Rapid Requirements Gathering (RRG) Meeting

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Meeting Goal

- To tap the collective knowledge of key stakeholders and to quickly reduce competing and diverse ideas into a prioritized list of what is important.
Setting and Supplies

- Appropriately sized room with tables
- Ample smooth walls
- Many pads of 3x5 yellow sticky notes
- Some 3x5 sticky notes of a different color.
- Sharpie marking pens for all participants
<table>
<thead>
<tr>
<th>Pros</th>
<th>Cons</th>
</tr>
</thead>
<tbody>
<tr>
<td>Almost no preparation required.</td>
<td>The premises are left a mess</td>
</tr>
<tr>
<td>Meeting scales well</td>
<td>All participants <em>must</em> be co-located</td>
</tr>
<tr>
<td>It’s fun and highly interactive</td>
<td>Participants don’t get to comment on every-</td>
</tr>
<tr>
<td>Built in anonymity</td>
<td>thing</td>
</tr>
<tr>
<td>Participants work on items of interest to</td>
<td>Priority can be biased by strongly opinio-</td>
</tr>
<tr>
<td>them.</td>
<td>nated individuals.</td>
</tr>
<tr>
<td>Quickly surfaces priorities</td>
<td>Coverage emphasized over depth. Additional</td>
</tr>
<tr>
<td>Everyone leaves understanding what is im-</td>
<td>elaboration <em>is</em> necessary.</td>
</tr>
<tr>
<td>portant and why.</td>
<td></td>
</tr>
</tbody>
</table>
Meeting Dynamics

- High level – Rigid and paced
- Low Level – Chaotic and anarchistic
Meeting Format (The Rigid Part)

1. Intro and review
2. Enumerate items
3. Review items
4. Associate items
5. Categorize items
6. Rationalize items
7. Prioritize by category
8. Discuss results
9. Rank overall importance
10. Final review
An Automated Interactive Voice Response (IVR) System

Goal: The AnServeNow Corporation wants to reinvent their automated IVR product while realizing that live agents are necessary for high levels of customer satisfaction
Your role: Your table represents a focus group of self-service phone system users and company business analysts. This group is tasked with developing suggestions that will reduce customer frustration, speed calls through the system, and route calls to live agents properly trained for the customer’s issue.

Goals:

- Increase client’s customer service Net Promoter Score by 30%
- Reduce client’s end-to-end average call handling time by 30% compared to AnServeNow’s primary competitor.
Words of advice

Think laterally! Technology may not be the only component of the solution.

Question everything! For example: Does preventing a call serve our “Reduce Handling Time” goal?
Let’s go!

- Select one representative from your table to facilitate.
- Send that person to the front for instructions.
- Facilitators will lead, but not contribute to the content of the exercise.
- Please do this quickly!
Our approximate timeline

9:15 Intro and review
9:20 Enumerate items
  (two only)
9:25 Review items
9:30 Associate items
9:35 Categorize items
9:40 Rationalize items
9:45 Prioritize by category
9:50 Discuss results
9:55 Rank overall importance
10:00 Final review
10:05 ?s & Closing Words
Questions?

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Closing words!

Please return all my unused supplies to the envelopes. Leave the envelope on the table.

Please fill out the session survey.

Thank you for attending!