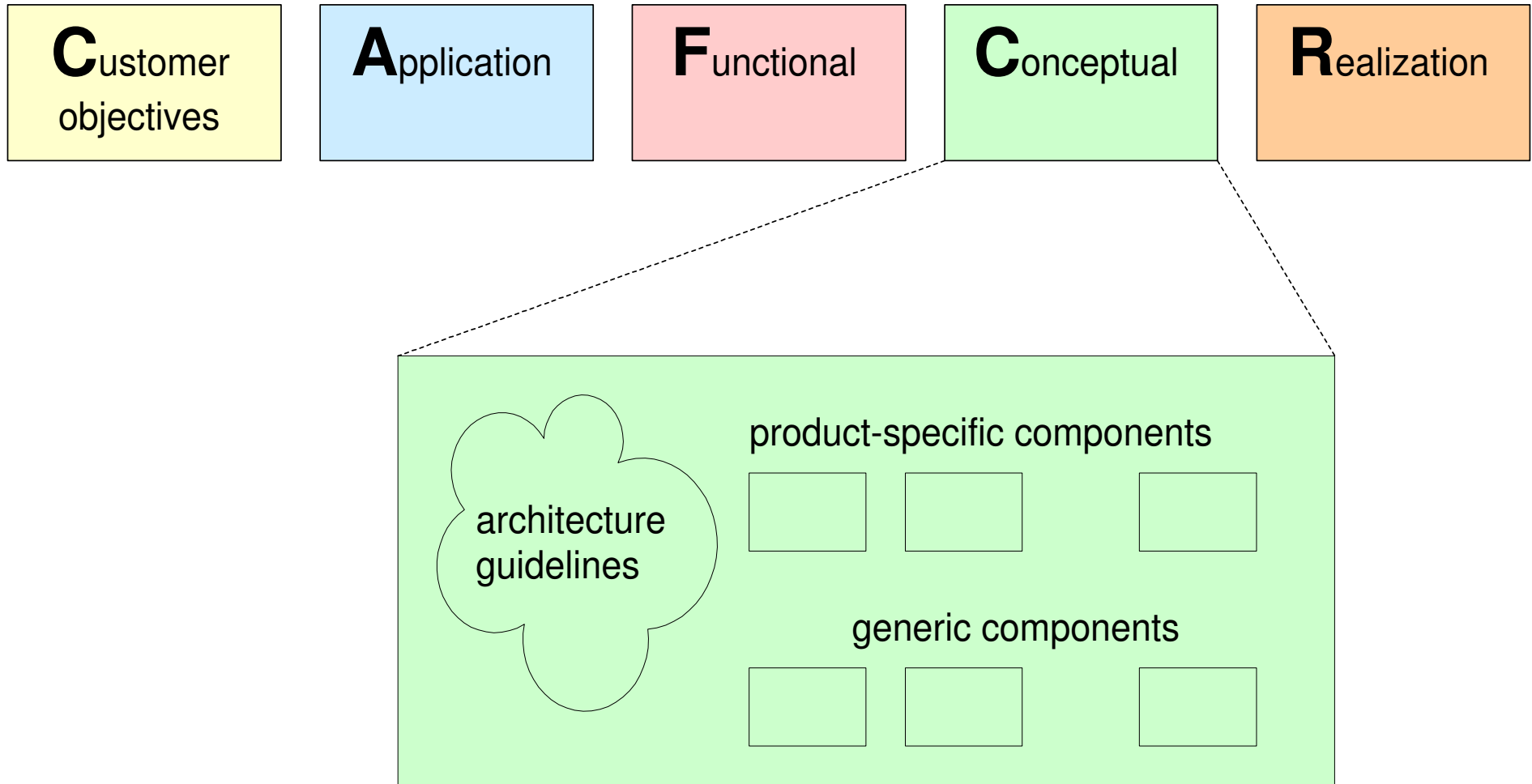
Who takes decisions?

# Yoyo over Views



Which part of the market do we want to serve?

