

Customer Centered Products Creating Successful Products Through Smart Requirements Management

***Project Requirements: A Guide to Best Practices* gives project managers tools they can assimilate and apply easily to improve project success rates, reduce development costs, reduce rework, and accelerate time to market. Based on experience and best practices, this valuable reference will help you: • Clarify real requirements before you initiate project work • Improve management of project requirements • Save time and effort • Manage to your schedule • Improve the quality of deliverables • Increase customer satisfaction and drive repeat business**

***Project Requirements: A Guide to Best Practices* provides project managers with a direct, practical strategy to overcome requirements challenges and manage requirements successfully.**

-- HP's expertise in this area has earned them Vendor of the Year awards in e-commerce from key reseller partners.-- Case studies showing how the new principles, techniques, and methodologies worked at Web sites such as Amazon, Office Depot, QVC, and Outpost. This book is a practical guide to understanding web page design and usability factors needed for the online store shelf. Designing and structuring information correctly enhances navigation through your site as well as delivering your customers a satisfying shopping experience. The authors have consulted with such diverse customers as Amazon, AOL, QVC, Outpost, Egghead, Office Depot and others. The concepts they've brought to these accounts have earned HP Vendor of the Year award in e-commerce from key HP reseller partners. Learn to blend customer insights with products and with web capabilities to create web sites that maximize customer-centered design. Your resulting web sites will have an ease of usability that lead to superior customer experiences while maximizing sales. This book includes plenty of examples and case studies showing how to apply new principles, techniques, and methodologies that will win you loyal customers.

***Learn how to attract and keep successful software professionals* *Software Engineering Quality Practices* describes how software engineers and the managers that supervise them can develop quality software in an effective, efficient, and professional manner. This volume conveys practical advice quickly and clearly while avoiding the dogma that surrounds the software profession. It concentrates on what the real requirements of a system are, what constitutes an appropriate solution, and how you can ensure that the realized solution fulfills the desired qualities of relevant stakeholders. The book also discusses how successful organizations attract and keep people who are capable of building high-quality systems. The author succinctly describes the nature**

and fundamental principles of design and incorporates them into an architectural framework, enabling you to apply the framework to the development of quality software for most applications. The text also analyzes engineering requirements, identifies poor requirements, and demonstrates how bad requirements can be transformed via several important quality practices.

You CAN Turn Around A Failing Project! Poor project results are all too common and result in dissatisfied customers, users, and project staff. With countless people, goals, objectives, expectations, budgets, schedules, deliverables, and deadlines to consider, it can be difficult to keep projects in focus and on track. How to Save a Failing Project: Chaos to Control arms project managers with the tools and techniques needed to address these project challenges. The authors provide guidance to develop a project plan, establish a schedule for execution, identify project tracking mechanisms, and implement turnaround methods to avoid failure and regain control. With this valuable resource you will be able to:

- Identify key factors leading to failure***
- Learn how to recover a failing project and minimize future risk***
- Better analyze your project by defining proper business objectives and goals***
- Gain insight on industry best practices for planning***

Using Specification by Example and Gherkin

A Modern Approach to Building Successful User-Centered Products

Build Relationships, Create Advocates, and Influence Your Customers

Creating Successful Products Through Smart Requirements Management /clvy F. Hooks & Kristin A. Farry

Creating a Customer-centered Culture

Designing the Customer-Centric Organization

Performance-Based Project Management

Design, development and life-cycle management of any electromechanical product is a complex task that requires a cross-functional team spanning multiple organizations, including design, manufacturing, and service. Ineffective design techniques, combined with poor communication between various teams, often leads to delays in product launches, with last minute design compromises and changes. The purpose of Design of Electromechanical Products: A Systems Approach is to provide a practical set of guidelines and best practices for driving world-class design, development, and sustainability of electromechanical products. The information provided within this text is applicable across the entire span of product life-cycle management, from initial concept work to the detailed design, analysis, and development stages, and through to product support and end-of-life. It is intended for professional engineers, designers, and technical managers, and provides a gateway to developing a product ' s design history file ("DHF") and device aster record ("DMR"). These tools enable design engineers to communicate a product ' s design, manufacturability, and service procedures with various cross-functional teams.

