


## REQUIREMENTS: “HEAD IN THE CLOUDS” OR “WHERE THE RUBBER MEETS THE ROAD”?

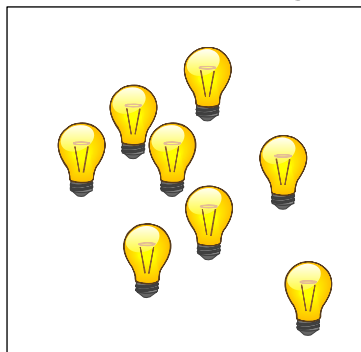
---

Markus Flückiger  
Zühlke Engineering AG  
Schlieren, Switzerland  
mdf@zuehlke.com

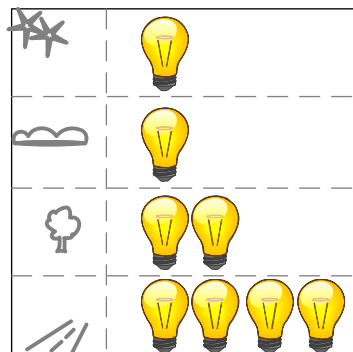
Pete Jones  
Phonak AG  
Stäfa, Switzerland  
pete.jones@ieee.org

## Where would you invest?

 = Idea



A

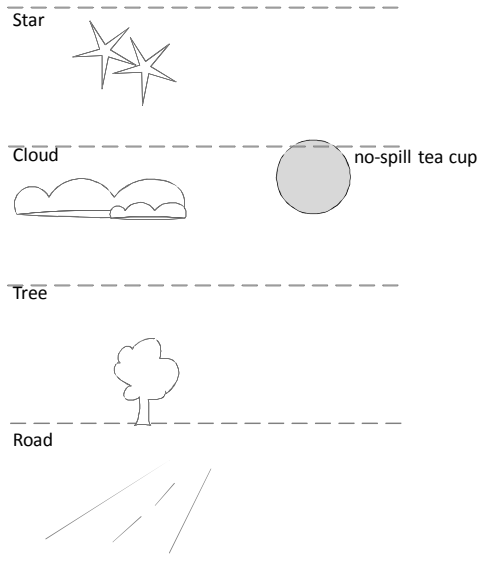


B

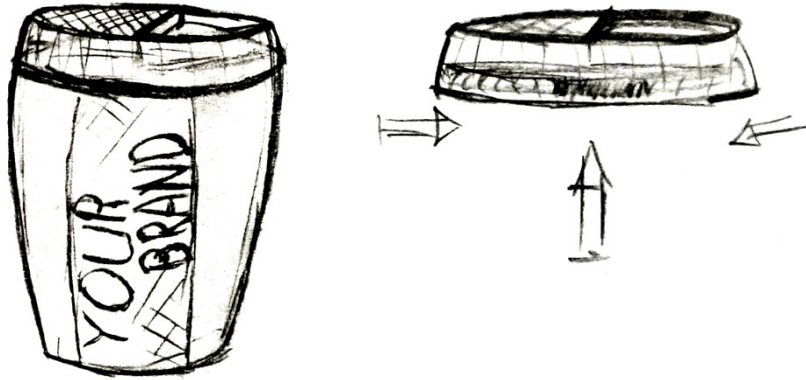
## Tasks to innovation

- nurture environment
- make ideas visible and make them gain momentum
- mature ideas into innovations
- kill or cure ideas

