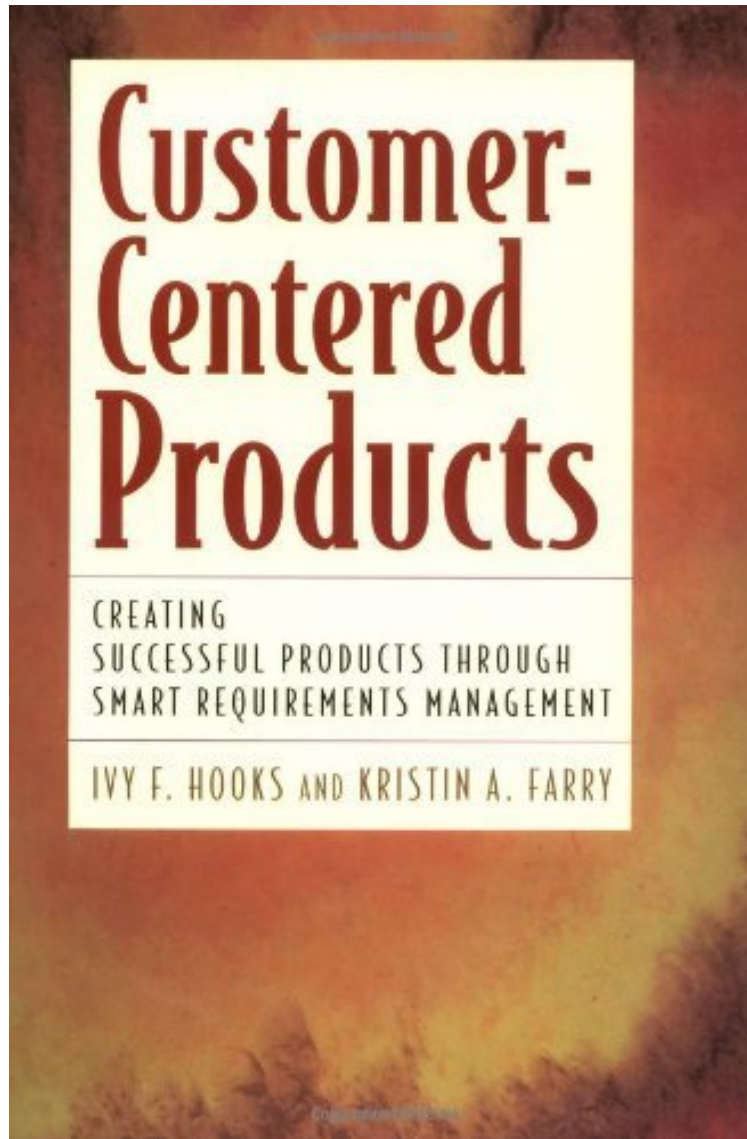


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## Customer Centered Products: Creating Successful Products Through Smart Requirements Management

*Kristin A. Farry*

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**Kristin A. Farry : Customer Centered Products: Creating Successful Products Through Smart Requirements Management** before purchasing it in order to gage whether or not it would be worth my time, and all praised Customer Centered Products: Creating Successful Products Through Smart Requirements Management:

0 of 0 people found the following review helpful. Essential reading for business analysts!By GreenDoorD503While I do not feel that this book prepared me for the PMI-PBA exam, it was nevertheless an interesting read regarding the

author's experiences while working with various clients. The book looks into customer interaction and issues that a business analyst may experience and while she doesn't give straight solutions, she tries to show you the tools and skills that you need to have at your disposal in order to resolve these issues on your own. A worthwhile read and an important book to have in your business analyst library!

5 of 5 people found the following review helpful. Practical, To-the-point Requirements User Guide for Managers By Serge J. Van Steenkiste Ivy F. Hooks and Kristin A. Farry give their audience a clear methodology about how to eliminate rework and unnecessary features rooted in poor requirement definition for making product development or procurement faster and cheaper without sacrificing the better. Good requirement definition is more important than ever to especially fast-paced high-tech companies for which researching, developing, and commercializing products on schedule and within budget is key to be, become, and remain competitive. Interestingly, Hooks and Farry explain to their readers the profound impact that culture, education, and management have on requirement definition. Their critical examination of the "seven cultural forces that define Americans" in chapter 2 helps their (foreign) audience better understand why some (American) marketers have no time to do it right the first time, but endless time and a company bankroll to do it wrong over and over again to quote Kevin J. Clancy and Peter C. Krieg in their excellent Counter-intuitive Marketing. Hooks and Farry remind their audience that nothing can change for the faster, cheaper, and better without a management commitment. Management must make very clear through their entire organization that quality products begin long before design and manufacture. These products find their genesis in quality requirements. To summarize, Customer-Centered Products is a must read for anyone involved/interested in product development or sourcing. The only weakness of the book lies in the concentration of examples from a few industries about which Hooks and Farry are very knowledgeable.

6 of 6 people found the following review helpful. Not as good as the other reviews would indicate By Don VI picked this up based on other reviews. I have read dozens of books on this topic as I am a consultant and trainer in this field and this book is just average. If you are looking for a primer on an end to end process, perhaps this is decent for that. If you are a practitioner that has some experience in this process, you may also find some interesting sections to learn from, but you will have to dig a bit. To be fair, finding a good book on this topic is elusive, but one I use in my classes is Managing Software Requirements - A Use Case Approach by Leffingwell and Widrig.

A powerful system for getting the right requirements--and creating products faster, better...and cheaper! "Never time enough to do it right, but always time enough to do it over." In today's "faster-better-cheaper-at-any-cost" world, this is not just a joke, but an all-too-frequent reality. And, most often, a poor understanding of the requirements for a product is the reason it must be done over. CUSTOMER-CENTERED PRODUCTS is a highly practical new book that helps readers gain a clear understanding of how to elicit the right requirements early on in a project--and make the right product the first time. Packed with useful information, enlightening real-life examples, and money-saving solutions, this book shows readers how to:

- \* Identify where their current requirements process is weak
- \* Bridge communication breakdowns that lead to muddy requirements
- \* Eliminate costly mistakes and rework
- \* Improve product quality without increasing cost
- \* Use operational concepts to improve requirements quality
- \* Improve the fit between the product and the customers' needs
- \* Prove that faster, better, cheaper is possible, and more.

About the Author Ivy F. Hooks (Fair Oaks Ranch, TX) is president and CEO of Compliance Automation, Inc. She has provided training and consulting in requirements for a variety of corporations and government organizations, including Kodak and NASA. Kristin A. Farry (Friendswood, TX) is an engineer with over two decades' experience in aerospace, robotics, and biomedical engineering.