

Avata CPD Overview

This document provides an overview of key elements of Avata CPD and how they map to documents and artifacts that are already used by your organization.

The table below illustrates examples of various documents used in New Product Development (NPD) by different stakeholders in an organization. The types of documents used by an organization will depend on the size of the organization and processes being followed. It is also possible that the same person plays multiple roles in the NPD environment.

	Product Owner	Development Manager	Business Manager	Developer
Product Vision Document	●		●	
Market Requirement Document (MRD)	●	●	●	
Product Requirement Document (PRD)	●	●		
Release Content Document		●		●
Backlog/Sprint Content		●		●

Now let's look at fragments of a sample MRD and PRD.

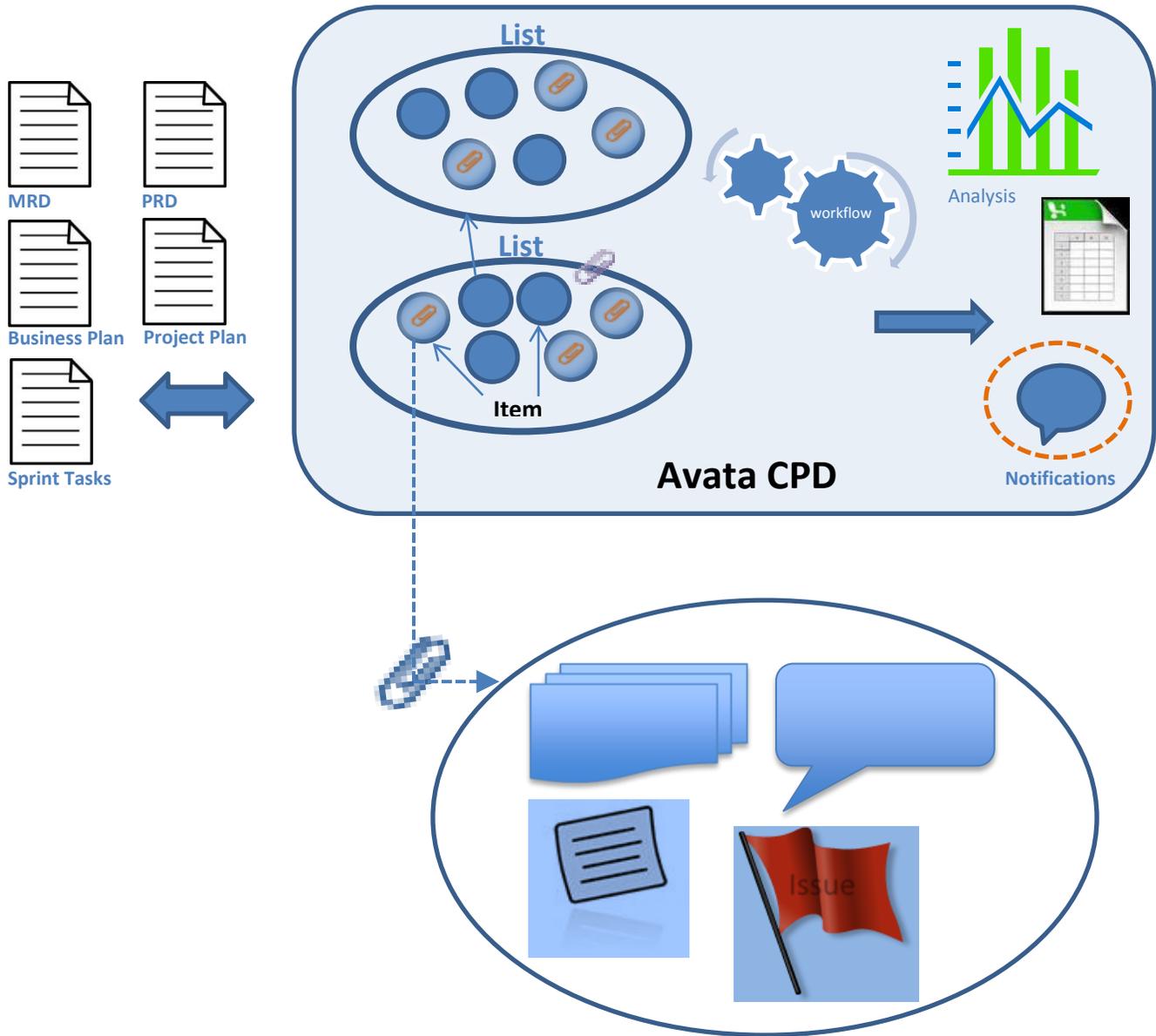
Sample MRD

1. Introduction
 - 1.1. Objective
 - 1.2. Executive Summary
2. Market Opportunity
 - 2.1. Market overview
 - 2.1.1. Target market segmentation
 - 2.1.2. Target market trends
 - 2.2. Time constraints
 - 2.3. ..
3. Market Requirements
 - 3.1. Functionality
 - 3.2. Performance
 - 3.3. Usability
 - 3.4. ..
4. Use Cases

Sample PRD

1. Introduction
 - 1.1. Document Objective
 - 1.2. Market Problem and Opportunity
 - 1.3. Product Concept
2. Product Overview
 - 2.1. Target Markets
 - 2.2. Target Customers
 - 2.3. ..
3. Product Requirements
 - 3.1. Functional Requirements
 - 3.2. Performance Requirements
 - 3.3. Reliability Requirements
 - 3.4. ..
4. Supporting Data
5. ...

