



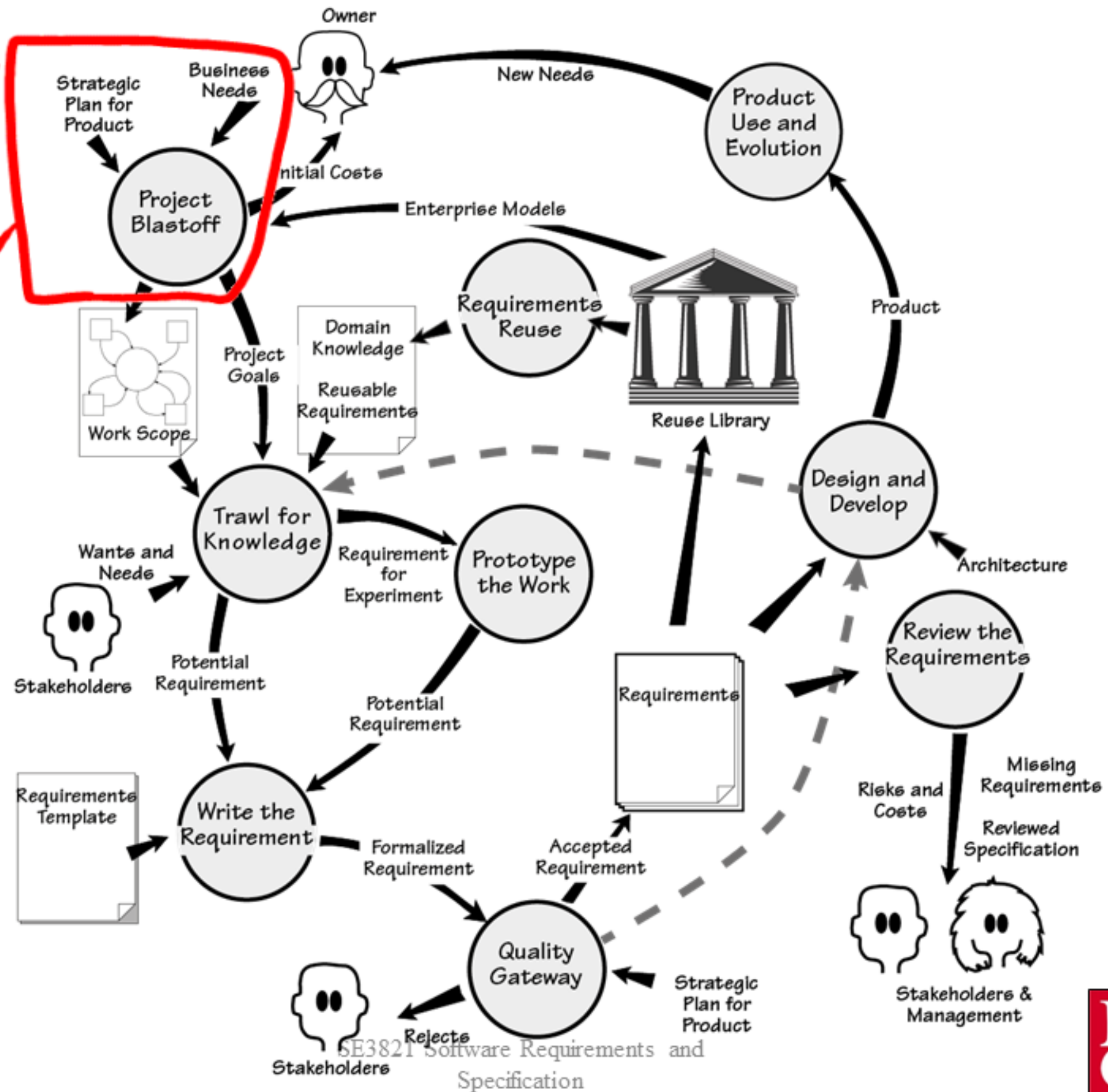
Project Blastoff

Starting

Lecture Objectives:

- 1) Explain the rabbit, horse, and elephant analogy to software development
- 2) Define the trinity of scope, stakeholders, and goals
- 3) Define stakeholders and determine the stakeholders for a project from a project description
- 4) Identify different sponsors for a project
- 5) Explain the concept of a persona

Volere Requirements Process



- Blastoff may have other names

- Project kick-off
- Project initiation
- Project launch
- Etc.