Requirements by Collaboration: Workshops for Defining Needs focuses on the human side of software development--how well we work with our customers and teammates. Experience shows that the quality and degree of participation, communication, respect, and trust among all the stakeholders in a project can strongly

Access PDF Customer Centered Products Creating Successful Products Through Smart Requirements Management

influence its success or failure. Ellen Gottesdiener points out that such qualities are especially important when defining user requirements and she shows in this book exactly what to do about that fact. Gottesdiener shows specifically how to plan and conduct requirements workshops. These carefully organized and facilitated meetings bring business managers, technical staff, customers, and users into a setting where, together, they can discover, evolve, validate, verify, and agree upon their product needs. Not only are their requirements more effectively defined through this collaboration, but the foundation is laid for good teamwork throughout the entire project. Other books focus on how to build the product right. Requirements by Collaboration focuses instead on what must come first--the right product to build.

Software Product Management (SPM) is a key success factor for software products and software-intensive products. This book gives a comprehensive overview on SPM for beginners as well as best practices, methodology and in-depth discussions for experienced product managers. This includes product strategy, product planning, participation in strategic management activities and orchestration of the functional units of the company. The book is based on the results of the International Software Product Management Association (ISPMA®, SPM Body of Knowledge V.2) which is led by a group of SPM experts from industry and research with the goal to foster software product management excellence across industries. This book can be used as textbook for ISPMA®-based education and as guide for anybody interested in SPM as one of the most exciting and challenging disciplines in the business of software.

The Standard for Business Analysis – First Edition is a new PMI foundational standard, developed as a basis for business analysis for portfolio, program, and project management. This standard illustrates how project management processes and business analysis processes are complementary activities, where the primary focus of project management processes is the project and the primary focus of business analysis processes is the product. This is a process-based standard, aligned with A Guide to the Project Management Body of Knowledge (PMBOK® Guide) – Sixth Edition, and to be used as a standard framework contributing to the business analysis body of knowledge.

Proceedings of the 19th ISPE International Conference on Concurrent Engineering

Practical Model-Based Systems Engineering

Build Better Products

Software Requirement Patterns

Project Management

Product Focused Software Process Improvement

A Strategic Planning Approach

This is a guide to eliminating the waste of time, money and effort resulting from poor product development. It provides product definition requirements needed at the start of any product development process.

Gathering customer requirements is a key activity for developing software that meets the customer's needs. A concise and practical overview of everything a requirement's analyst needs to know about establishing customer requirements, this first-of-its-kind book is the perfect desk guide for systems or software development work. The book enables professionals to identify the real customer requirements for their projects and control changes and additions to these requirements. This unique resource helps practitioners understand the importance of requirements, leverage effective requirements practices, and better utilize resources. The book also explains how to strengthen interpersonal relationships and communications which are major contributors to project effectiveness. Moreover, analysts find clear examples and checklists to help them implement best practices.

Access PDF Customer Centered Products Creating Successful Products Through Smart Requirements Management

Professionals in the interdisciplinary field of computer science focus on the design, operation, and maintenance of computational systems and software. Methodologies and tools of engineering are utilized alongside computer applications to develop efficient and precise information databases. Computer Systems and Software Engineering: Concepts, Methodologies, Tools, and Applications is a comprehensive reference source for the latest scholarly material on trends, techniques, and uses of various technology applications and examines the benefits and challenges of these computational developments. Highlighting a range of pertinent topics such as utility computing, computer security, and information systems applications, this multi-volume book is ideally designed for academicians, researchers, students, web designers, software developers, and practitioners interested in computer systems and software engineering.

This book constitutes the refereed proceedings of the First International Conference on Digital Human Modeling, DHM 2007, held in Beijing, China in July 2007. The papers thoroughly cover the thematic area of digital human modeling, addressing the following major topics: shape and movement modeling and anthropometry, building and applying virtual humans, medical and rehabilitation applications, as well as industrial and ergonomic applications.

