

Requirements Elicitation & Innovation

Nicolas Gordillo & Matthias Felix

Elicitation

Innovation & Creativity - WHY?

Elicitation not only means: **capturing**, **gathering** existing requirements

Elicitation also means: **creating** new requirements

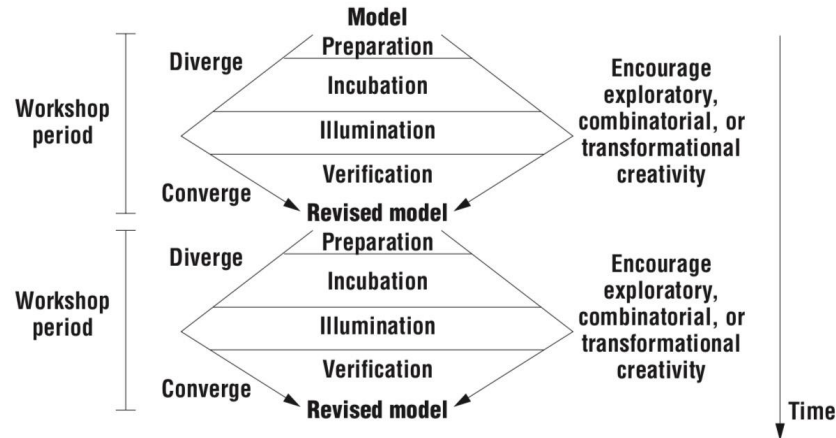
Don't just **satisfy** stakeholders, make them **happy**

Innovation & Creativity - HOW?

Start early - not in the design phase, but in the elicitation phase

Get stakeholders to think out-of-the-box

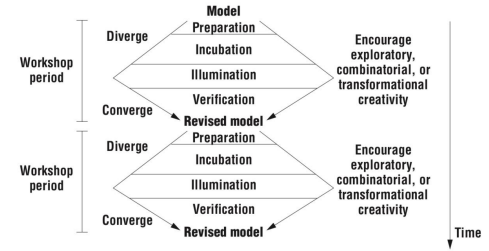
→ **Conduct workshops with different techniques that stimulate creative thinking**



Innovation & Creativity - HOW?

Techniques:

- **Exploratory** creativity (generating new ideas) - e.g. analogies
- **Combinatorial** creativity (combining existing ideas) - e.g. storyboards
- **Transformational** creativity (challenging solution space) - e.g. removing constraints



Innovation & Creativity - What can be done?

Use your own resources first, especially in big companies.

- Employees can innovate
- Be attractive
- Champions

Perfect ideas even if they do not sound too attractive at first

- Databases
- Transparency

Analyze the market

Innovation & Creativity - What can be done?

Feedback to the employees

- Must include proper reasons or ideas to generate a better case (not critique)

Time organization

Combine strategic, market-based and technological aspects

Questions for discussion

- Can creativity be trained? (And if yes, how would you do it in your company?)
- Does an already successful company also need innovation?
- Inside a company, who will you include to participate into the creation of new ideas as just described? Who are they key participants?
- How can you pick a champion? Who is the person that moderates the discussions and which traits are the most important ones?
- Time management, projects?