

# Strengthen consumer centricity to bridge market and technology through pragmatic requirements engineering process



## STRATEGIC CHALLENGES

- The organizational and process separation of the market activities and engineering makes it difficult to achieve a consistent requirements engineering process
- The expansion of existing products with digital services is a challenge in current development and lifecycle management
- The large organization, which is structured according to regions, product categories and brands, makes it difficult to apply a uniform requirements process

## IMPACT

- Standardized, cross-organizational approach for collecting consumer requirements, by a common processes and tool with assigned responsibilities
- Synchronization of marketing and engineering with clearly defined interfaces and handovers
- Increased consumer centricity by focusing on value-added product requirements including digital features

## LEVERS

- Collection of all product requirements that add consumer value with a common methodology
- Equal treatment of requirements and digital features within the tool
- Defined interfaces and handover documents between product planning and engineering
- Harmonization of different approaches/ initiatives
- Product positioning according to strategic and product specific targets