



Areas of Focus

Topic
A story about requirements
How do relationship factor into requirements
Hearing what hasn't been said
Understanding your focus
Experiences
Questions

A Story of Requirements



© 2016 Alaska Airlines

3

Requirements

- Certification vs Entry into Service
 - What does good look like?
- Who defines good?

© 2016 Alaska Airlines - Confidential

4

Documenting Requirements – User Stories

As a	<Actor>
I want to	
So that	
Acceptance Criteria	<Timeframes, outputs, etc.>

Business Requirements

Req #	Description	Source	Priority 0-Urgent 1-Very High 2-High 3-Medium 4-Low	Notes	Related Scoping Requirement or User Story	System(s) (Assumed, TBD in Design by IT & Vendors)
4.1.1	<Requirement>	<Business Stakeholder Name>		<Anything applicable to note for this requirement>		<If known, collaboration with IT>
4.1.2						
4.1.3						
4.1.4						

How do relationships factor into the equation

Improve Customer Satisfaction

Improve on-time departure

Decrease expense



Increase revenue

Build a better team

Value our employees

© 2016 Alaska Airlines

7

How do relationships factor into the equation

At Alaska: What 'one thing' can you do every day to give our customers a reason to keep flying on us?

Pilots: Stand at the front of the cabin and make the welcome-a-board announcement to passengers.

Flight attendants: Pay it forward by leaving the galley clean and organized — giving the next crew extra time to warmly welcome every customer on the next flight.

Customer service agents (call centers, airports and cargo): "Target the moment," by engaging with customers in new ways — working to exceed expectations and building lasting relationships with all our passengers.

Maintenance & Engineering: Provide better and more relevant information to flight crews during the aircraft "meet and greet," so they can deliver more informed communications to our customers.

All employees: Do everything within your role to ensure a safe, compliant and reliable operation. Keep costs low. Enhance our superior service, supporting efforts to make Alaska the easiest airline to fly. Compliment co-workers when you see them doing their "one thing." Promote Alaska Airlines in your community, wearing branded clothing on Fridays and talking about why you're proud to be "Alaska."



© 2016 Alaska Airlines

8

Hearing what hasn't been said

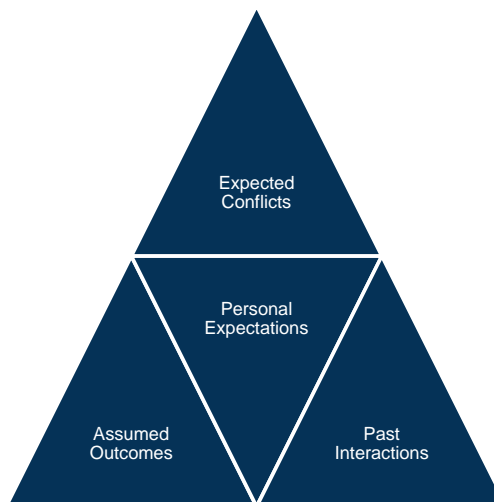


Did you ask why?

© 2016 Alaska Airlines

9

Understanding your focus and bias



© 2016 Alaska Airlines

10

Your Experience

In groups of 2-3 please discuss one roadblock you have recently faced with gathering requirements. As a team please discuss potential opportunities for resolving this issue.

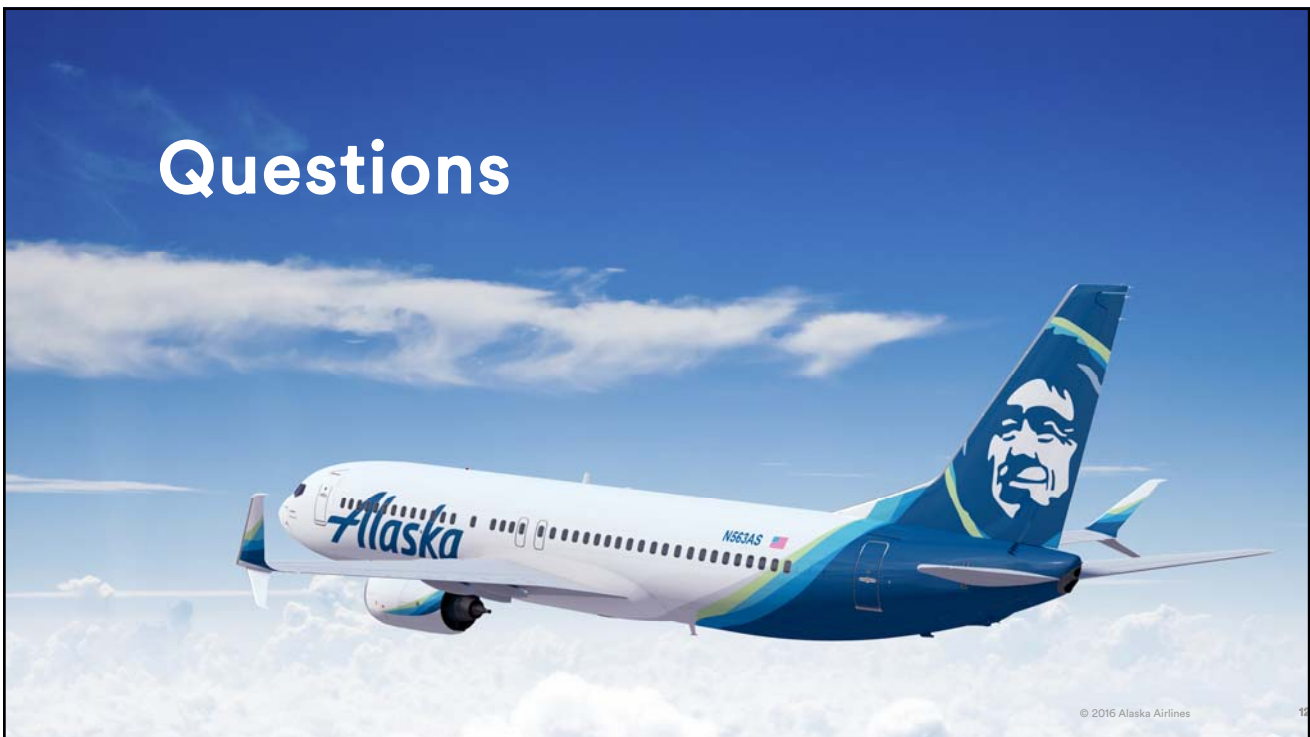
Each group will provide feedback on one situation discussed.

15 minute allocation for group discussions

© 2016 Alaska Airlines

11

Questions



© 2016 Alaska Airlines

12