Requirements Solicitation:
Think Fast Goal Development

Conducted for Think, Inc. by EPIC Consulting

August 9, 2014

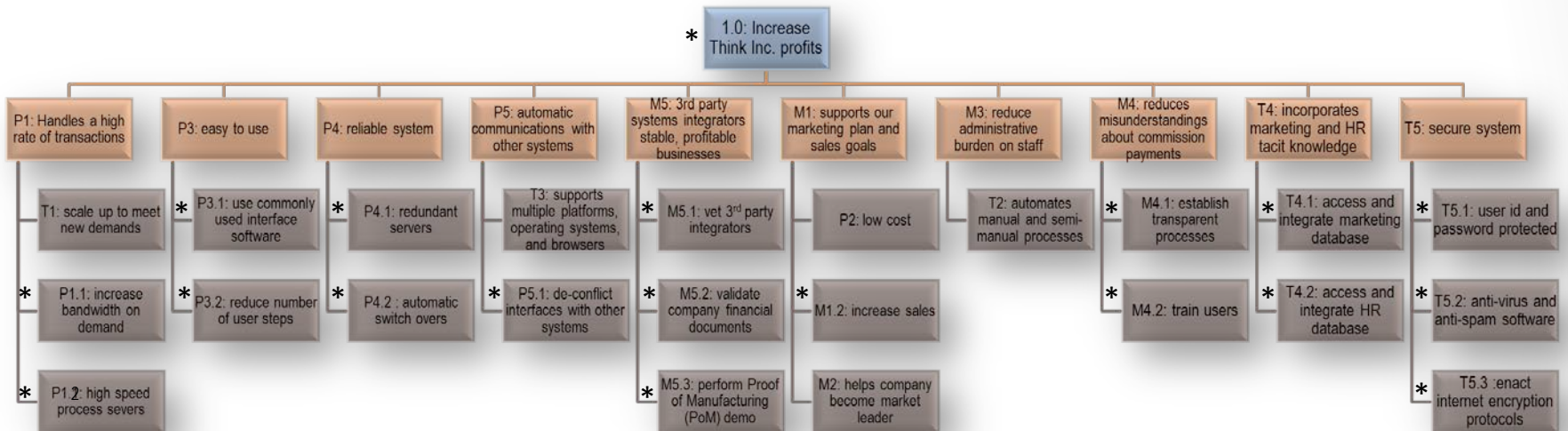Consulting Team: Michael Gooden | Kafi A. Joseph | Maurice Sutton

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Background

- EPIC Consulting will work with the Director of Marketing at Think Inc. to develop the new online Sales Compensation Tool: Think Fast – which will integrate into the organization's existing suite of enterprise applications

- This briefing provides the results of the goal development sessions and interviews conducted for this endeavor

- Our team has added 19 new goals in addition to the goal interviews

  - One (1) high-level goal (as a root goal)

  - Eighteen (18) low-level goals

Goal Tree Diagram

Root Goal

- 1.0: Increase Think Inc. profits

    – New Goal, added after reviewing the production, marketing & technology goals

Sub-Goals

- P1: Handles a high rate of transactions

  – T1: scale up to meet new demands

  – P1.1: Increase bandwidth on demand*

  – P1.2: High speed process servers*

- P3: Easy to use

  – P3.1: Use commonly used interface software*

  – P3.2: Reduce number of user steps*

- P4: Reliable system

  – P4.1: Redundant servers*

  – P4.2 : Automatic switch overs*

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Key
- P: Production Goals
- M: Marketing Goals
- T: Technology Goals
- *: New Goals

