**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 |
| **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 |