

Key Drivers How To

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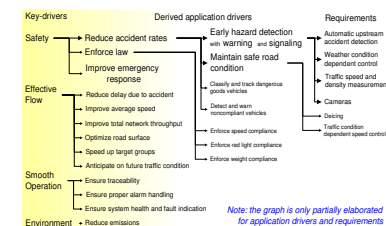
Abstract

The notion of "business key drivers" is introduced and a method is described to link these key drivers to the product specification.

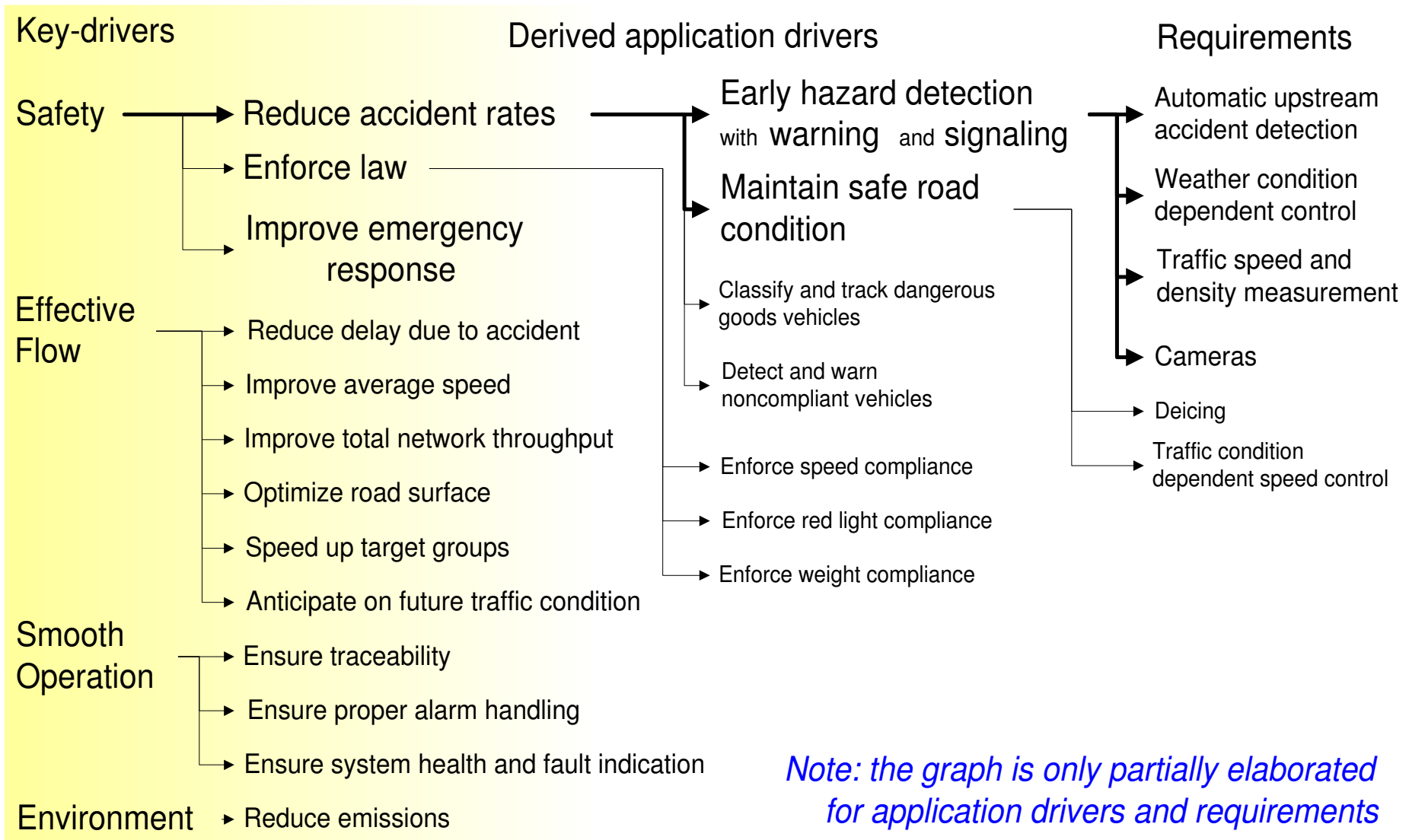
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Example Motorway Management Analysis



Method to create Key Driver Graph

- | | |
|------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|
| • Define the scope specific. | in terms of stakeholder or market segments |
| • Acquire and analyze facts | extract facts from the product specification
and ask why questions about the specification of existing products . |
| • Build a graph of relations between drivers and requirements
by means of brainstorming and discussions | where requirements
may have multiple drivers |
| • Obtain feedback | discuss with customers , observe their reactions |
| • Iterate many times | increased understanding often triggers the move of issues
from driver to requirement or vice versa and rephrasing |

Recommendation for the Definition of Key Drivers

- Limit the number of key-drivers minimal 3, maximal 6
- Don't leave out the obvious key-drivers for instance the well-known main function of the product
- Use short names, recognized by the customer.
- Use market-/customer- specific names, no generic names for instance replace “ ease of use ” by “minimal number of actions for experienced users ”, or “efficiency ” by “integral cost per patient ”
- Do not worry about the exact boundary between Customer Objective and Application create clear goal means relations

Transformation of Key Drivers into Requirements