Sub-Goals

- P5: Automatic communications with other systems

  - T3: Supports multiple platforms, operating systems, and browsers

  - P5.1: De-conflict interfaces with other systems*

- M5: Third party systems integrators stable, profitable businesses

  - M5.1: Vet 3rd party integrators*

  - M5.2: Validate company financial documents*

  - M5.3: Perform Proof of Manufacturing (PoM) demo*

- M1: Supports our marketing plan and sales goals

  - P2: Low cost

  - M1.2: Increase sales*

  - M2: Helps company become market leader

Key
- P: Production Goals
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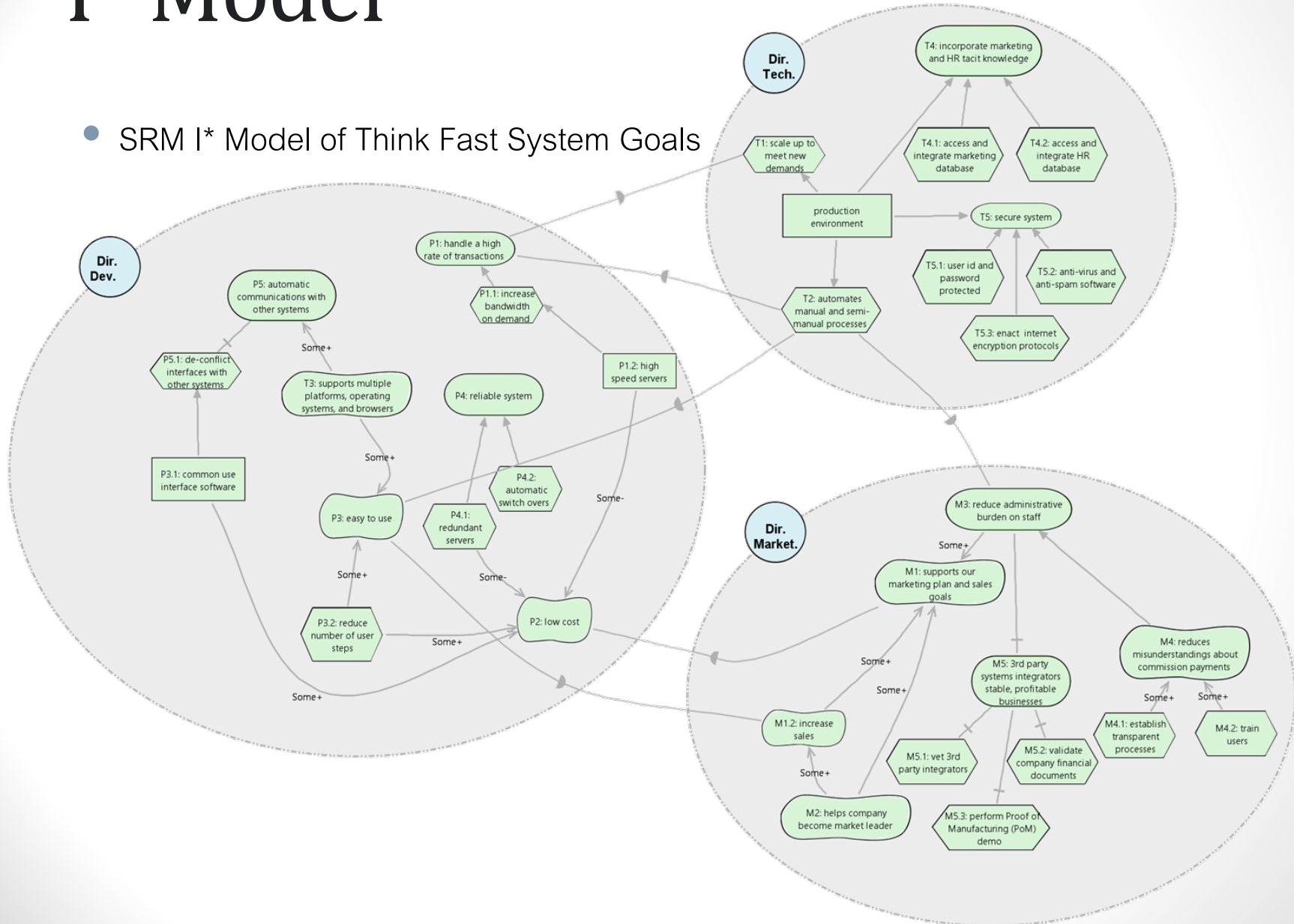- *: New Goals

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Sub-Goals

- M3: Reduce administrative burden on staff

  – T2: Automates manual and semi-manual processes

- M4: Reduces misunderstandings about commission payments

  – M4.1: Establish transparent process*

  – M4.2: Train users*

- T4: Incorporates marketing and HR tacit knowledge

  – T4.1: Access and integrate marketing database*

  – T4.2: Access and integrate HR database *

- T5: Secure system

  – T5.1: User id and password protected

  – T5.2: Anti-virus and anti-spam software

  – T5.3 : Enact internet encryption protocols

Key

- P: Production Goals
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I* Model

- SRM I* Model of Think Fast System Goals

Pohl Goal Template

No.	Section	Content
1	Identifier	G1.0
2	Name	Think Fast Sales Compensation Tool
3	Authors	Michael E. Gooden; Kafi Joseph; Maurice T. Sutton
4	Version	V.1.0
5	Change History	V.1.0 09.08.2014
6	Priority	High
7	Criticality	High
8	Source	Chief Technology Officer; Director of Product Development
9	Resonsible Stakeholder	Team Epic
10	Using Stakeholders	Think, Inc.
11	Goal Level	Stakeholder
12	Goal Description	Increase Think Inc. profits.
13	Super-Goal	P1: Handle a high rate of transactions. P3: Increase bandwidth on demand. P4: Reliable System P5: Automatic communications with other systems M1: Supports Think Inc.'s marketing plan and sales goals. M3: Reduces administrative burden on staff.. M4: Reduces misunderstandings about commission payments. M5: 3rd party systems integrators stable, profitable buinesses. T4: Incorporates marketing and HR tacit knowledge. T5: Secure system.
14	Sub-Goals	P-1.1: Scale up to meet new demands. P-1.2: Increase bandwidth on demand. P-1.3: High speed process servers. P-3.1: Uses common interface software. P-3.2: Reduces number of user steps. P-4.1: Redundant servers. P-4.2: Automatic failovers/swithover of services. P-5.1: Supports multiple platforms, operating systems, and browsers. P-5.2: Deconflicts interfaces with other systems. M-1.1: Low cost. M-1.2: Increases sales. M-1.3: Helps company become market leader. M-1.4: Reduces cost/overhead. M-3.1: Automates manual and semi-manual processes. M-4.1: Establishes transparent processes. M-4.2: Trains users. M-5.1: Vet 3rd party integrators. M-5.2: Validate company financial documents. M-5.3: Perform proof of manufacturing demo. T-4.1: Access and integrate marketing database. T-4.2: Access and integrate HR database. T-5.1: User ID and password protected. T-5.2: Anti-virus and anti-spam software. T-5.3: Enact internet encryption protocols.
15	Other Goal Depedencies	Support of P-1.2: Increase bandwidth on demand. Support of T-5.3: Enact internet encryption protocols.
16	Associated Scenarios	S1: Expand Think system enterprise .
17	Supplementary Information	Integrating Think Fast into Think, Inc. enterprise systems realizes this goal.