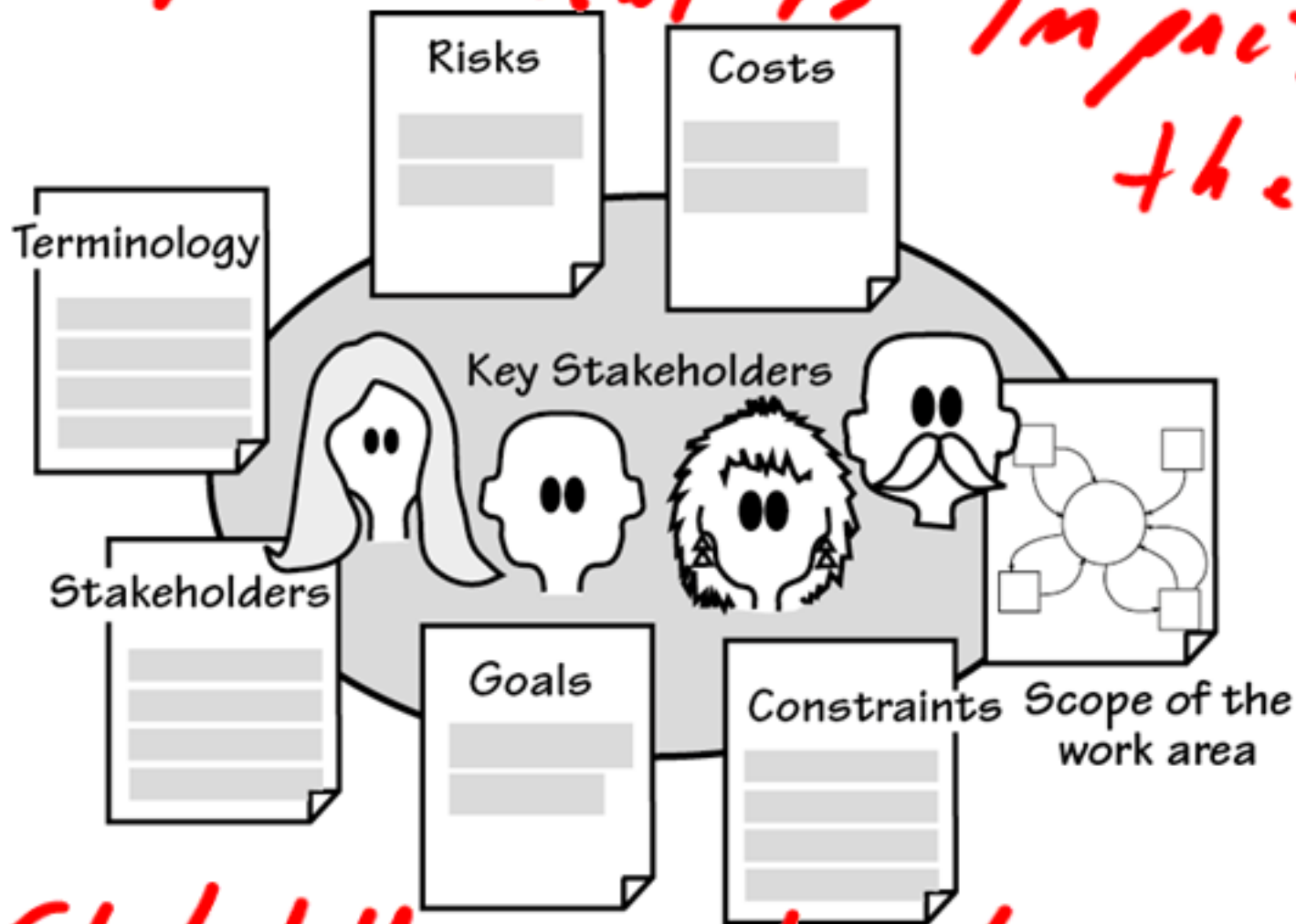
→ Start

Volere term

Outcomes from Blastoff phase

Purpose: what is the project going to do?

