

REQUIREMENTS & POSITIONING

Are They Really The Same?

John Mansour



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Agenda

- Role Play
- Connecting the dots
- Creating requirements & positioning
- Two for one

ROLE PLAY I

The Next Release?



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ROLE PLAY II



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What do you have to say?

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Perspective

- The business reasons you build products/features...
- are the same reasons target customers buy them

CONNECTING THE DOTS



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Requirements & Positioning

CONNECTING THE DOTS





Requirement vs. Value Anchor

➤ *Requirement*

- ✓ Target customer scenario
- ✓ Task being performed
- ✓ Poses a problem
- ✓ Critical to solve
- ✓ You **CAN'T** solve today
- ✓ Features required

➤ *Value Anchor*

- ✓ Target customer scenario
- ✓ Task being performed
- ✓ Poses a problem
- ✓ Critical to solve
- ✓ You **CAN** solve today
- ✓ Features positioned

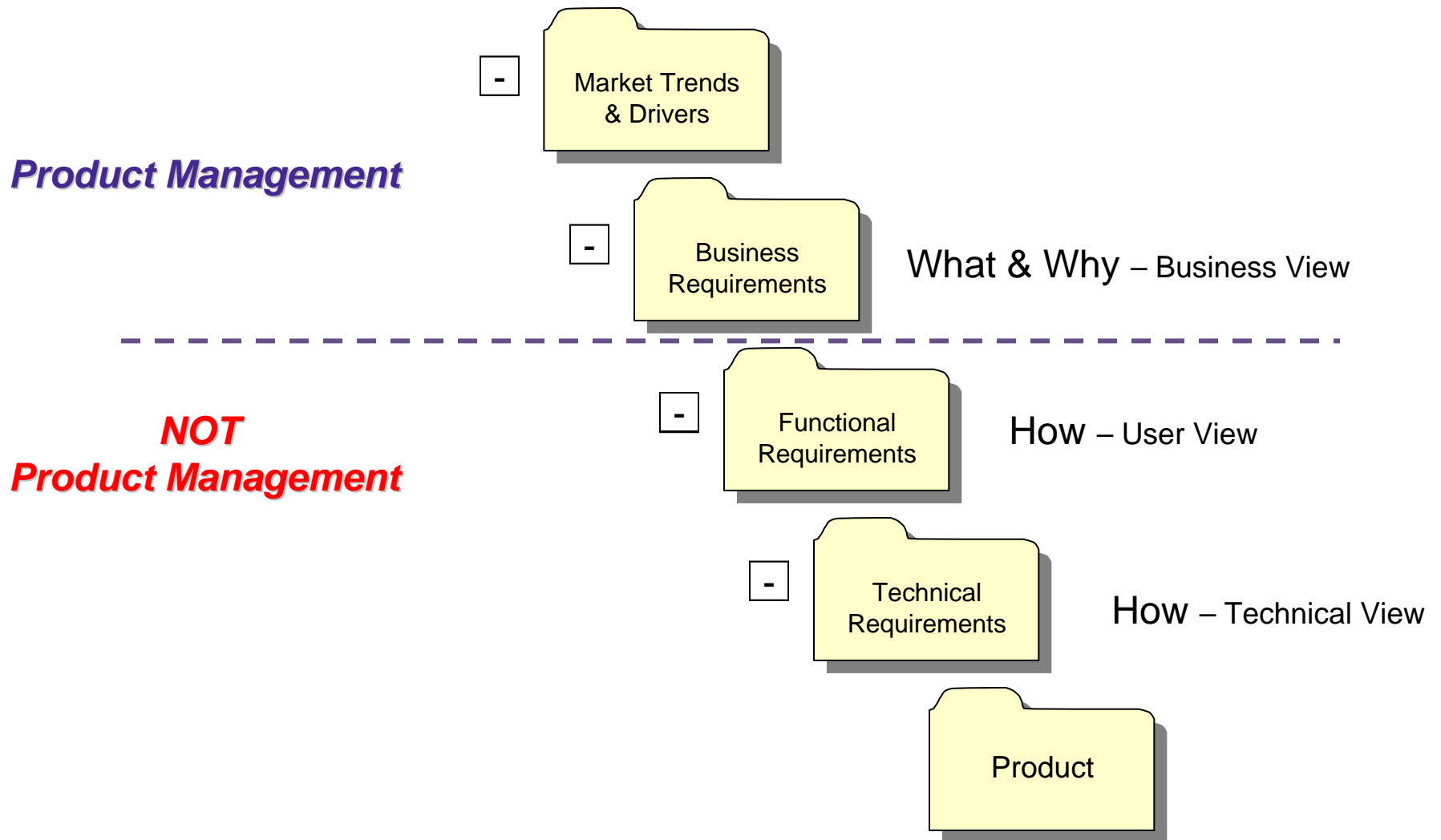
CREATING REQUIREMENTS



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The Requirements Hierarchy

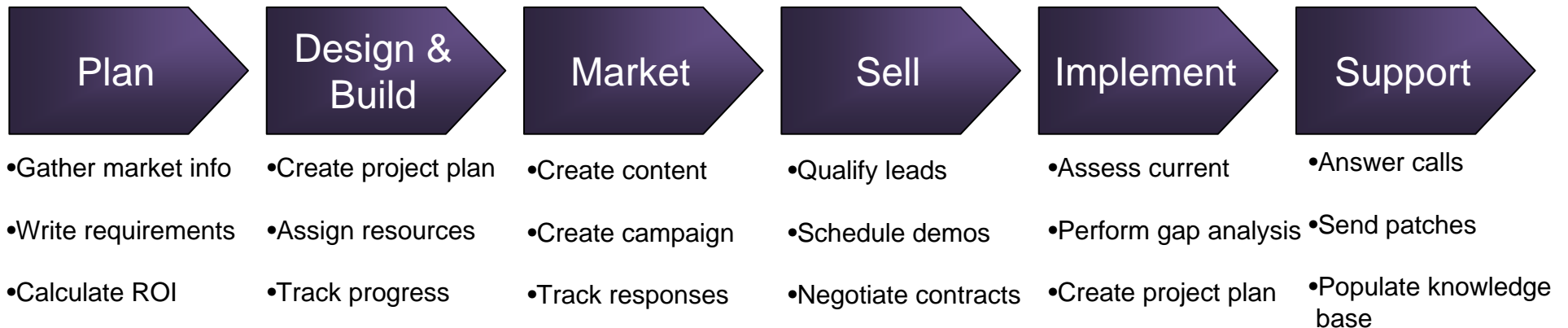




Defining Your Requirements

Target Customer Map

SAMPLE: Software Company Map



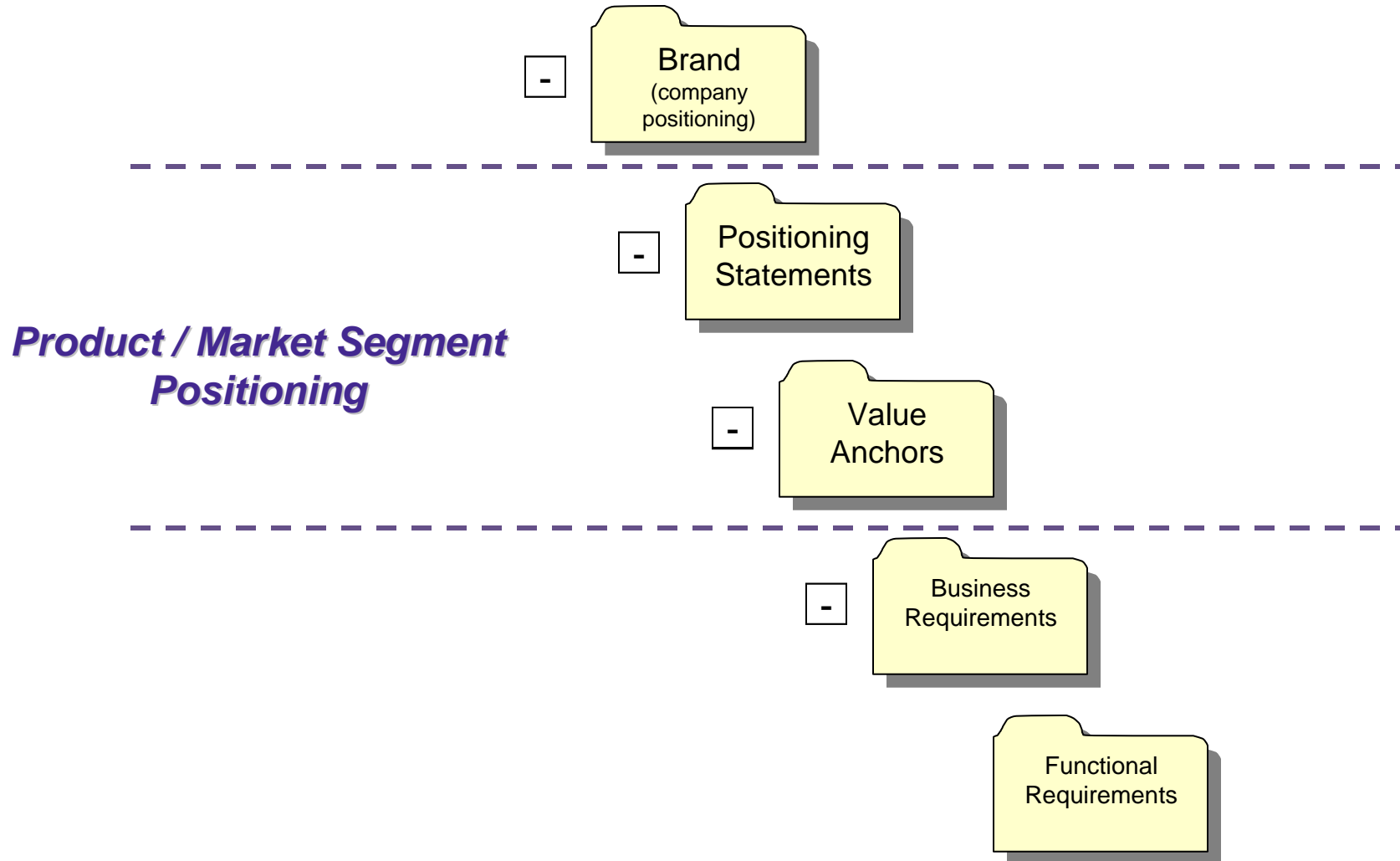
CREATING POSITIONING



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The Positioning Hierarchy





Defining Your Positioning

Target Customer Map

SAMPLE: Software Company Map



TWO FOR ONE



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Two for One *Requirements*

