Erik Simmons, Intel Corporation:
A Success Story – Gaining Benefits from User-Centered Requirements Engineering

March 29, 2006 at 8:30-16:00
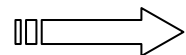
Spektri, Duo, Luna Auditorium
Metsänneidonkuja 6, Pohjois-Tapiola, Espoo
http://www.spektri.fi/ajoohje.php

This seminar gives ideas how to differentiate products within competitive markets by combining user-centered design and requirements engineering (RE). The seminar will provide answers for the following questions:

- How does Intel use the Usage Model to describe user requirements during design and development to create useful, usable, and desirable products and foster innovation?

- How can I learn to write measurable non-functional requirements in less than one hour?

- What kind of training is needed to implement user-centered requirements engineering at a company?

During the day, Erik will describe how Intel is applying Usage Models in order to develop successful platforms for new and existing opportunities worldwide. In addition, he will share lessons learned on what kind of effort and activities are needed to train practitioners to apply new requirements engineering practices within a corporation. The seminar is based on several years of activity and practical experience at Intel Corporation.

Program	Speaker
The Usage Model for Describing User Information and Product Usage • Purpose of Usage Model • Structure, components, and data	
Usage Model Deep Dive • Case studies from Intel • Q&A on usage model components and use	**Erik Simmons, Intel Corporation**
Planguage for Specifying Non-Functional Requirements • An Introduction to Planguage • Common Planguage keywords and use • Example requirements	Mr. Erik Simmons has 20 years experience in multiple aspects of software and quality engineering. He works in the Platform Quality Methods group in Intel's Corporate Quality Network. Erik is responsible for Requirements Engineering practices at Intel, and lends support to several other corporate software and product quality initiatives.
Results and Lessons Learned from Five Years of Improving RE practices • Structure of Intel's RE program and training • Keys to success • Sample results and ROI	Erik has made invited conference appearances in England, Belgium, New Zealand, Australia, and the US. He has authored papers in diverse areas including product triage, requirements engineering, and the human side of risk.

TEKNILLINEN KORKEAKOULU
TEKNISKA HÖGSKOLAN
HELSINKI UNIVERSITY OF TECHNOLOGY

Who should attend?

This seminar will be useful to everyone interested in concept design, requirements engineering and usability engineering: product managers, project managers, usability experts, quality managers, developers etc.

Price

The seminar fee is 320 € (+ 22% vat) including seminar material, lunch, and coffees.

Registration

Please, enroll by 17th March to Johanna Lehtola,
By phone: 09-451 4851
By e-mail: johanna.lehtola@tkk.fi
By web: http://www.soberit.hut.fi/core/simmons/

For more information

Please contact

Johanna Lehtola (040 – 725 2527, johanna.lehtola@tkk.fi) or
Marjo Kauppinen (050 – 3819784, marjo.kauppinen@tkk.fi) or
Laura Lehtola (09 – 451 6295, laura.lehtola@tkk.fi) or
Check the web page http://www.soberit.hut.fi/core/simmons/

The seminar is organized by the CORE project
Software Business and Engineering Institute
Helsinki University of Technology
http://www.soberit.hut.fi

TEKNILLINEN KORKEAKOULU
TEKNISKA HÖGSKOLAN
HELSINKI UNIVERSITY OF TECHNOLOGY