

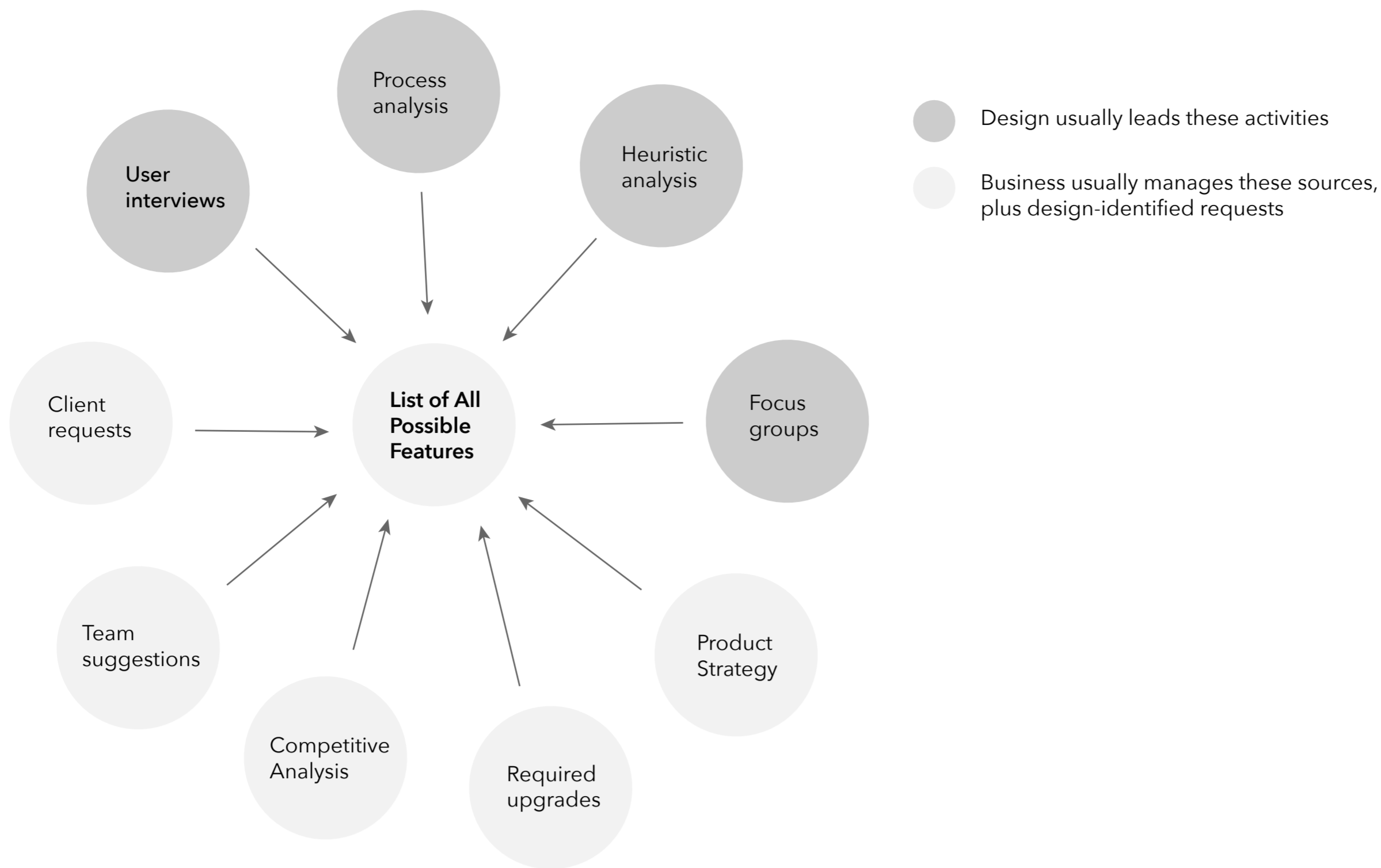
## Steps for defining requirements

Requirements definition is a core part of the product management process. Breaking it into steps can help move the project along.

