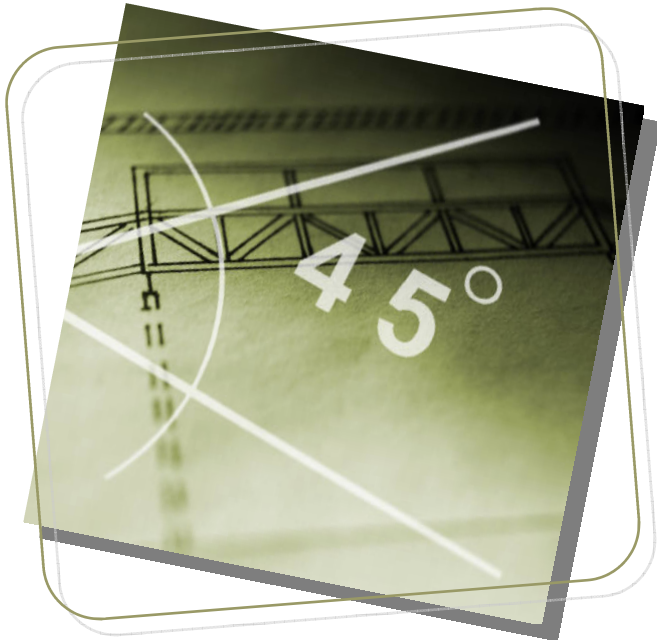


# PROCEDURAL REQUIREMENTS MANAGEMENT™



## COURSE DESCRIPTION

This one-day course provides attendees with the knowledge, skills and tools to effectively identify and articulate market requirements.

Ambiguous market requirements lead to flawed products and dissatisfied customers. Well-defined requirements are the basis for a smooth development process and marketplace success.

This course presents effective practices that clearly identify and articulate market requirements. The outcome is a whole Market Requirements Document (MRD) that represents an intelligent commitment to customers.



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## COURSE SYLLABUS

### I. Definitions

- Necessities
- Entities
- Market Opportunity
- Product Frame
- Requirements and Features
- Understanding Requirements

### II. Product Definition Process

- Concept to Reality
- Key Documents
- Roles and Responsibilities
- Internal Definition Process
- Common Mistakes

### III. Market Requirements Document

- MRD Overview
- Building the MRD
- Users and Personas
- Writing Requirements
- Requirement Categories
- Better Requirements
- Use Cases
- MRD Structure

### IV. Obstacles

- High-Tech MRD Problems
- Failure Reasons