Scope: what is impacted by the project?



Stakeholders: who has an interest in the project

Constraints
Cost
Risks

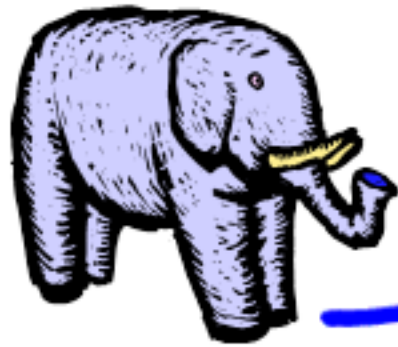
Of Rabbits, Horses, and Elephants



Very informal
Short lived projects
Artifacts just are sketches



More formal. Most
Common, corporate
projects. Most
have some written
~~material~~ material
Multi-layered



Work

Long lived projects.
Need complete specs.
May be outsourced.

- Partner exercise: Discuss the following projects.
What type of projects are they?

- MSOE is developing a new records storage system which will keep track of student grades, create transcripts, and store all records related to student admissions.
- MSOE is developing a kiosk to display information about the amount of power generated by the solar power systems on campus. The kiosk will allow users to monitor the status as well as show historical trends about energy usage for the campus.
- MSOE is developing a new system to keep track of dorm room assignments. In essence, the system will allow students to select roommates prior to coming to campus as a freshman and then will accommodate their personal preferences. The system also will keep track of room utilization and maintenance needs.

→ Horse / More critical
In class discussion
Elephant - Long term
Rabbit
Maintenance heavy

