

Creativity & Product Innovation

Requirements Engineering II, HS 2013

Structure of the presentation

1. Context
2. Discussion of the two papers
3. Key questions
4. Discussion

Context

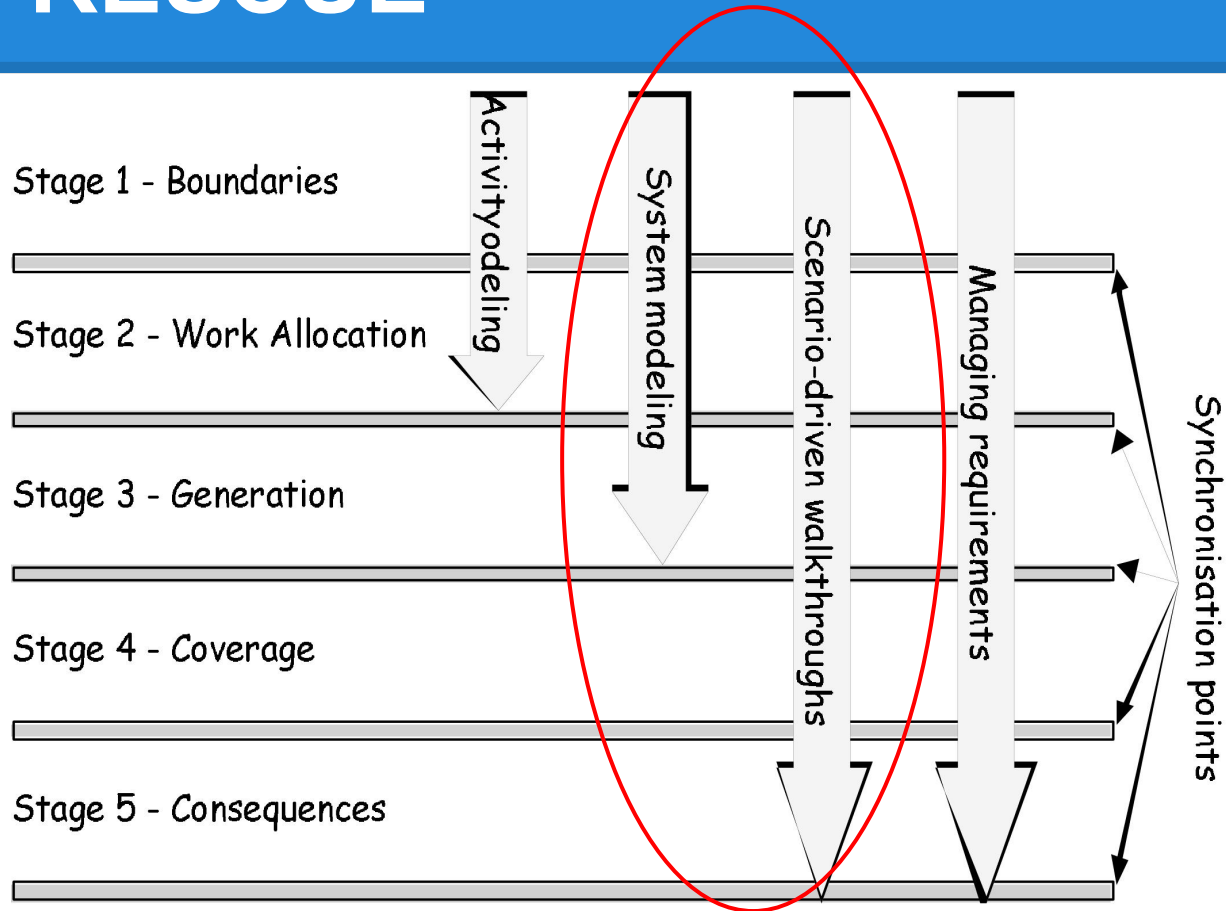
- enable creativity in requirement elicitation
- how to manage and promote innovation