- One business requirement usually takes multiple releases to satisfy
 - ✓ Write it once
 - ✓ "Save As..." and add more features



Managing Feature Requests

MAP TO REQUIREMENTS

Requirement 1	Requirement 2	Requirement 3	Requirement 4
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- Enhancement 1
- Enhancement 2
- Enhancement 3
- Enhancement 4
- Enhancement 5
- Enhancement 6
- Enhancement 7

- Enhancement 1
- Enhancement 2

- Enhancement 1
- Enhancement 2
- Enhancement 3



Two for One

Positioning

- Reuse business requirement documents
 - ✓ "Save As..." and
 - ✓ Message to each market segment

POSITIONING REALITY CHECK!



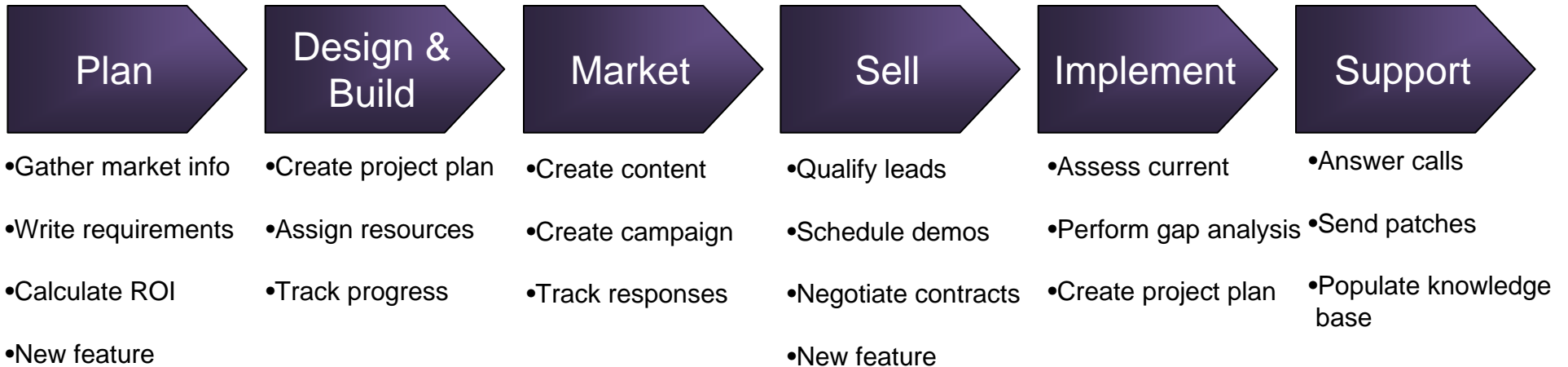
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Changing Your Positioning

Target Customer Map

SAMPLE: Software Company Map



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