The Requirements Engineering Handbook

PMI-PBA® Exam Practice Test and Study Guide

Jobs to Be Done

Chaos to Control

Customer-Centric Marketing

Workshops for Defining Needs

Models and Methods

The CE Conference series is organized annually by the International Society for Productivity Enhancement (ISPE) and constitutes an important forum for international scientific exchange on concurrent and collaborative enterprise engineering. These international conferences attract a significant number of researchers, industrialists and students, as well as government representatives, who are interested in the recent advances in concurrent engineering research and applications. Concurrent Engineering Approaches for Sustainable Product Development in a Multi-Disciplinary Environment: Proceedings of the 19th ISPE International Conference on Concurrent Engineering contains papers accepted, peer reviewed and presented at the annual conference held at the University of Applied Sciences in Trier, Germany, from 3rd-7th of September 2012. This covers a wide range of cutting-edge topics including: Systems Engineering and Innovation Design for Sustainability Knowledge Engineering and Management Managing product variety

*Product Life-Cycle Management and Service Engineering Value Engineering
Customer-centered Products Creating Successful Products Through Smart Requirements
Management* Amacom Books

New for the third edition, chapters on: Complete Exercise of the SE Process, System Science and Analytics and The Value of Systems Engineering The book takes a model-based approach to key systems engineering design activities and introduces methods and models used in the real world. This book is divided into three major parts: (1) Introduction, Overview and Basic Knowledge, (2) Design and Integration Topics, (3) Supplemental Topics. The first part provides an introduction to the issues associated with the engineering of a system. The second part covers the critical material required to understand the major elements needed in the engineering design of any system: requirements, architectures (functional, physical, and allocated), interfaces, and qualification. The final part reviews methods for data, process, and behavior modeling, decision analysis, system science and analytics, and the value of systems engineering. Chapter 1 has been rewritten to integrate the new chapters and updates were made throughout the original chapters. Provides an overview of modeling, modeling methods associated with SysML, and IDEF0 Includes a new Chapter 12 that provides a comprehensive review of the topics discussed in Chapters 6 through 11 via a simple system – an automated soda machine Features a new Chapter 15 that reviews General System Theory, systems science, natural systems, cybernetics, systems thinking, quantitative characterization of systems, system dynamics, constraint theory, and Fermi problems and guesstimation Includes a new Chapter 16 on the value of systems engineering with five primary value propositions: systems as a goal-seeking system, systems engineering as a communications interface, systems engineering to avert showstoppers, systems engineering to find and fix errors, and systems engineering as risk mitigation The Engineering Design of Systems: Models and Methods, Third Edition is designed to be an introductory reference for professionals as well as a textbook for senior undergraduate and graduate students in systems engineering. Project Management is designed to appeal to undergraduate and postgraduate students studying project management on a business degree. It provides a comprehensive overview of

project management practice, while carefully balancing the unique aspects of project management curricula with the more general business skills, including quality, risk, teams, and leadership. The text includes a wide range of cases to connect the academic principles and the complexity of real-life projects. The text is also supported by web-based multiple choice questions, as well as in-text exercises and examples to illustrate the concepts and ideas throughout the book.

A Guide to Strategy, Structure, and Process

Creating Successful Products Through Smart Requirements Management

Advances in Design

Artificial Intelligence: Concepts, Methodologies, Tools, and Applications

Third International Conference, PROFES 2001, Kaiserslautern, Germany, September 10-13, 2001. Proceedings