# Component-Based Conceptual Architecture



# Attention Points for Life Cycle Requirements

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Installation

Configuration

Customization

Life-cycle management (amongst others upgrading)

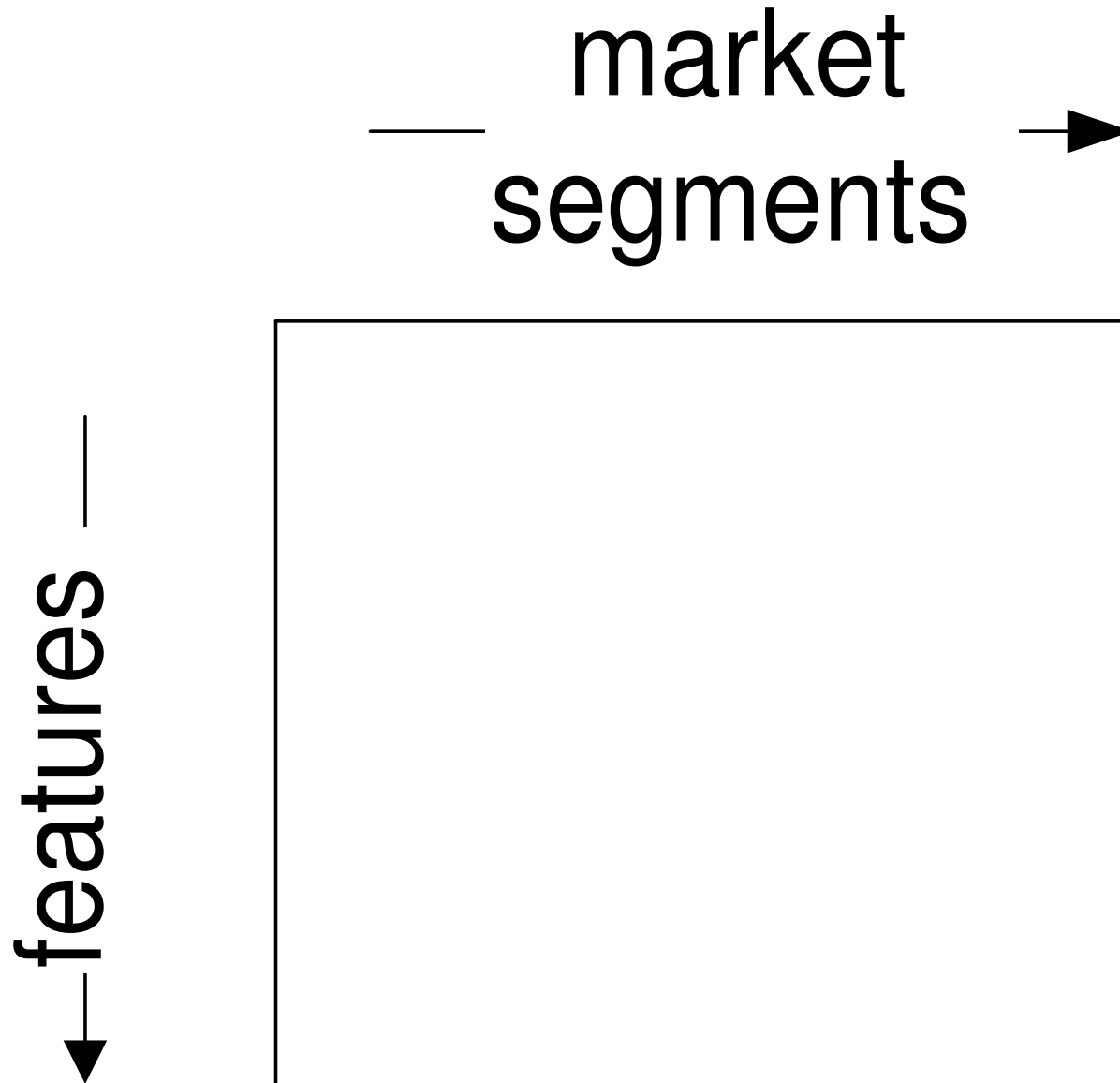
Configuration Management

Licensing strategy

1. Make an inventory of features
2. Map features on market segments
3. Determine products
4. Map features on products
5. Determine valuation criteria
6. Value features per product