Rabbit

Privacy

Horse

⇒ Transient needs
⇒ Not many regulations

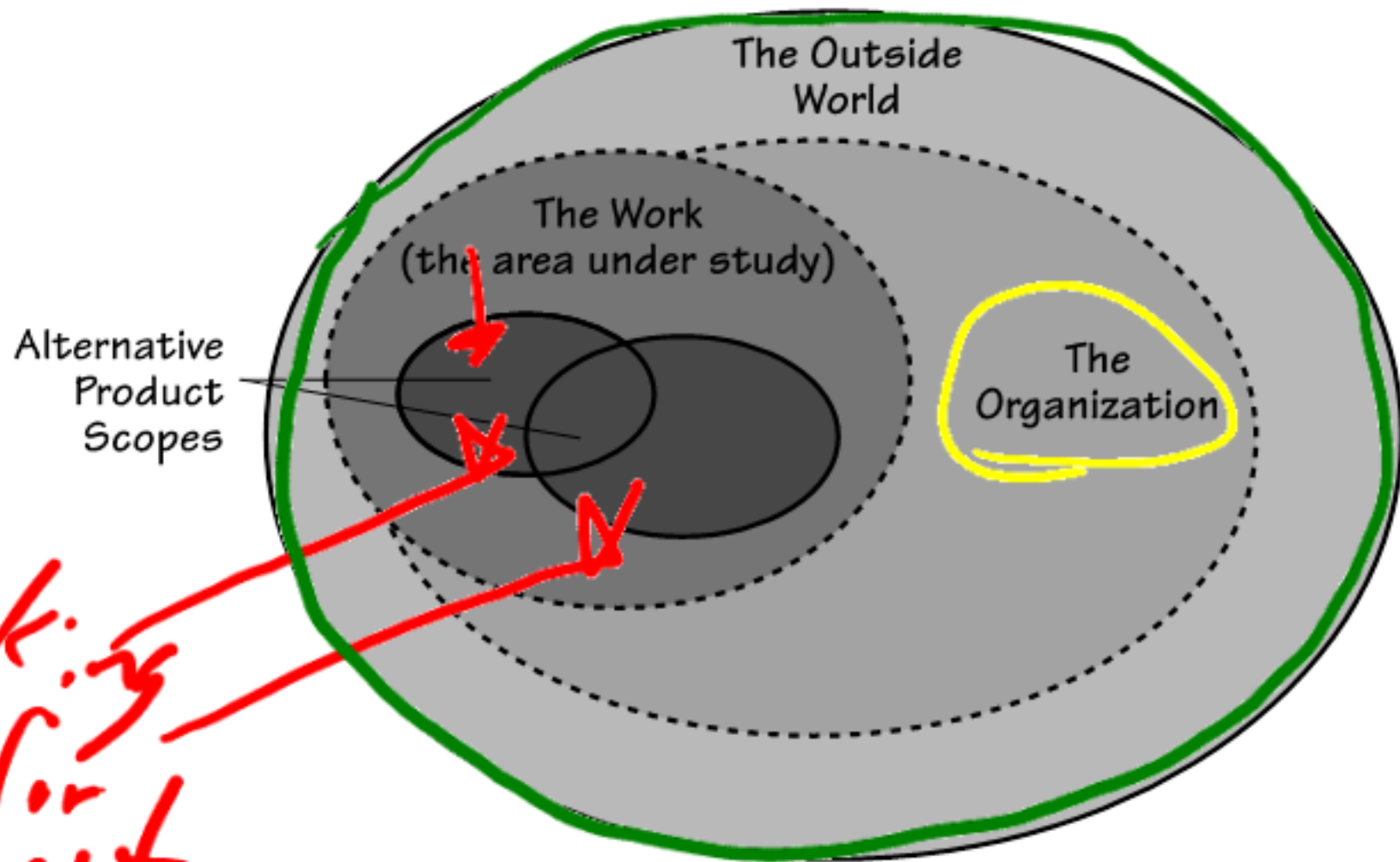
What is scope?

Amount one is willing to take on.



