

Product Requirements Gathering

Random Insights

Product =

Project

+

Predict

Processes

Find

Operations

Discover

Charts

Intuit

Methodologies

Foretell

Deadlines

Test

Control

Guess

A simple 4-step process:

1. Have a vision
2. Identify the stakeholders and ask them lots of questions about your vision
3. Turn your vision into user stories & scenarios
4. Repeat steps 2 & 3



Remember this?

1. Problem statement
2. Hypothesis
3. Test

State Your Vision



“Fail to plan, and you plan to fail.”

Your vision should be:

- Concise
- Inspiring
- Soulful
- A Guidepost

Yahoo! Messenger for the Web Vision:

Connect instantly with your friends anywhere, around the world.

Query Your Stakeholders



- Lose your ego and ask as many dumb questions you can think of to:

Your Boss

The Privacy Advocate

The Legal Team

Your PR Rep

Your Spouse

Marketing

Engineering

Manufacturing

Customer Service

Returns Department

As many customers as you can get a hold of

through surveys, forums, focus groups, user testing, ethnographic research...

Develop User Stories



- How will a typical user interact with your product? What are specific interactions? What does it look like?!
 - “Jane enjoyed getting up and running around after her alarm clock in the morning. It has been the only alarm clock that’s worked for her.”
 - “Clocky will jump off of your nightstand and wheel around your room looking for a place to hide.”
 - “Jane made clock behave (by disabling the wheels) when her boyfriend was over.”

Pitfall One: Lost Vision



?

- Post it up!
- Repeat it to everyone everyday!

Pitfall Two: Lost Differentiation



- All requirements are not made equal

Prioritize those requirements that differentiate you!

- News stories are listed in some logical order.
- Readers can comment on news stories.
- An XML feed allows user to subscribe to news stories.
- A link to the original news story should be included.
- News stories are categorized into themes.

A Blog?

- Users can join the site and participate in the community.
- Users can submit news items that they find interesting.
- Users can vote on other news items.
- News items with more votes are displayed higher on the front page.

Digg.com!

“Democratizing Digital Media”

Pitfall Three: Lost Motivation



- Find a different group of stakeholders – maybe they are more excited (highly contagious).
- Go on a field trip (to customers, user's houses)
- Write mock news stories of your product launch. Publish them to your team.
- Perhaps you have enough? Get started with what you have and do “closed beta” or “A/B” user-testing to find out the rest.
- Caffeine, Exercise

Thank you.

Go forth and predict.