### Research

#### Gather feature requests

The business team gathers ideas and feature requests from a wide range of stakeholders. Design research can help to build up this list, and identify which features are likely to help the most.

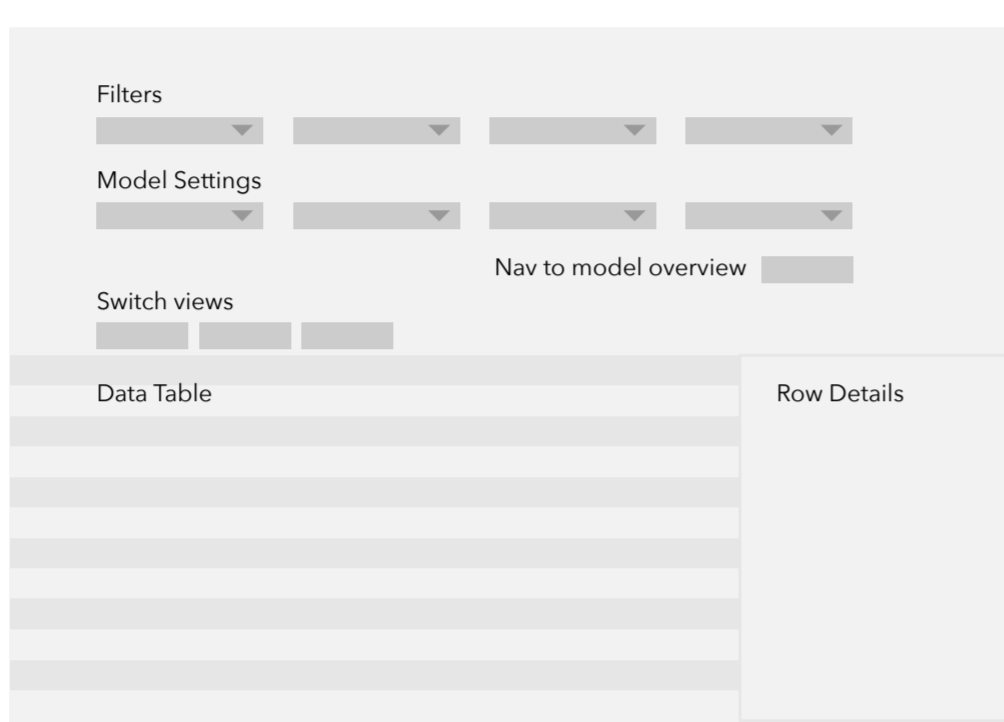


### Strategy

#### Gap analysis

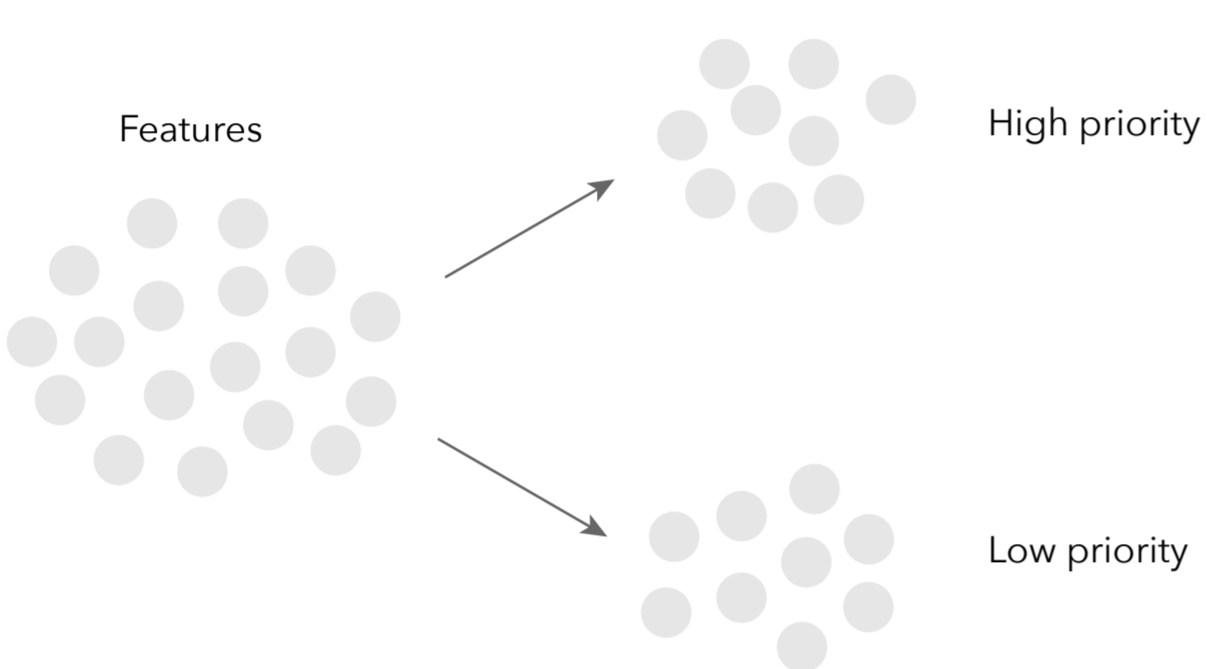
When the business team gets a feature request, they compare it against existing features to decide whether this is actually new or something that the app already does (possibly in a different way)