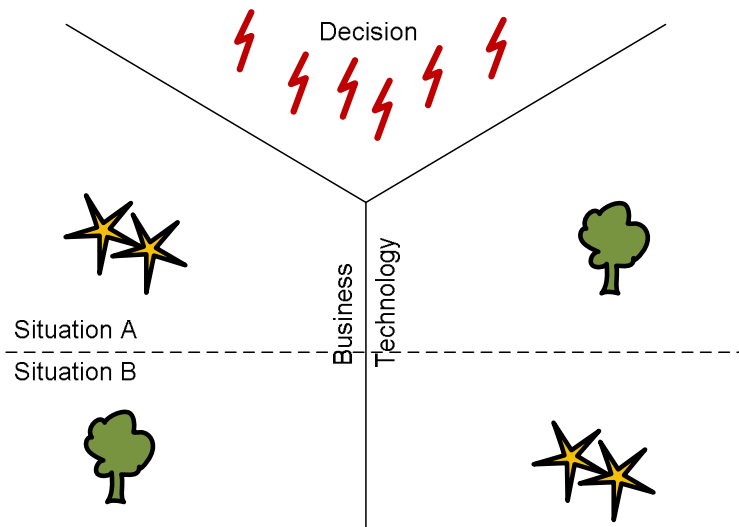
## Levels of maturity



## The no-spill-tea-cup



## Divergent maturity



## Three aspects of maturity

### Technology

- The uncertainty about if and how it can be solved

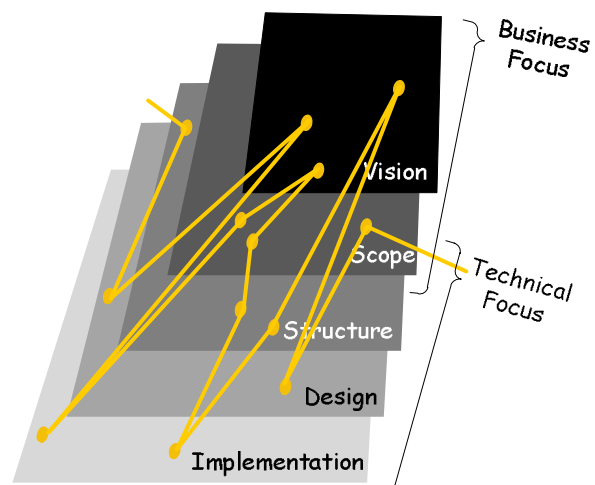
### Commercial

- The uncertainty about if at all and how much revenue can be generated

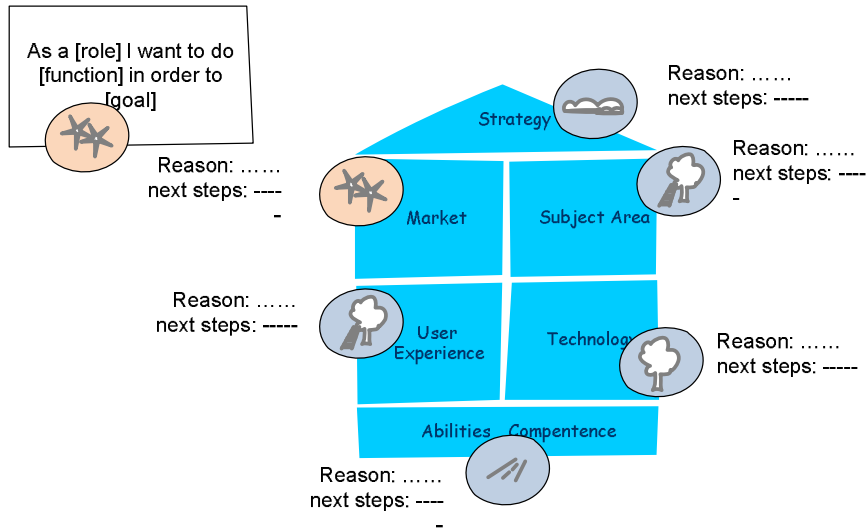
### Decision

- The uncertainty whether the organisation is willing to build and sell a solution

