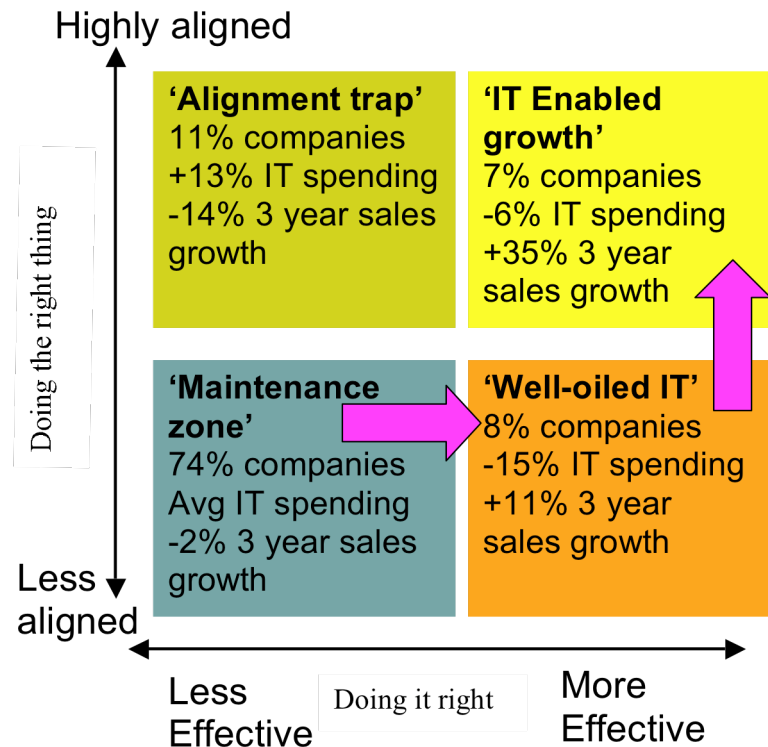


The Customer, Their Requirements, and The Developer

The Bottleneck has moved

- Agile can make teams more effective at what they do.
- New tools, languages and machines make developers more productive.
- But you still need to build the right thing: the thing the business want.
- Poor requirements can sink a product.
- Need to improve discovery and communication of requirements.
- Getting requirements right moves you to the next level.



Source: MIT Sloan Review, Fall 2007

Improvements

- Work to recognise and resolve tension in requirements.
- Requirements emerge with learning – as the product develops.
- Cease relying on big documents: requirements are a *dialogue not a document*.
- Product Managers and Business Analysts need to:
 - talk to management to find out what the company is trying to do
 - talk to customers to know what they will buy
 - talk to users to know how they will use it
 - talk to developers to understand technology
 - help developers to understand what is needed
 - get ahead of the team so they have the answers when the team asks
- Uses absolute prioritisation (1, 2, 3, ...) instead of MOSCOW rules
- If in doubt: **ask** – *but you need someone to ask, someone who knows/can decide*