- ✓ Request 1
- ✓ Request 2
- ✗ Request 3
- ✓ Request 4
- ✓ Request 5
- ✗ Request 6



#### Prioritization

Once the business team identifies the features that we might want to build, they start prioritizing which ones are most important.



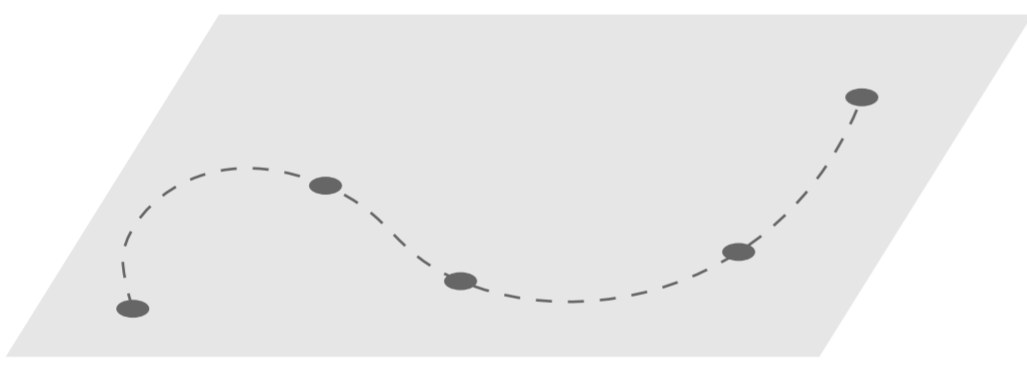
It can also be useful to think about priority with respect to time. Also, keep in mind that importance is always determined in relation to some person, product, or group.