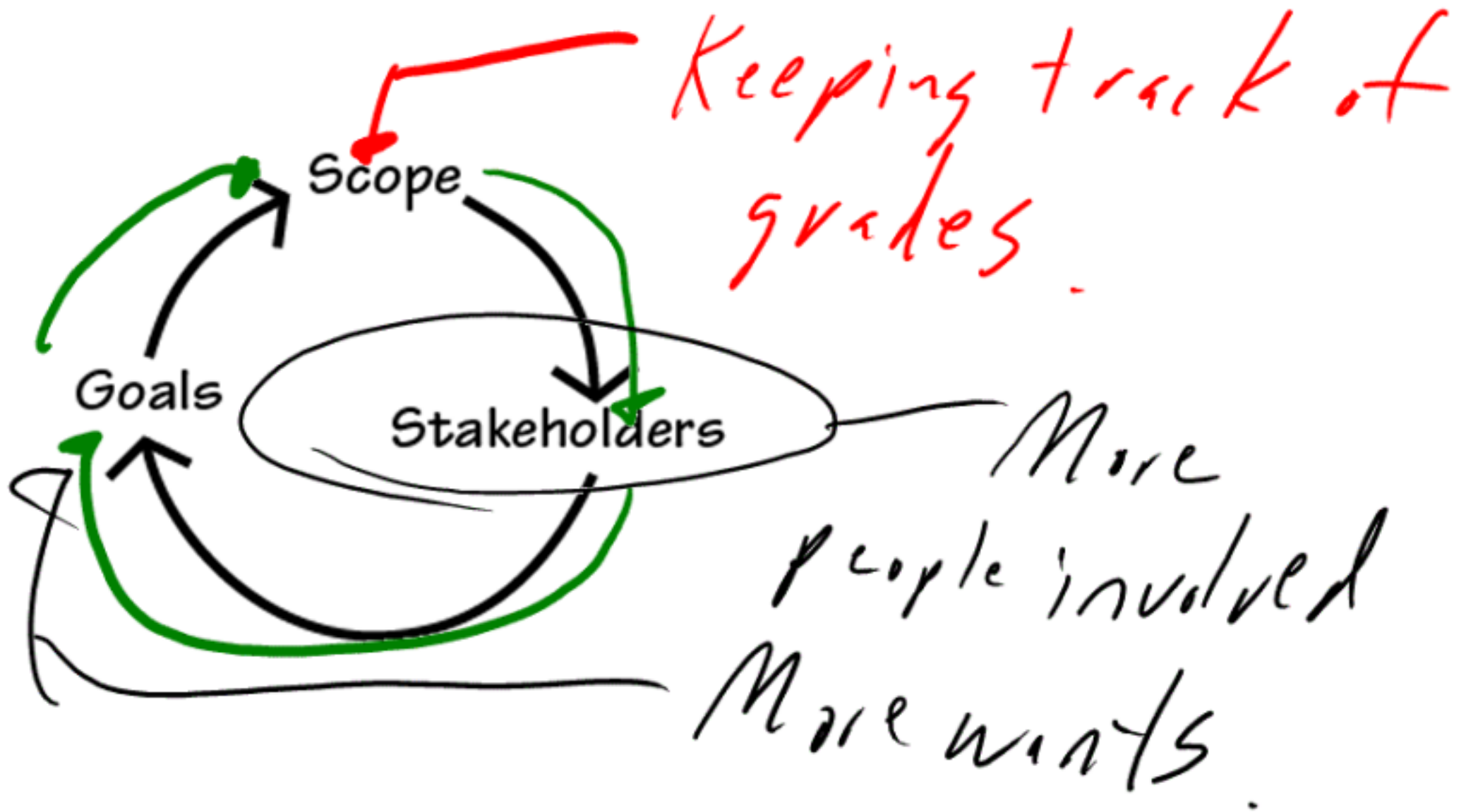
⇒ The piece of the system that the owner would like to change or improve.

