Customer-centered products: creating successful products through smart requirements management

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Abstrak

"Never time enough to do it right, but always time enough to do it over." In today's "faster-better-cheaper-at-any-cost" world, this is not just a joke, but an all-too-frequent reality. And, most often, a poor understanding of the requirements for a product is the reason it must be done over. Customer-Centered Products is a highly practical new book that helps readers gain a clear understanding of how to elicit the right requirements early on in a project--and make the right product the first time. Packed with useful information, enlightening real-life examples, and money-saving solutions, this book shows readers how to: * Identify where their current requirements process is weak * Bridge communication breakdowns that lead to muddy requirements * Eliminate costly mistakes and rework * Improve product quality without increasing cost * Use operational concepts to improve requirements quality * Improve the fit between the product and the customers' needs * Prove that faster, better, cheaper is possible, and more."