### Requirements Generation

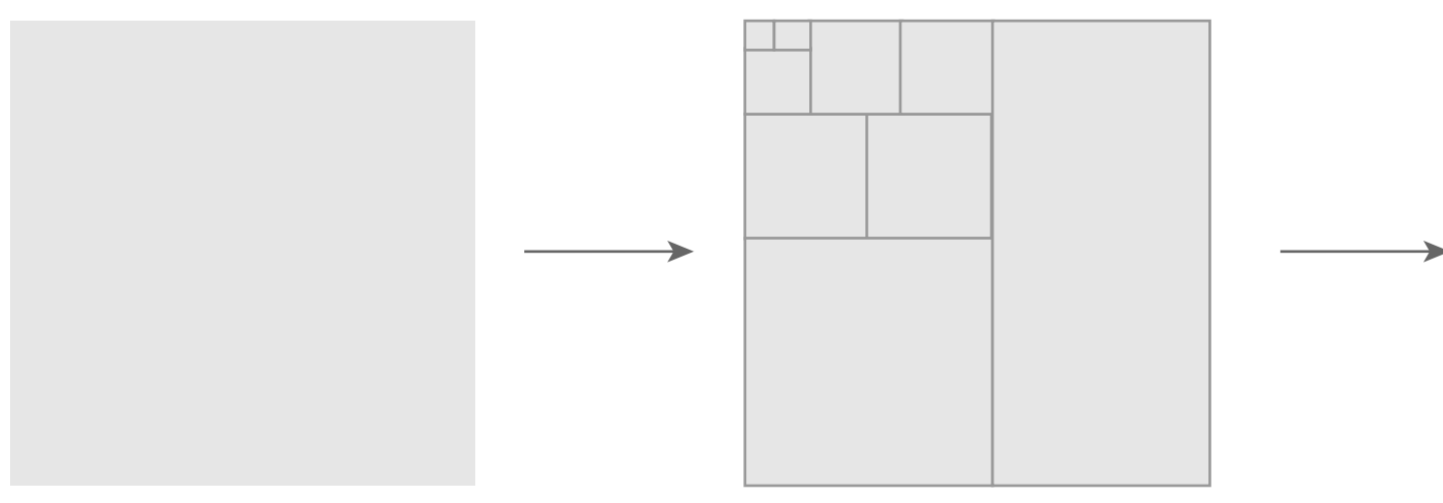
#### Architecture

The architecture phase is where business, engineering, and design work together to decide on the best strategy to develop a feature (or group of features). This usually involves high-level mockups and brainstorming, and results in a clear picture of the individual epics and stories that need to be written, designed, and developed, as well as dependencies within and between teams. If a project is a journey, the architecture phase is where you decide which cities you need to visit, and the feature phase is where you decide on the details of what to do in each one.



#### Staging

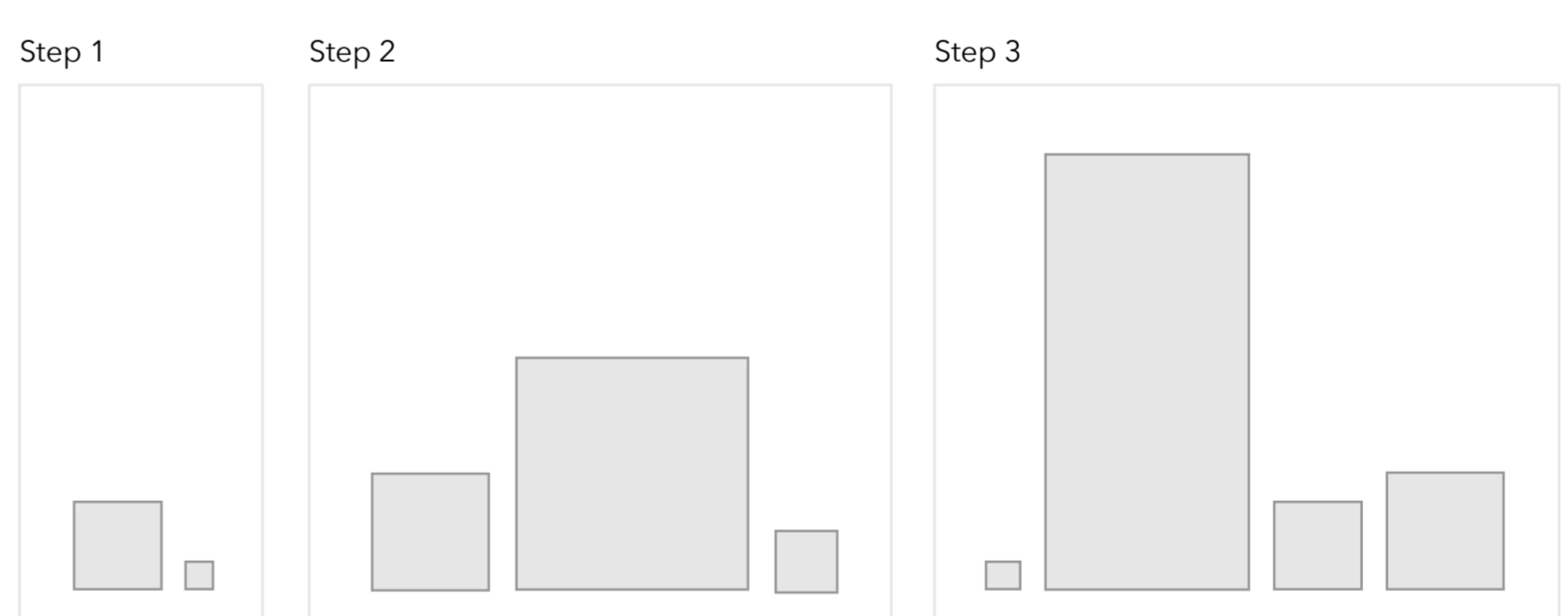
Sometimes, a large or complicated feature can be broken out into several steps and built over time. Each of these steps usually becomes a JIRA story.