Various Project scopes



Looking at for project

The trinity of a project



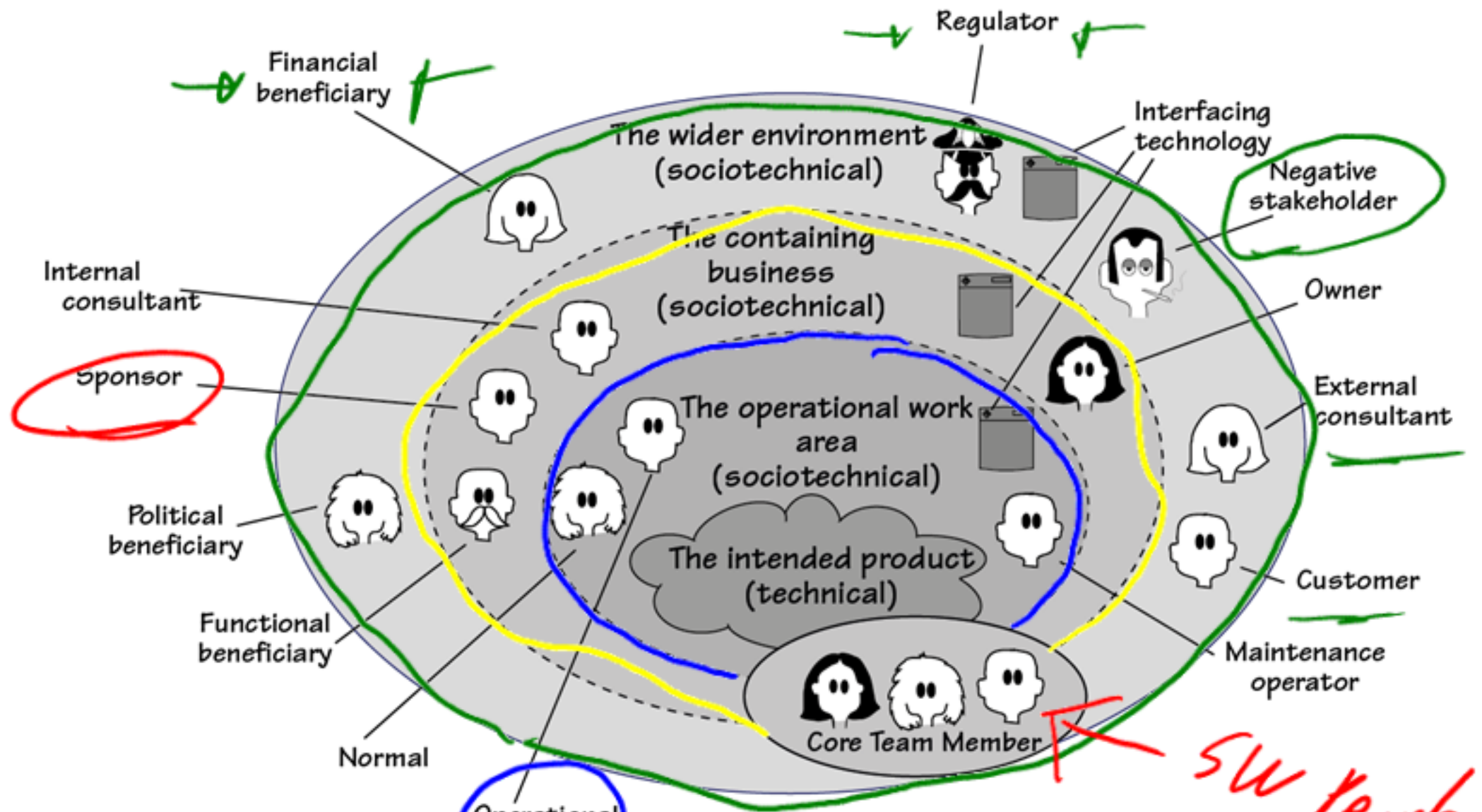
- Anyone with an interest in, or an effect on, the outcome of the product.

Stakeholders



Stakeholder are people / organizations

Stakeholder roles



people keeping system running

Sponsor

- *This lecture brought to you by the MSOE Software Engineering Program.*
- *The time of the lecture was sponsored by the MSOE Registrar's office.*

The owner of the product. ✓

The one who is to receive ultimate value.

The person who ~~is~~ to pay the bills.
is

Turn to your neighbor: Who is the sponsor?

- A product is being build by MSOE students to ensure that appropriate registration occurs. Given a list of courses, a set of instructors, and a list of available classrooms, the system will generate a course schedule that is fair to all students and optimal. Who is the sponsor?

MSOE — Registrar
Students??
Dr. Berry
Dr. Viet's
Not a question

Turn to your neighbor: Who is the sponsor?

- A software application is to be built and sold. This application will allow students to text home for money when it is needed. The product is to be sold by a company named Really Useful Software, Inc. Who is the sponsor?

Really Useful SW Inc
work → Customer s who would buy it
Venture Capitalist



- The customer buys the product once it is developed, becoming the product's new owner.

Customer

- Applies even with open source software, even if no one spends money on the software

MSOE System

- Who is the ultimate customer?

~~— Students~~

— Registrar's office

— Academic Affairs

⇒ Who pays the bill

- The people who are hands on with the system

People who operate
the SW.

Users

Persona

- A virtual person archetypical of most of your users



Stereotype of the user.

- What might a user's persona be?

Age } 18-22 (college aged)

Gender } Neutral
 } Slight male preference

Education } K-12, some college

Tech Skills } Low tech skills
 } Very computer savvy

Primary Language } English

Major } Nursing

MSOE System

Other Stakeholders

- Consultants
- Management
- Subject Matter Experts
- Core Team
- Inspectors
- Market Forces
- Legal Experts
- Negative Stakeholders
- Government
- Etc.