Extreme Programming and Agile Methods - XP/Agile Universe 2004

A Roadmap for Customer-Centered Innovation

The PMI-PBA® Exam Practice Test and Study Guide attempts to address all your questions and concerns by providing two of the most sought-after study aids: memory maps and practice questions. The systematic use of memory maps helps aid in the efficient recall of information and can boost confidence during the exam. Well-crafted practice questions are fantastic study aids that can be used to track your progress as you learn new concepts, introduce you to the complex sentence structure that is likely to appear on the exam, and concentrate your studies by domain, essentially preparing you to pass the very challenging PMI-PBA® Exam in the allotted four hours. In addition to study hints and exam topics, this book provides references to tools and techniques that should be incorporated into your work immediately. For each of the five domains outlined in the PMI Professional in Business Analysis (PMI-PBA)® Examination Content Outline 2013 (the ECO), twenty practice questions test your knowledge. Also included is a challenging 200-question practice exam, which is representative of the actual exam. To enhance your studies, a timed, online simulated exam is also provided. At the end of the simulated exam, you can see your score per the number of questions you answered correctly. These exam questions are crafted to foster learning and reinforce content; they are not obscure or overly complicated, but rather are representative of the actual exam. Knowing what to do must be translated into doing what you know. This book helps you prepare for the PMI-PBA® exam by instilling knowledge and encouraging critical thinking. As a result, the skills attained can lead to improved project success and outcomes, and you'll have a much stronger understanding of the material, along with the tools and techniques of business analysis. PMI-PBA® is a registered trademark of the Project Management Institute.

A Volume of the Business Analysis Essential Library Series Learn how the business analyst works collaboratively with the project manager and other core team members to create plans that customize elicitation activities to the unique needs of the project. The

Access PDF Customer Centered Products Creating Successful Products Through Smart Requirements Management

author presents techniques used by successful business analysts and defines key business analysis terms. Examine the principles and practices for pragmatic, effective requirements elicitation and learn how to work collaboratively with project members and other core team members. Discover the steps necessary to create customized elicitation activities for the unique needs of each project.

This comprehensive resource provides systems engineers and practitioners with the analytic, design and modeling tools of the Model-Based Systems Engineering (MBSE) methodology of Integrated Systems Engineering (ISE) and Pipelines of Processes in Object Oriented Architectures (PPOOA) methodology. This methodology integrates model based systems and software engineering approaches for the development of complex products, including aerospace, robotics and energy domains applications. Readers learn how to synthesize physical architectures using design heuristics and trade-off analysis. The book provides information about how to identify, classify and specify the system requirements of a new product or service. Using Systems Modeling Language (SysML) constructs, readers will be able to apply ISE & PPOOA methodology in the engineering activities of their own systems.

Ongoing advancements in modern technology have led to significant developments in artificial intelligence. With the numerous applications available, it becomes imperative to conduct research and make further progress in this field. Artificial Intelligence: Concepts, Methodologies, Tools, and Applications provides a comprehensive overview of the latest breakthroughs and recent progress in artificial intelligence. Highlighting relevant technologies, uses, and techniques across various industries and settings, this publication is a pivotal reference source for researchers, professionals, academics, upper-level students, and practitioners interested in emerging perspectives in the field of artificial intelligence.

Computer Systems and Software Engineering: Concepts, Methodologies, Tools, and Applications

The Fast Forward MBA in Project Management

Concurrent Engineering Approaches for Sustainable Product Development in a Multi-Disciplinary Environment

Successfully Achieving Strategy Through Effective Portfolio Management

CustomerCentric Selling, Second Edition

Elicitation Tools and Techniques

The PMI Guide to Business Analysis

It's easier than ever to build a new product. But developing a great product that people actually want to buy and use is another story. Build Better Products is a hands-on, step-by-step guide that helps teams incorporate strategy, empathy, design, and analytics into their development process. You'll learn to develop products and features that improve your business's bottom line while dramatically improving customer experience.

Creating a Customer-Centered Culture shows you how to successfully apply existing traditional management tools to knowledge and service work. it teaches you to think like customers so you can implement an organizational culture transformation on your way to total quality management in a jargon-free, step-by-step way.

Advances in Design examines recent advances and innovations in product design paradigms, methods, tools and applications. It presents fifty-two selected papers which were presented at the 14th CIRP

Access PDF Customer Centered Products Creating Successful Products Through Smart Requirements Management

International Design Seminar held in May 2004. This book will be bought by postgraduate and senior undergraduate students studying product design. It will also be of interest to researchers and practitioners working in the field of product design.

