

# Product Definition and Sourcing

## Situation

A 6-million-customer cable and telecommunications services provider needed to narrow requirements related to the fixed-mobile convergence solution provided by a technology supplier. Speed to market would allow the provider to begin development on the solution and be ready to respond to anticipated competitive threats.

## Role of Cliff Muhammad

Cliff Muhammad provided

- Requirements Framework
- Stakeholder Interview Plan
- Proof of Concept Document
- Stakeholder Interview Results
- Product Definition Document

## Results

- This prepared the business for anticipated competitive threats with customer use case scenarios and laboratory specifications for a fixed-mobile convergence solution, provided to as many as 6 million digital telephone customers
- Provided a comprehensive document outlining functional and usability requirements together with usage scenarios
- Provided a Product Definition Document which identified the business benefits for new consumer products, with a framework for requirements to support those benefits and establish the specifications for product production