At the core of these documents is a collection of items that are organized hierarchically. Each of these items is qualified with additional *attributes* such as detailed description of the market segment or the target Return on Investment. Creating and managing such collections of items is a core capability of Avata CPD. The diagram below illustrates Avata CPD's key input and outputs, as well as a conceptual view of *Lists*.



Basic Avata CPD Concepts

In Avata CPD, an *item* is made up of a set of attributes. Typical uses of an *item* are market or product Requirement, a product feature, a use case or a test requirement. A collection of items makes a hierarchical list

or simply a **List**. You can also create a collection by other means such as using filters and reports. For the purposes of this basic overview we will skip those topics. Items in a *List* can be arranged hierarchically and can have any number of attributes like Importance, Due date, Sprint Code or Projected revenue. A number of common attributes are provided out of the box, and it is easy to customize and add additional attributes that are unique to your organization’s needs. At any time, you can also, configure the **preferred view** of a *List* to arrange the relevant attributes in the order you want.

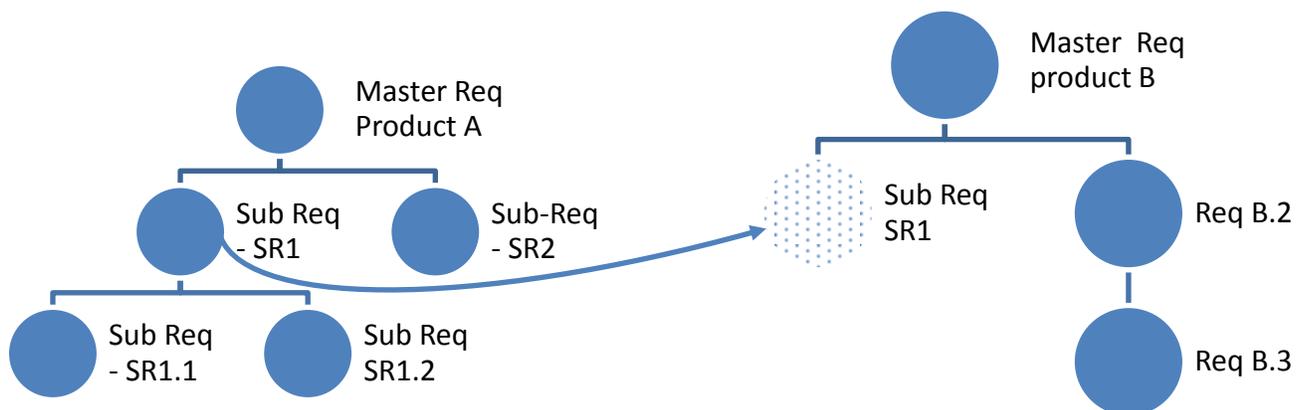
Gridview	Clip	Item Name	Importance	Status	Item Description	Effort
		Hard Drive Reqs				
1		Hard Drive Capacity			GB capacity - 1000	

Gridview	Clip	Item Name	Importance	Sprint Code	Effort	Status
		Hard Drive Reqs				
1		Hard Drive Capacity				

In the screen clips above, we have taken the *same* List and reconfigured the attributes - Item Name, Importance, Item Description, Status, Sprint Code and Effort - with just a couple of mouse clicks.