It was 1999 when Extreme Programming Explained was first published, making this year's event arguably the 5th anniversary of the birth of the XP/Agile movement in software development. Our fourth conference reflected the evolution and the learning that have occurred in these exciting 5 years as agile practices have become part of the mainstream in software development. These pages are the proceedings of XP Agile Universe 2004, held in beautiful Calgary, gateway to the Canadian Rockies, in Alberta, Canada. Evident in the conference is the fact that our learning is still in its early stages. While at times overlooked, adaptation has been a core principle of agile software development since the earliest literature on the subject. The conference and these proceedings reinforce that principle. Although some organizations are able to practice agile methods in the near-pure form, most are not, reflecting just how radically innovative these methods are to this day. Any innovation must coexist with an existing environment and agile software development is no different. There are numerous challenges confronting IT and software development organizations today, with many solutions pitched by a cadre of advocates. Be it CMM, offshoring, outsourcing, security, or one of many other current topics in the industry, teams using or transitioning to Extreme Programming and other agile practices must integrate with the rest of the organization in order to succeed. The papers here offer some of the latest experiences that teams are having in those efforts. XP Agile Universe 2004 consisted of workshops, tutorials, papers, panels, the Open Space session, the Educators' Symposium, keynotes, educational games and industry presentations.

Project Requirements: A Guide to Best Practices

Customer-centered Products

A Problem-Oriented and Quality-Driven Method

The Engineering Design of Systems

Writing Great Specifications

First International Conference, ICDHM 2007, Held as Part of HCI International 2007, Beijing, China, July 22-27, 2007, Proceedings

Introduction to Product Design and Development for Engineers provides guidelines and best practices for the design, development, and evaluation of engineered products. Created to serve fourth year undergraduate students in Engineering Design modules with a required project, the text covers the entire product design process and product life-cycle, from

Access PDF Customer Centered Products Creating Successful Products Through Smart Requirements Management

the initial concept to the design and development stages, and through to product testing, design documentation, manufacturability, marketing, and sustainability. Reflecting the author's long career as a design engineer, this text will also serve as a practical guide for students working on their capstone design projects.

The Web has changed the game for your customers— and, therefore, for you. Now, CustomerCentric Selling, already recognized as one of the premier methodologies for managing the buyer-seller relationship, helps you level the playing field so you can reach clients when they are ready to buy and create a superior customer experience. Your business and its people need to be “CustomerCentric”—willing and able to identify and serve customers’ needs in a world where competition waits just a mouse-click away. Traditional wisdom has long held that selling means convincing and persuading buyers. But today’s buyers no longer want or need to be sold in traditional ways. CustomerCentric Selling gives you mastery of the crucial eight aspects of communicating with today’s clients to achieve optimal results: Having conversations instead of making presentations Asking relevant questions instead of offering opinions Focusing on solutions and not only relationships Targeting businesspeople instead of gravitating toward users Relating product usage instead of relying on features Competing to win—not just to stay busy Closing on the buyer’s timeline (instead of yours) Empowering buyers instead of trying to “sell” them What’s more, CustomerCentric Selling teaches and reinforces key tactics that will make the most of your organization’s resources. Perhaps you feel you don’t have the smartest internal systems in place to ensure an ideal workflow. (Perhaps, as is all too common, you lack identifiable systems almost entirely.) From the basics—and beyond—of strategic budgeting and negotiation to assessing and developing the skills of your sales force, you’ll learn how to make sure that each step your business takes is the right one. Designing the Customer-Centric Organization offers today’s business leaders a comprehensive customer-centric organizational model that clearly shows how to put in place an infrastructure that is organized around the demands of the customer. Written by Jay Galbraith (the foremost expert in the field of organizational design), this important book includes a tool that will help determine how customer-centric an organization is—

Access PDF Customer Centered Products Creating Successful Products Through Smart Requirements Management

light-level, medium-level, complete-level, or high-level- and it shows how to ascertain the appropriate level for a particular institution. Once the groundwork has been established, the author offers guidance for the process of implementing a customer-centric system throughout an organization. Designing the Customer-Centric Organization includes vital information about structure, management processes, reward and management systems, and people practices.

