Module 3: Customer Involvement

Learning Objectives:

- Understand the need for customer involvement
- Distinguish stakeholders, customers, and users
- Learn customer rights and responsibilities regarding requirements
- Understand what "sign-off" should mean

➢ Chapter 2 of *Software Requirements, 3rd Edition*

Stakeholders, Customers, and Users

Stakeholders
- an individual, group, or organization that is actively involved with, is affected by, or can influence the outcome of a project
- could be internal or external to the organization

Customers
- an individual or organization who derives direct or indirect benefit from a product
- could request, pay for, select, specify, or use the product

Users
- a customer who will interact with a system either directly or indirectly
- could provide inputs to it or receive output from it

Some Possible Stakeholders

Outside the Developing Organization

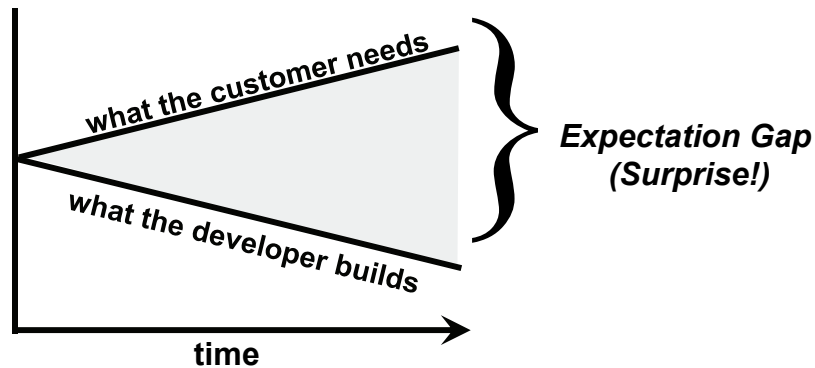|		
Direct user	Business management	Consultant
Indirect user	Contracting officer	Compliance auditor
Acquirer	Government agency	Certifier
Procurement staff	Subject matter expert	Regulatory body
Legal staff	Program manager	Software supplier
Contractor	Beta tester	Materials supplier
Subcontractor	General public	Venture capitalist

Developing Organization

Development manager	Sales staff	Executive sponsor
Marketing	Installer	PMO
Operational support	Maintainer	Manufacturing
Legal staff	Program manager	Training staff
Information architect	Usability expert	Portfolio architect
Company owner	Shareholder	Infrastructure support

Project Team

Project manager	Tester	Product owner
Business analyst	Product manager	Data modeler
Application architect	QA staff	Process analyst
Designer	Doc writer	Hardware engineer
Developer	DBA	Infrastructure analyst

The Need for Customer Involvement

Customer involvement is the most critical factor in software quality.

what the customer needs

what the developer builds

Expectation Gap (Surprise!)

time

Customer's Requirements Bill of Rights - 1

1. Expect BAs to speak your language.

2. Expect BAs to learn about your business and your objectives.

3. Expect BAs to record information in an appropriate form.

4. Receive explanations of requirements practices and deliverables.

5. Change your requirements.

Customer's Requirements Bill of Rights - 2

6. Expect an environment of mutual respect.

7. Hear ideas and alternatives for your requirements and for their solution.

8. Describe characteristics that will make the product easy to use.

9. Hear about ways to adjust requirements to accelerate development through reuse.

10. Receive a system that meets your functional needs and quality expectations.

Customer's Requirements Bill of Responsibilities - 1

1. Educate BAs and developers about your business.

2. Dedicate the time that it takes to provide and clarify requirements.

3. Be specific and precise when providing input about requirements.

4. Make timely decisions about requirements when asked.

5. Respect a developer's assessment of the cost and feasibility of requirements.

Customer's Requirements Bill of Responsibilities - 2

6. Set realistic priorities for requirements in collaboration with developers.

7. Review requirements and evaluate prototypes.

8. Establish acceptance criteria.

9. Promptly communicate changes to the requirements.

10. Respect the requirements development process.

What Does "Sign-Off" Mean?

■ Sometimes nothing!

■ A suggestion:
  - ✔ "I agree that this document represents our best understanding of the requirements for this release today and that the system described will satisfy our needs as we currently understand them.
  - ✔ I agree to make future changes in this baseline through the project's defined change process.
  - ✔ I realize that approved changes might require us to renegotiate the cost, resource, and schedule commitments of this project."

■ Consider adding text like this to your sign-off pages.