It is often best to design for the long-term goal, even if it won't be built right away; finding the sweet spot between thinking far enough and not too far ahead is a constant negotiation between product management and design.

#### Implementation plan

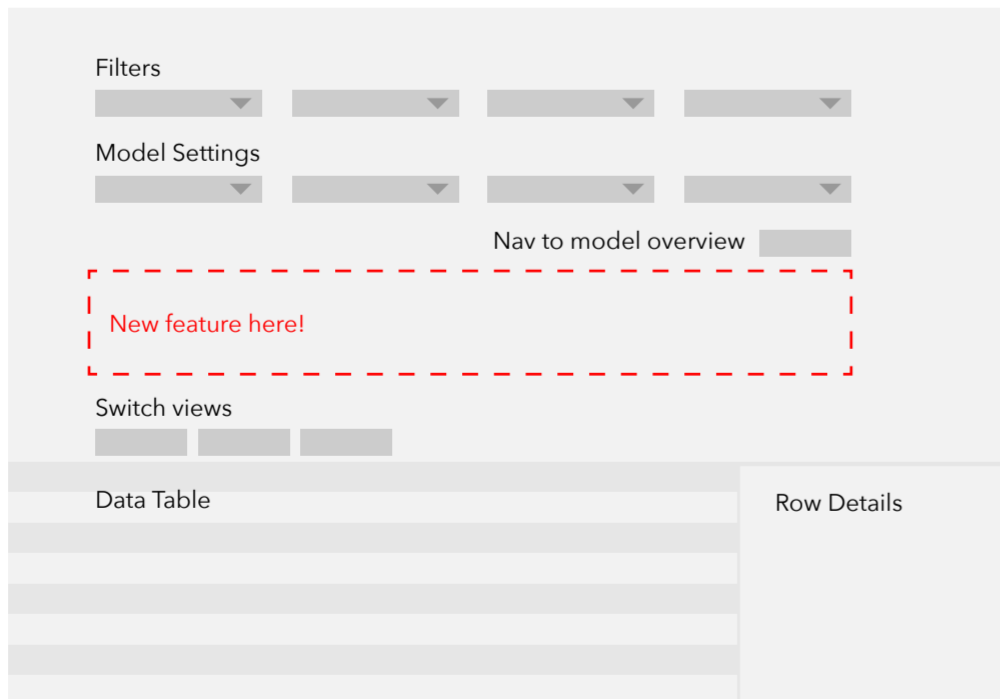
Once it's broken out, a feature can be developed in pieces: across a sprint, a release, or a roadmap