The Second Edition features new content, examples, methods, techniques, and best practices Assurance Technologies Principles and Practices is based on the assertion that safety is not a cost, but an excellent investment. According to the authors, more than sixty percent of problems in complex systems arise from incomplete, vague, and poorly written specifications. In keeping with the authors' passion for safety, the text is dedicated to uniting the gamut of disciplines that are essential for effective design applying assurance technology principles, including system safety, reliability, maintainability, human engineering, quality, logistics, software integrity, and system integration. Readers familiar with the first edition of this text will recognize all the hallmarks that have made it a classic in its field. The Second Edition features a host of new examples, methods, techniques, and best practices to bring the text fully up to date with the state of the art in assurance technology. Much new content has been added as well, including four new chapters: Managing Safety-Related Risks Statistical Concepts, Loss Analysis, and Safety-Related Applications Models, Concepts, and Examples: Applying Scenario-Driven Hazard Analysis Automation, Computer, and Software Complexities The text begins with an introduction and overview of assurance technology. Next, readers are provided with fundamental statistical concepts. The chapters that follow explore in depth the approaches and disciplines that make up assurance technology applications. Each chapter is organized into major phases—design, manufacturing, test, and use phase—that help readers understand both how and when to apply particular measures. Throughout the text, readers discover detailed examples that prepare them to manage real-world challenges. References and further reading are provided at the end of each chapter leading to more in-depth discussion on specialized topics. With its extensive use of

Access PDF Customer Centered Products Creating Successful Products Through Smart Requirements Management

examples and highly structured approach, this is an excellent course book for students in industrial engineering, systems engineering, risk engineering, and other assurance technology domains. Design and system engineers as well as safety professionals will find the material essential in troubleshooting complex projects and ensuring product, process, and system safety.

Requirements by Collaboration

Introduction to Product Design and Development for Engineers

Software Engineering Quality Practices

A New Approach to Web Usability

Customer Centric Product Definition

Software Product Management

How to Save a Failing Project

In a challenging economy filled with multiple competitors, no one can afford to stagnate. Yet, innovation is notoriously difficult. How do you pinpoint the winning ideas that customers will love? Sifting through purchasing data for clues about what might sell or haphazardly brainstorming ideas are typical strategies. However, innovation expert Stephen Wunker offers the effective Jobs method: determining the drivers of customer behavior--those functional and emotional goals that people want to achieve. This simple shift in perspective opens up new insights about your customers and a wealth of hidden opportunities. For example, social media newcomer Snapchat used the Jobs process to capture the millennial demographic. By reducing functionality, the company satisfied its users' unmet need to document real life in the moment, without filters and "like" buttons. Packed with similar examples from every industry, this complete innovation guide explains both foundational concepts and a detailed action plan developed by Wunker and his team. In Jobs to Be Done, the groundbreaking Jobs Roadmap takes you step-by-step through the innovation process and reveals how to: Gather valuable customer insights Turn those insights into new product ideas Test and iterate until you find original profitable solutions And much more! Jobs to Be Done gives you a clear-cut framework for thinking about your business, outlines a roadmap for discovering new markets, new products and services, and helps you generate creative opportunities to innovate your way to success.

Provides a variety of reusable patterns and situation-specific frameworks for writing software

requirements.

Organizations are successful based on their ability to achieve strategic goals. Why didn't you achieve your strategy? Too many organizations waste time and money on developing strategy but don't achieve their goals. What goes wrong? Poor predictions about the future; internal politics that impact the projects selected; biases in the decision-making process, and other stumbling blocks. This book provides the approach that significantly increases an organization's ability to achieve its strategy. This is not a book about developing strategy. This is a book that will help you actually achieve the strategy the organization's leadership has developed. Strategy is necessary but it is a complete waste of time unless it is effectively turned into real results. If you want to see where an organization will be in 5 years, don't look at its strategic goals. Look at where management spends the money.