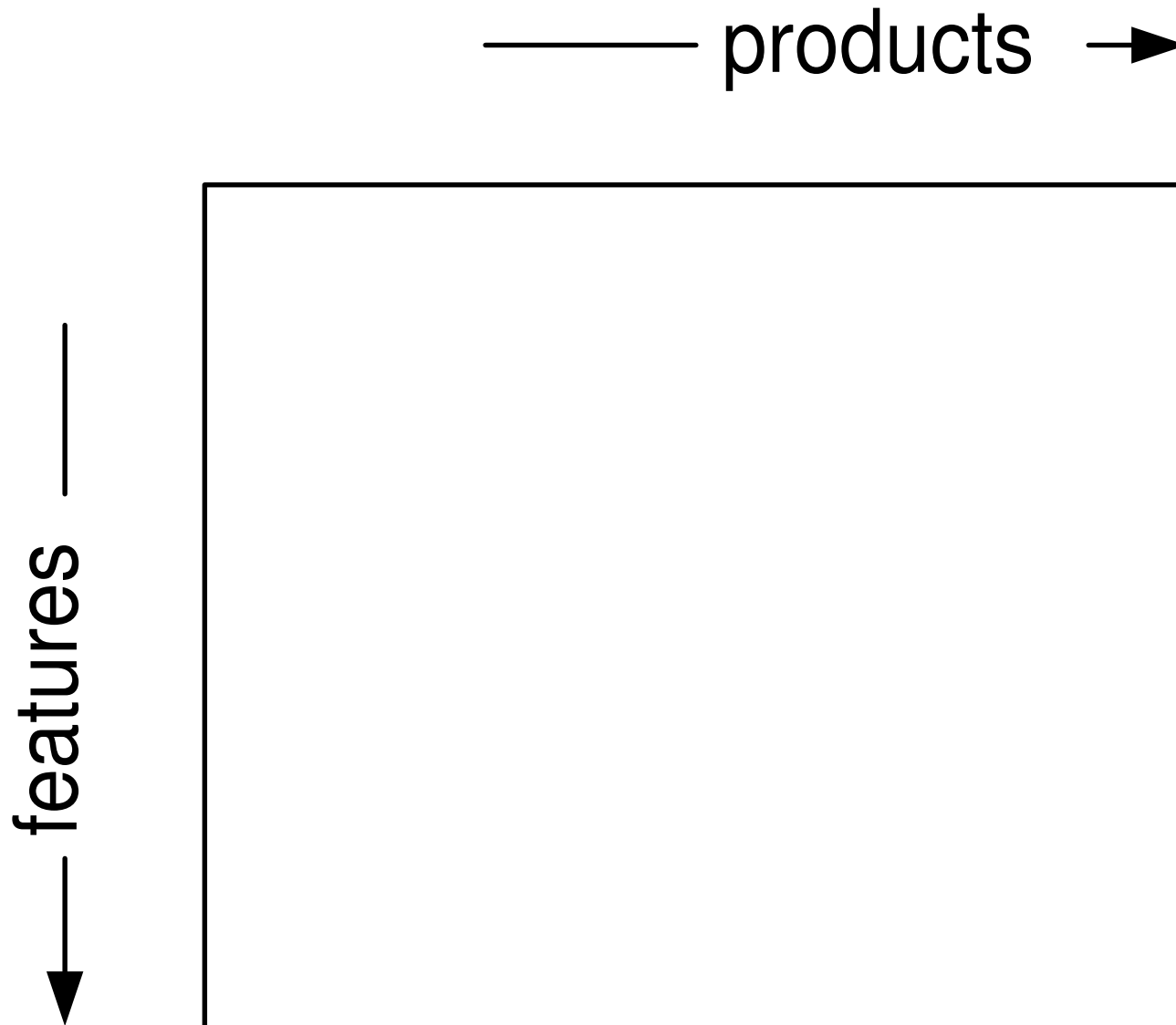
# Market Feature Map

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# Product Feature Map

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# Examples of Valuation Criteria

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- Value for the customer
- (dis)satisfaction level for the customer
- Selling value (How much is the customer willing to pay?)
- Level of differentiation w.r.t. the competition
- Impact on the market share
- Impact on the profit margin

Use relative scale, e.g. 1..5 1=low value, 5 -high value

Ask several knowledgeable people to score

Discussion provides insight (don't fall in spreadsheet trap)

# Product Feature Map with Substituted Numbers

— products →

← features

		P1800			P1900			P2200					
		satisfaction	customer	sales price	market share	satisfaction	customer	sales price	market share	satisfaction	customer	sales price	market share
feeder		1	5	4	3	4	4	4	5	5	5	5	
hf feeder													
buffer		4	3	4	5	3	4	4	3	4	4	4	
sunpower		2	2	1	2	2	1	2	2	4	2	2	4

What feature will be realized when for what product?