### Feature Design and Implementation

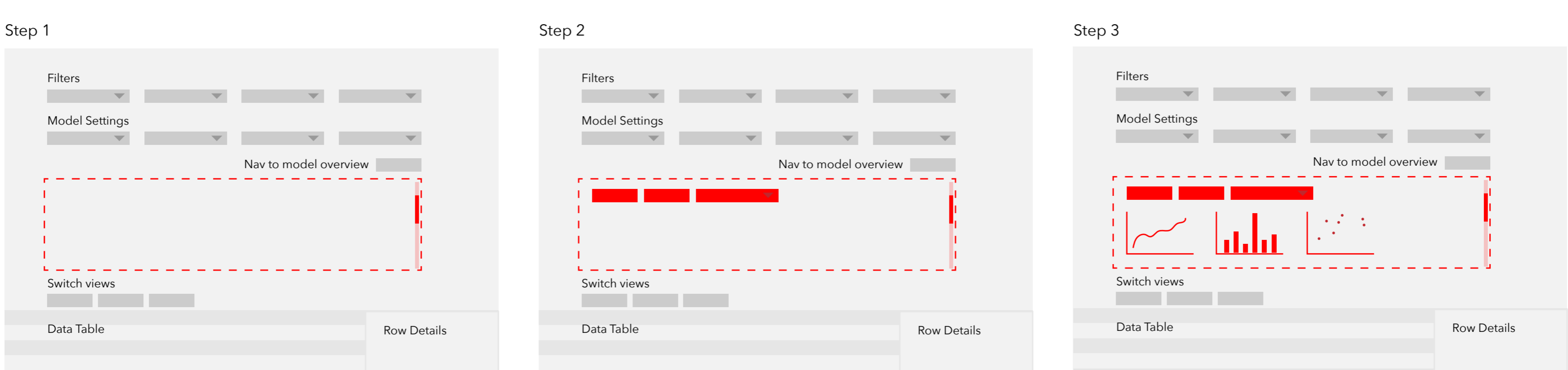
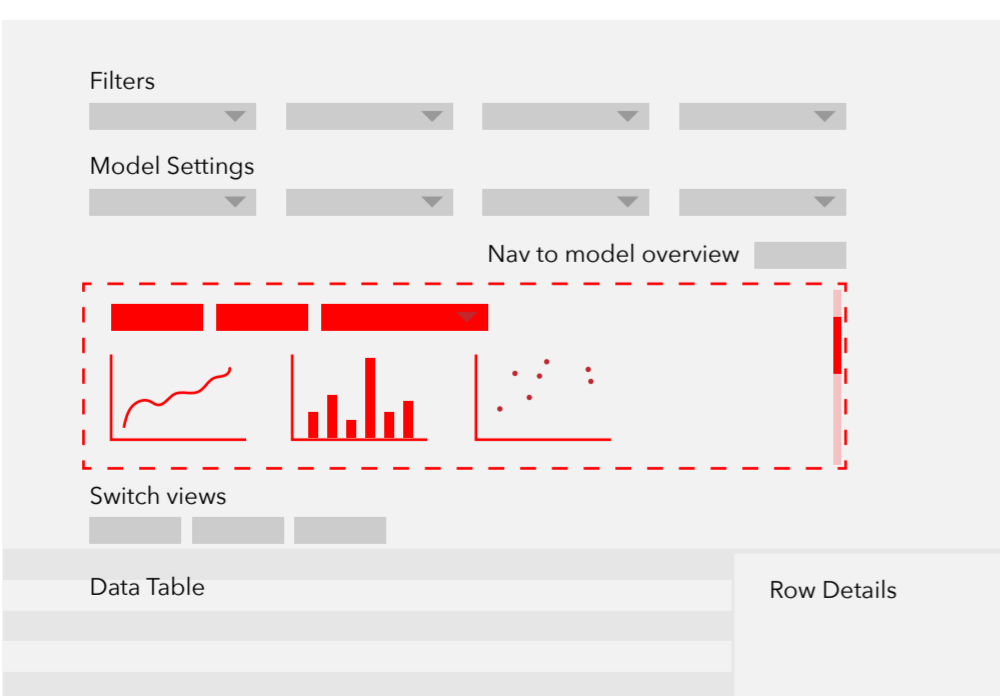
#### Feature design

Once the business team identifies what the new feature needs to do, design suggests ways that that could be accomplished.



#### Feature staging

If the feature is complex enough, it may need to be staged out again for development, in order to implement the final design.



### Delivery