The Third International Conference on Product Focused Software Process Improvement (PROFES 2001) continued the success of the PROFES'99 and PROFES 2000 conferences. PROFES 2001 was organized in Kaiserslautern, Germany, September 10-13, 2001. The PROFES conference has its roots in the PROFES Esprit project (<http://www.ele.vtt.fi/profes/>), but it quickly evolved into a full fledged general purpose conference in 1999 and since then it has gained wide spread international popularity. As in previous years, the main theme of PROFES 2001 was professional software process improvement (SPI) motivated by product and service quality needs. SPI is facilitated by software process assessment, software measurement, process modeling, and technology transfer and has become a practical tool for quality software engineering and management. The conference addresses both the solutions found in practice as well as relevant research results from academia. The purpose of the conference is to bring to light the most recent findings and results in the area and to stimulate discussion between the researchers, experienced professionals, and technology providers for SPI.

Assurance Technologies Principles and Practices

Design of Electromechanical Products

4th Conference on Extreme Programming and Agile Methods, Calgary, Canada, August 15-18, 2004, Proceedings

Tradeoff Decisions in System Design

Bridging the Gap between Requirements Engineering and Software Architecture

The ISPMA®-Compliant Study Guide and Handbook

A Systems Approach

This is one of the bestselling books ever published on the topic of project management. Now in a revised new third edition, it presents you with a wealth of proven techniques for managing projects—from establishing project objectives to building schedules to projecting costs. It includes all the basics on defining, planning, and tracking a project, as well as building stronger project teams. This new edition includes new chapters on Agile Project Management, PMI® exam prep, and more. (PMI is a registered mark of Project Management Institute, Inc.)

Even the most experienced project managers aren't immune to the more common and destructive reasons for project collapses. Poor time and budget performance, failure to deal with complexity, uncontrolled changes in scope . . . they can catch anyone off guard. Performance-Based Project Management can help radically improve your project's success rate, despite these and other obstacles that will try to take it down. Readers will discover how they can increase the probability of project success, detailing a step-by-step plan for avoiding surprises, forecasting performance, identifying risk, and taking corrective action to keep a project a success. Project leaders wishing to stand out among their peers who are continually hampered by these unexpected failures will learn how to:

- Assess the business capabilities needed for a project
- Plan and schedule the work
- Determine the resources required to complete on time and on budget
- Identify and manage risks to success
- Measure performance in units meaningful to decision makers

By connecting mission strategy with project execution, this invaluable resource for project managers in every industry will help bring projects to successful, career-enhancing completion.

"This book is not only of practical value. It's also a lot of fun to read." Michael Jackson, The Open University. Do you need to know how to create good requirements? Discovering Requirements offers a set of simple, robust, and effective cognitive tools for building requirements. Using worked examples throughout the text, it shows you how to develop an understanding of any problem, leading to questions such as: What are you trying to achieve? Who is involved, and how? What do those people want? Do they agree? How do you envisage this working? What could go wrong? Why are you making these decisions? What are you assuming? The established author team of Ian Alexander and Ljerka Beus-Dukic answer these and related questions, using a set of complementary techniques, including stakeholder analysis, goal modelling, context modelling, storytelling and scenario modelling, identifying risks and threats,

describing rationales, defining terms in a project dictionary, and prioritizing. This easy to read guide is full of carefully-checked tips and tricks. Illustrated with worked examples, checklists, summaries, keywords and exercises, this book will encourage you to move closer to the real problems you're trying to solve. Guest boxes from other experts give you additional hints for your projects. Invaluable for anyone specifying requirements including IT practitioners, engineers, developers, business analysts, test engineers, configuration managers, quality engineers and project managers. A practical sourcebook for lecturers as well as students studying software engineering who want to learn about requirements work in industry. Once you've read this book you will be ready to create good requirements!

This book systematically identifies the lack of methodological support for development of requirements and software architecture in the state-of-the-art. To overcome this deficiency, the QuaDRA framework is proposed as a problem-oriented approach. It provides an instantiation of the Twin Peaks model for supporting the intertwining relationship of requirements and software architecture. QuaDRA includes several structured methods which guide software engineers in quality- and pattern-based co-development of requirements and early design alternatives in an iterative and concurrent manner.