You can see how a document in a spreadsheet or Word can now be represented as a live *List*: a MRD becomes a Market Requirement List (MRL) and a PRD becomes a PRL. Avata CPD provides you with a number of templates to facilitate your creation of commonly used Lists. You may easily *clone* to make a copy of a template to get started. You may also customize a template to match your needs and share them with your colleagues to promote best practices. *Lists* in Avata CPD can be easily turned into documents – you may simply export them as Excel files or you can use the Document Generation feature to create MS Word or PDF documents that include the subset of the attributes that are relevant for that document.

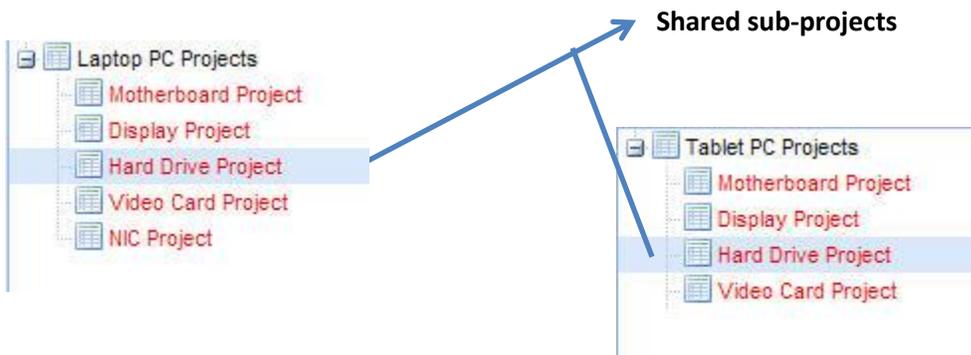
Lists are designed to facilitate re-use as well as collaboration with other functional teams and external partners. *Items* in a *list* are hierarchically arranged and an *item* can itself be another *List* resulting in a nested *List*. If you are involved in the design of complex products involving multi-disciplinary teams, development partners and/or manufacturing partners, you can take advantage of this structure where you, the project owner, can grant the various project stakeholders with appropriate access privileges based on their roles in each project.



In the above example Sub Requirements SR1 is common set of requirements that is shared across two products represented by Master Req A and Master Req B. The access privileges for SR1 can be different than that for Master Req A or B. Any changes in SR1 are instantly visible in both Lists.

An Avata List can have different facets based on the context. You can add execution-related or task-related attributes to a list and turn *items* in a *List* in to **tasks**. Examples of task related attributes are Assignee, Due Date, Effort, and Status. Some of the task attributes like Estimated start date and effort automatically *roll-up* the item (or task) hierarchy. When a List takes on an execution facet, it becomes a **project**. You can see that nested requirements and nested projects are not that different, it is just a matter of choosing a set of attributes that are relevant.

Similar to how common requirements (or sub-modules) can be shared as shown in the above diagram, *projects* can be decomposed into sub-projects. Common sub-projects can be shared across projects as shown in the screen-shots below.



We have looked at some core data elements in Avata CPD. Let's now look at how Avata CPD enables collaboration. Collaboration requires three essential ingredients:

- A group of individuals or **team** with whom you are working. As a project owner you can create *teams* consisting of individual users or other teams. As a project owner you can **share** or publish a *List* to a team, granting edit or read-only access.
- Some data of mutual interest that are being shared, which are called **attachments**: Notes, Documents, Discussions, and Issues. Any number of these attachments can be **clipped** (as in paper clip) to an *item* or a *List*. A **Note** is a simple free form text attachment. A **Document** is a versioned object that is stored in the cloud (Amazon's Simple Storage Service). An **issue** attachment allows issues that arise during various phases of NPD to be assigned and tracked. A **Discussion** is a threaded exchange.
- Alerting or notifying your colleagues of changes or updates. Avata CPD has built-in **notifications** and provides a more general **workflow** for accomplishing approval or review processes.

Avata CPD builds up on these basic ideas to provide a powerful and flexible solution for you to Define, Plan, Analyze, Execute and launch your products with the right features in the right time frame. The analysis capabilities provide you a birds' eye view of the NPD activities along with drill-down capability to status or other details of interest.

Please see **Avata CPD Help** and **Quick Start Guide** for additional information.