Maiden 2005

Integrating Creativity into Requirements Processes



RESCUE

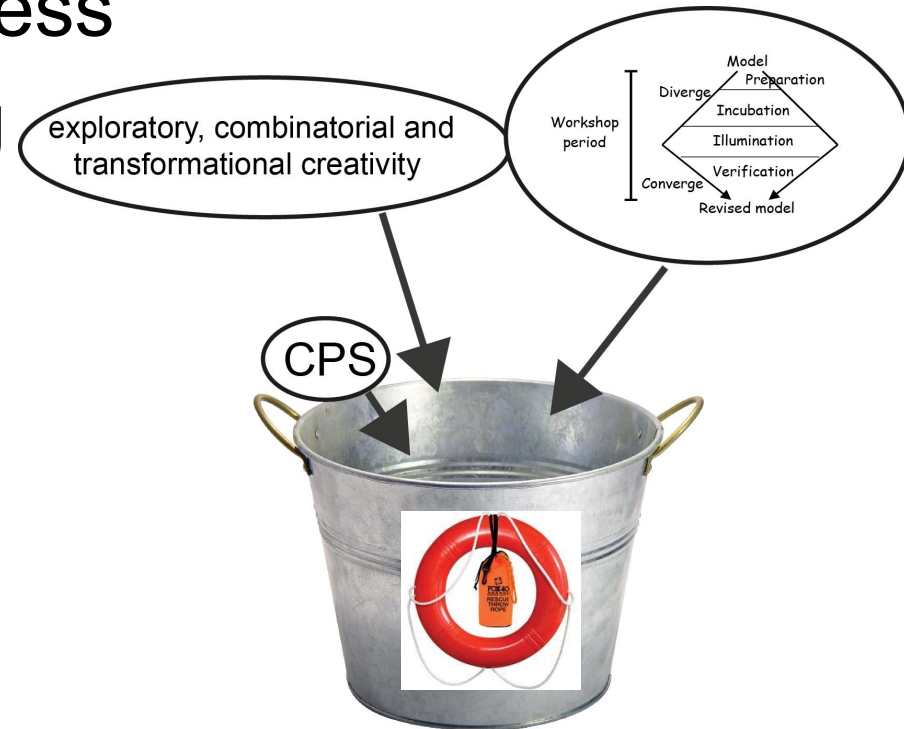


N. Maiden, S. Jones, M. Flynn: *Integrating RE Methods to Support Use Case Based Requirements Specification*

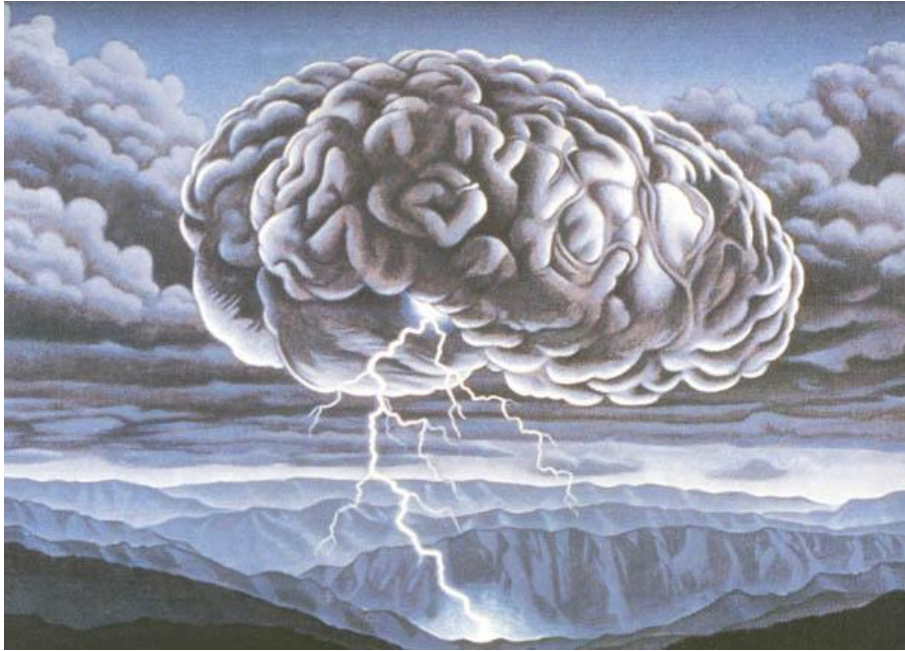
Creative Technique - RESCUE

Scenario-driven RE process

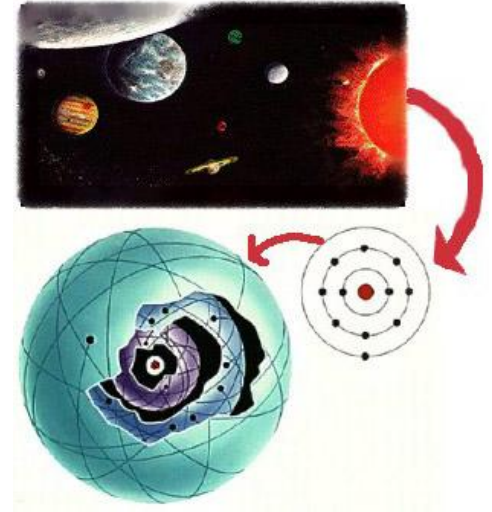
- system goal modelling
- use case modelling



More creative



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More creative

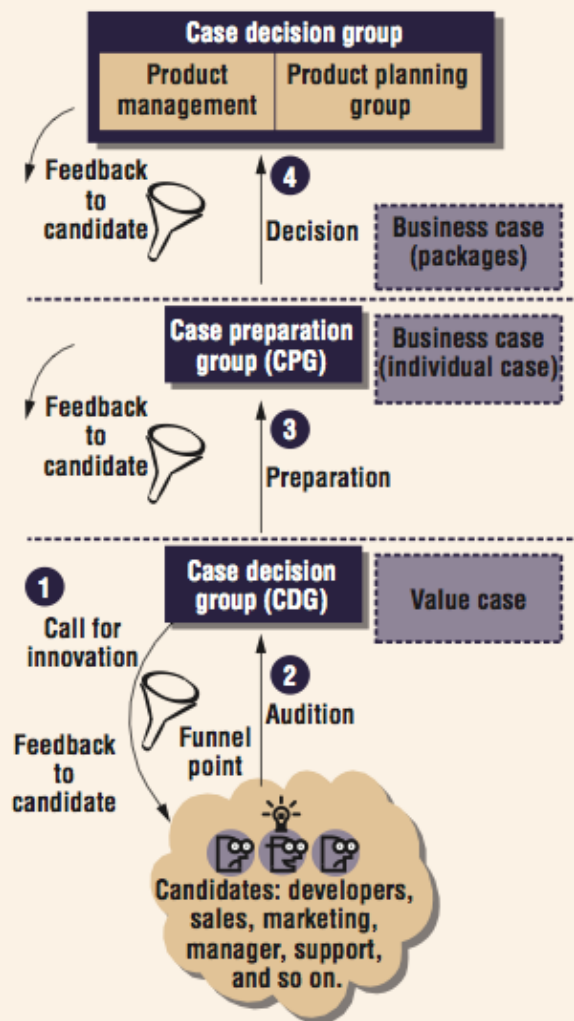


More creative



Gorschek 2010

A Lightweight Innovation Process for Software-Intensive Product Development



Synthesis

- encourage people for creative thinking
- removing constraints to enable creativity
- only continuous innovation can create strategic value
- Innovation is an external and internal process both sides have to be considered



Key Questions

- How can innovative ideas for a software product be identified?
- What needs to be done to enable the realization of a feasible number of ideas?

Discussion

- Do you think that one can force innovation/creativity?
- Is this still about Information Systems and not about psychology and sociology?