**Process Map: Software Product Design**

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| **11. INTERNAL/EXTERNAL PROCESS INTERACTION** | **EXTERNAL** | Third party vendors, Customer tool or relevant IT processes |  | **3. MATERIAL RESOURCES, INFRASTRUCTURE** |  | **2. PROCESS OWNER** |  | **4. PERSONNEL RESOURCES** |  | All internal teams, Senior Management | **INTERNAL** | **10. INTERNAL/EXTERNAL INTERESTED PARTIES** |
| * Backlog management service &

Road mapping tools* Azure DevOps/Jira
* CRM/ Project Mgmt
* Software development process tooling
* UI/UX design tools
	+ Adobe Creative Suite
 | Software Design Leader | * Software development team provides sizing/effort estimation
* Senior leadership/commercial/business teams providers the business value analysis and scoring
* Software development team reviews and confirms acceptance criteria
* Applications team provides clarity on any included SOW documentation
* Any other stakeholders
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| **5. INPUT** |  | **6. OUTPUT** |
| * Customer Requests
* Internal Requests
* Purchase Orders (SOW)
 | * Technical Requirements
* Acceptance Criteria
* Business Value Score
* Effort & Risk Estimation
* Any relevant UI/UX design packages
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| **INTERNAL** | Pre-sales processes, Software product production | Customers | **EXTERNAL** |
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| **7. WORK CONTENT/PROCESS OPERATION** | **8. MAIN RISKS & OPPORTUNITIES** | **9. MONITORING AND KEY PERFORMANCE INDICATORS** |
| * Backlog Item(s) are created to track work
* Requirements and acceptance criteria are defined
* Business case is established, and value score provided
* Effort is estimated by the Software Development team
* Work is prioritized based on the above information
 | * (RISK) A misunderstanding of the original feature request or sow results in improperly spec’d requirements.
* (OPP) Implementing new features can expand our existing market
* (OPP) Overdelivering can provide us a competitive advantage
* (RISK) Underestimating the effort required can lead to longer delivery and broken promises/timelines
* (RISK) Overestimating the business value can cost us valuable resources, reducing our competitive advantage
* (RISK) Misunderstanding the risk can lead to introducing software deficiencies
* (OPP) Getting all of the above right allows us to plan and allocate resources appropriately
 | * 80% of order requests are processed within 2-weeks of receipt
* Backlog for an actively maintained product has more than 0 uncommitted items
* 100% of high rated risk order requirements are reviewed with the relevant stakeholders prior to the development phase
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