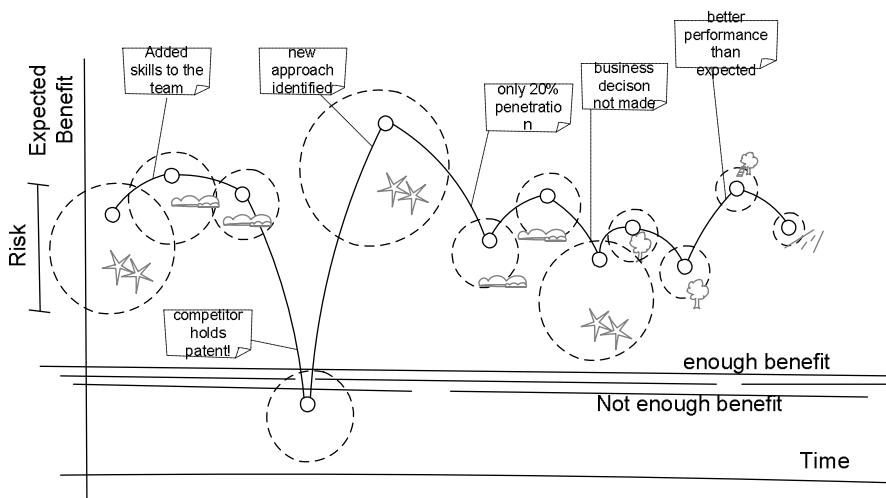
## Jump between interdependant levels



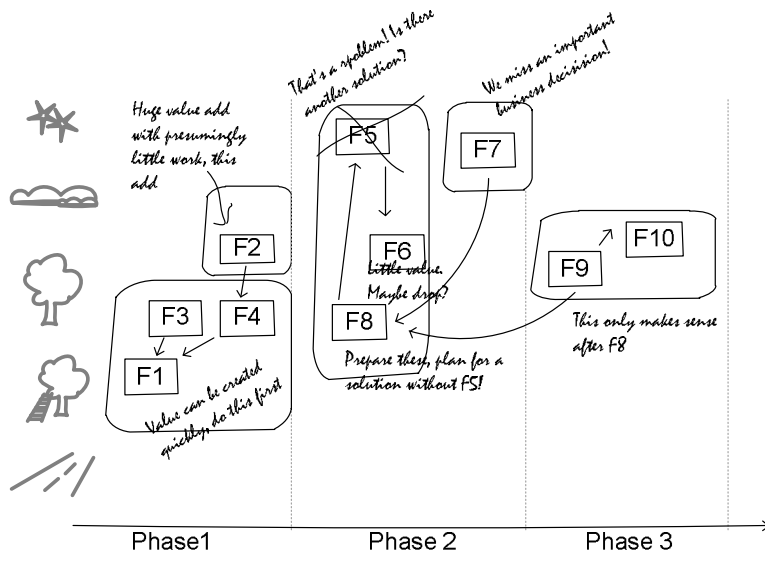
## Maturity rating – an RE task



## Maturity is not always linear



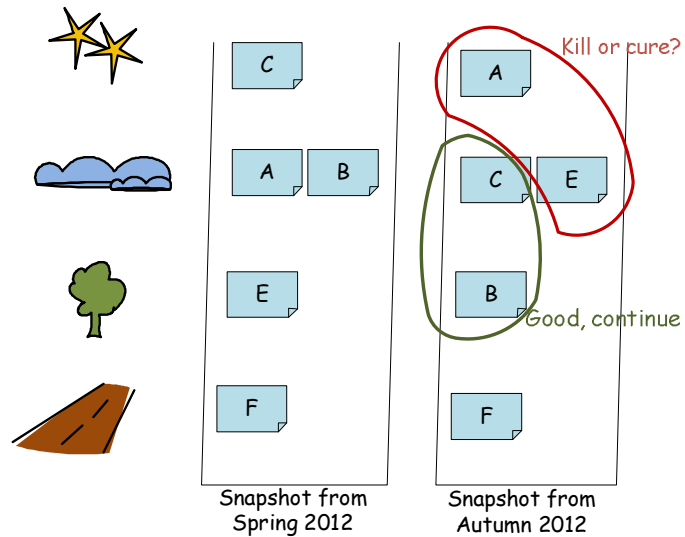
# Dynamic scoping



# Sanity check



## Project review / Iteration review



## Stars to road

A simple concept of the maturity of an idea

RE is best place to drive this

- If you think broader than just having requirements in a tool
- if you think about making successful products

Brings sanity into a company's roadmaps