

# Key Drivers How To

by *Gerrit Muller* University of South-Eastern Norway-NISE

e-mail: [gaudisite@gmail.com](mailto:gaudisite@gmail.com)

[www.gaudisite.nl](http://www.gaudisite.nl)

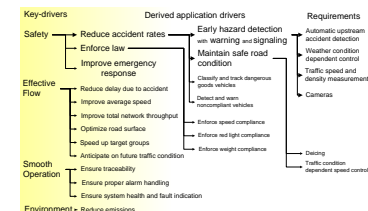
## Abstract

The notion of "business key drivers" is introduced and a method is described to link these key drivers to the product specification.

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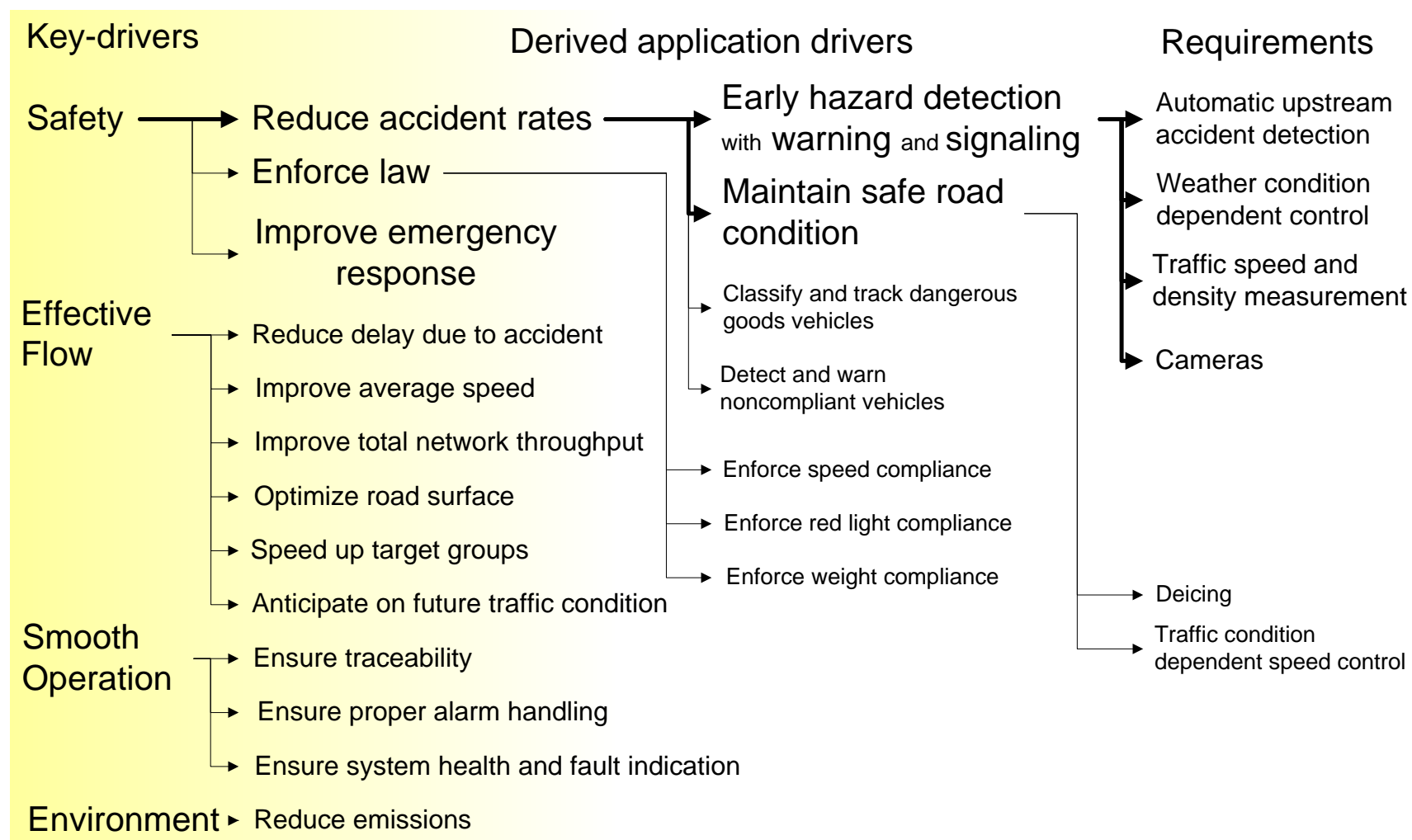
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Note: the graph is only partially elaborated for application drivers and requirements

# Example Motorway Management Analysis



*Note: the graph is only partially elaborated for application drivers and requirements*

# Method to create Key Driver Graph

- |  |  |
|--|--|
| • Define the scope specific.   | in terms of stakeholder or market segments   |
| • Acquire and analyze facts  | extract facts from the product specification<br>and ask why questions about the specification of existing products.  |
| • Build a graph of relations between drivers and requirements<br>by means of brainstorming and discussions | where requirements<br>may have multiple drivers  |
| • Obtain feedback  | discuss with customers, observe their reactions  |
| • Iterate many times   | increased understanding often triggers the move of issues<br>from driver to requirement or vice versa and rephrasing |

# Recommendation for the Definition of Key Drivers

- Limit the number of key-drivers minimal 3, maximal 6
- Don't leave out the obvious key-drivers for instance the well-known main function of the product
- Use short names, recognized by the customer.
- Use market-/customer- specific names, no generic names for instance replace “ease of use” by “minimal number of actions for experienced users”, or “efficiency” by “integral cost per patient”
- Do not worry about the exact boundary between Customer Objective and Application create clear goal means relations

# Transformation of Key Drivers into Requirements