Leadership in Quality, Innovation, and Speed

Concepts, Methodologies, Tools, and Applications

A Product, Process, and System Safety Perspective

Discovering Requirements

Customer-centered Design

Digital Human Modeling

Unearthing Business Requirements

The practical, expert guide to reaching the new consumer Customer-Centric Marketing is a comprehensive game plan on succeeding in the new marketing landscape by focusing on the customer. Written by one of Canada's top communications pioneers, this book examines the complex forces influencing the rise of empowered and demanding customers and outlines a framework that helps marketers exploit these forces to engage them. You'll find actionable advice to help you pull together these seemingly independent elements to create a customer-centric business model that is ideally positioned to take on the dynamic requirements of today's marketing environment, and learn the strategic rules that CMOs can use to model their organizations to win. Valuable insights on customer experience, innovation, content, social media, and operating strategies will help you formulate a workable plan, and when combined with the practical guidance and expert advice, enable you to put your

plan into action today. The new purchasing journey has created a whole new set of customer touch points with unique needs, and has identified key activity areas that drive success or failure in the marketplace. This guide helps you sort it all out, and make your organization rise to the top. Define the new customer-purchasing journey Identify and influence the new consumer Engage, nurture, and utilize brand advocates to spread your message Position your organization to win in the new marketplace As customers evolve, smart companies evolve with them, and, with a track record that speaks for itself, putting the customer at the center of strategic thinking is the key to a winning plan,. Consumer evolution is happening more rapidly than ever before, and keeping your organization out in front has never been more important. Customer-Centric Marketing provides the concrete framework, expert insight, and actionable advice that turns strategy into reality.

This textbook is about three key aspects of system design: decision making under uncertainty, trade-off studies and formal risk analyses. Recognizing that the mathematical treatment of these topics is similar, the authors generalize existing mathematical techniques to cover all three areas. Common to these topics are importance weights, combining functions, scoring functions, quantitative metrics, prioritization and sensitivity analyses. Furthermore, human decision-making activities and problems use these same tools. Therefore, these problems are also treated uniformly and modeled using prospect theory. Aimed at both engineering and business practitioners and students interested in systems engineering, risk analysis, operational management, and business process modeling, Tradeoff Decisions in System Design explains how humans can overcome cognitive biases and avoid mental errors when conducting trade-off studies and risk analyses in a wide range of domains. With generous use of examples as a common thread across chapters this book. "This book provides an excellent road map for designing and producing competitive products."

Summary Writing Great Specifications is an example-rich tutorial that teaches you how to write good Gherkin specification documents that take advantage of the benefits of specification by example. Foreword written by Gojko Adzic. Purchase of the print book includes a free eBook in PDF, Kindle, and ePub formats from Manning Publications. About the Technology The clearest way to communicate a software specification is to provide examples of how it should work. Turning these story-based descriptions into a well-organized dev plan is another matter. Gherkin is a human-friendly, jargon-free language for documenting a suite of examples as an executable specification. It fosters efficient collaboration between business and dev teams, and it's an excellent foundation for the specification by example (SBE) process. About the Book Writing Great Specifications teaches you how to capture executable software designs in Gherkin following the SBE method. Written for both developers and non-technical team members, this practical book starts with collecting individual feature stories and organizing them into a full, testable spec. You'll learn to choose the best scenarios, write them in a way that anyone can understand, and ensure they can be easily updated by anyone.management. What's Inside Reading and writing Gherkin Designing story-based test cases Team Collaboration Managing a suite of Gherkin documents About the Reader Primarily written for developers and architects, this book is accessible to any member of a software design team. About the Author Kamil Nicieja is a seasoned

Access PDF Customer Centered Products Creating Successful Products Through Smart Requirements Management

engineer, architect, and project manager with deep expertise in Gherkin and SBE. Table of contents Introduction to specification by example and Gherkin PART 1 - WRITING EXECUTABLE SPECIFICATIONS WITH EXAMPLES The specification layer and the automation layer Mastering the Given-When-Then template The basics of scenario outlines Choosing examples for scenario outlines The life cycle of executable specifications Living documentation PART 2 - MANAGING SPECIFICATION SUITES Organizing scenarios into a specification suite Refactoring features into abilities and business needs Building a domain-driven specification suite Managing large projects with bounded contexts Increasing the Probability of Project Success How to Specify Products and Services