

Marketing Meets Requirements Engineering

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Abstract

This panel aims to open up a discussion how methods and models from Marketing can help RE community to face the changing landscape of software development. The panel Chair and panelists are coming from Information Systems Science, Software Engineering and Marketing Science. The session is anticipated to address the issues associated with eliciting requirements from consumers, and how to involve them to the software engineering process. We approach the issue from RE perspective and try to connect New Product Development from Marketing to it, in order to find ways to integrate the knowledge between the disciplines.

1. Panel

Panel Chair:

Matti Rossi, Helsinki School of Economics, Finland

Panelists:

Georg Herzwurm, TU Dresden, Germany

Neil Maiden, City University, Great Britain

Sanjit Sengupta, San Francisco State University

Tuure Tuunanen, Helsinki School of Economics

2. Panel Description

The emergence of embedded devices such as Java enabled phones and digital TVs are changing software development landscape. Ever larger portion of software is therefore developed for mass-markets.

Furthermore, the needs of the consumers are ever changing and the ways of using disruptive technologies (e.g. SMS messaging, WLAN) cannot be fully anticipated in advance. This is in sharp contrast with the received view of most software and systems development methods,

which assume that systems are built from scratch for one dedicated and known organizational customer. This leads into problems with requirements engineering techniques and methods, which make stringent assumptions about the availability of end-users as subject of RE. We face a dilemma, where we need to deploy finished, embedded software for millions of users without knowing what the customer really wants.

Within marketing research and practice consumer involvement to R&D process has been key issue for success. Especially new product development has always had to anticipate the tastes and needs of the general public. This panel aims to open up a discussion between these disciplines with the purpose of searching ways to integrate marketing research and consumer focus to RE. We seek to do this by addressing, for example, following questions:

- How to reach the end-users i.e. consumers
- What kind of requirements elicitation methods are feasible for the task of uncovering the hidden needs?
 - How Marketing Science has approached these problems within New Product Development?
 - How can these disciplines aid each other and find ways to resolve the problem of developing software for wide audience end-users?

The panelists will deal with these issues and aim to provide answers on how the requirement engineering processes, especially the elicitation of requirements, should be organized. This should be a subject of interest to all practitioners aiming to develop software for wide audience end-users. When the panel discussion is complete, we hope to provide the audience, academics and practitioners alike, ideas for how to deal with the emerging field of wide audience requirements elicitation.