Customer Centered Products: Creating Successful Products Through Smart Requirements Management

Ivy F. Hooks, Kristin A. Farry

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"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; and, prove that faster, better, cheaper is possible, and more".

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