Abstract
An elicitation method for needs is described using many different viewpoints. A selection process with a coarse and a fine selection is described to reduce the specification to an acceptable and feasible subset.
Complementary Viewpoints to Capture Requirements

**top-down**
- key-drivers (customer, business)
- operational drivers (logistics, production, etc.)
- roadmap (positioning and trends in time)
- competition (positioning in the market)

**bottom-up**
- "ideal" reference design
- prototyping, simulation (learning vehicle)
- bottom-up (technological opportunities)
- existing systems

Needs

Continued Product Creation Process

Feedback
Requirement Selection Process

- Customer needs
- Operational needs
- Roadmap
- Strategy
- Competition
- Selection process
- Product specification
- Need characterization
- Requirement phasing

Technology, People, Process, costs and constraints
Simple Qualification Method

- **important**
  - don't discuss
  - do discuss

- **urgent**
  - don't discuss
  - do discuss

- **effort**
  - don't discuss
  - discuss do

- **value**
  - don't discuss
  - discuss do

Requirements Elicitation and Selection
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REQqualitativeSelectionMatrix
Examples of Quantifiable Aspects

- 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)