Data-Driven Decision-Making in Product R&D
Hello!

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...there are a lot of assumptions when questions are often answered with “we believe”, or “we think” this is what the customer wants...
Feature/Function usage of a typical system

Reported by Standish Group at XP 2002
45% of features in a typical system are never used.

That is a large number, isn’t it?
1. THE BACKGROUND

- The ‘Stairway to Heaven’ model
- HYPEX model
The ‘Stairway to Heaven’ model

All companies evolve their software development practices over time.

Typically, there is a pattern that most companies follow as their evolution path.
The ‘Stairway to Heaven’ model
Olsson et al., From Opinions to Data-Driven Software R&D (2014)
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2. My contribution(s)

- The Research Questions
- Literature Overview
- The Model
The Research Questions

**RQ1**
How can software functionality under development be continuously validated through product and customer data?

**RQ2**
What are the efficient customer feedback and product data collection and analysis practices?
Literature Review

147 papers found

13 papers selected

9 Customer feedback techniques

9 Data Collection techniques

‘customer feedback’...‘data collection’
Data Collection and Customer Feedback Techniques Model
The Next Step(s)

Validate the Model in empirical context!

- work with the companies in the collaboration (case study approach)

- interview and observe the R&D & operations teams, also product owners
The Next Step(s)

Expand the Literature review with related, and highly relevant research domains

○ requirements engineering domain
○ other relevant ones?
Thank you!

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