SVC-FORM-01 INCOSE Service Operations Plan (ServOps Plan) Guidance

Instructions: This is a Microsoft Word version of the INCOSE Service Operations Plan (ServOps Plan). ServOps Plans are to be submitted online only. If you prefer to work offline while developing the document, below are the sections you will need to complete, with a description of the content required.

1 PROJECT NAME

State the project name.

2 PROBLEM STATEMENT

Define the concern, issue, or problem that is being addressed. Also indicate if the project is addressing a candidate INCOSE Affiliate Service.

3 TARGET AUDIENCE

Identify the target audience for the service, including domains, countries, and languages.

4 CONCEPT & PROPOSED SOLUTION

Clearly define the service concept (i.e.: DoDAF OV-1). Be sure to explain how the proposed service concept intends to solve the specified problem(s). Include a briefing of:

- how the specified problem(s) are addresses today
- other options considered and the reasoning for selecting this one

Also provide some keywords that characterize the service, for example, to help with searching.

5 INITIAL RESEARCH

Spend some reasonable time conducting exploratory research and user experience analysis which are similar or would compete with this one. Enter below any like services found, including relevant links, and if/how yours intends to differentiate. In addition, please consider:

- Intellectual Property (IP) issues you are aware of
- Possible collaborations with other professional societies

6   STAKEHOLDERS

In addition to the target audience and competitors identified above, identify key groups/individuals/organizations that will be impacted by the service. Please consider INCOSE internal stakeholders (e.g. IT, MarCom, TechOps, INCOSE Local Chapter(s), etc.) and stakeholders external to INCOSE (e.g. publisher, contractor, authorities, etc.). Whenever possible, plan to include them in milestone reviews (see section 14).

7   SERVICE DISTRIBUTION APPROACH

Describe the plan for how the service will be available for users.

8   SERVICE OPERATIONS

Describe the plan for any staff members, curation, and future agile development releases.

9   MAINTENANCE APPROACH

Describe the plan for maintaining the service over time. For documents, consider yearly reviews of obsolete references. For software, consider monthly updates to correct for bugs reported by customers. For webinars, consider yearly checks for obsolete references, branding, etc.

10   RETIREMENT CRITERIA

Describe any retirement criteria that will be used to review the material over time, for example, for continued relevance or applicability.

11   TEAM MEMBERS

11.1   TEAM LEADER

Identify the key person or team members responsible for leading, planning, and executing the project. The team leader / leadership team must be an individual INCOSE member. In the online form, begin typing the individual's last name or e-mail and allow the tool to identify the candidate for you.

11.2   CONTENT CONTRIBUTORS

Identify the team members that will contribute content to the service and describe each team member's responsibilities for the service. All content contributors must be individual INCOSE members *or* representatives from another organization with whom INCOSE has a related official agreement. Content contributors must be considered subject matter experts.

It is acceptable to list groups (e.g. members of Service Operations, WG XYZ, INCOSE Fellows, etc.) for the initial submission. If you use this option, provide a target date when specific named individuals will be identified.

11.3 INDEPENDENT REVIEWERS

Identify the team members that will review (peer review & senior review team) content and describe each team member's responsibilities for the service. All reviewers must be individual INCOSE members *or* representatives from another organization with whom INCOSE has a related official agreement. Reviewers must be considered subject matter experts. Reviewers must be independent, i.e., content contributors cannot review their own content.

It is acceptable to list groups (e.g. members of Service Operations, WG XYZ, INCOSE Fellows, etc.) for the initial submission. If you use this option, provide a target date when specific named individuals will be identified.

11.4 CORE TEAM MEMBERS

Identify any other team members to which the team leader plans to delegate key responsibilities and describe each team member's responsibilities for the project.

It is acceptable to list groups (e.g. members of Service Operations, WG XYZ, INCOSE Fellows, etc.) for the initial submission. If you use this option, provide a target date when specific named individuals will be identified.

12 PROJECT ASSUMPTIONS

List assumptions for the project.

13 PROJECT STRATEGIES/APPROACH

Describe the overall approach that will be employed, for example: expectations, constraints, interfaces, duration and number of sprints, and operational conditions. Identify any special considerations, such as working on the service with assistance from another society.

14 MILESTONES & ACTION PLAN

Specify the expected milestones to be met, tasks to be accomplished, and planned completion dates. At a minimum, the following milestones must be addressed. Note that required milestones may be combined. Required INCOSE process reviewers are in parentheses, more can be added.

1. Initial Acceptance of Service Operations Plan (Deputy Services Director). This includes Intellectual Property Review, Quality Review of Review Process, IT & Distribution Review, Branding, Marketing, & Commercialization Review, and Service Operations Process Review)

2. Service Prototype Build(s)

3. Final Acceptance of Service Operations Plan (Deputy Services Director)

4. Prototype / Minimum Viable Service Verification & Validation shall include Intellectual Property Review, Quality Review of Review Process, IT & Distribution Review, Branding, Marketing, & Commercialization Review, and Service Operations Process Review

5. Final Service Release Review (Services Director)

6. Periodic Reviews for Operations, Maintenance, Obsolescence, Improvement, and Retirement Assessment (e.g., yearly)

Notes:

1. During project planning, the author of the Service Operations Plan should check with each reviewer individually to determine how much review time will be required and account for this review time in the project schedule.

2. If you are using a project management tool, an export or screenshot providing the information required above is sufficient.

3. If, in the course of execution, you experience fundamental changes to the schedule, please update your Service Operations Plan and resubmit.

15 BUSINESS MODEL

Identifies the services for the business plan, including its identified target market, and any anticipated expenses by answering the following questions:

- Who's your target customer?
- What customer problem or challenge do you solve?
- What value do you deliver?
- How will you reach, acquire, and keep customers?
- How will you define and differentiate your offering?
- How will you generate revenue?
- What's your cost structure?
- What's your profit margin?

Consider using a business model canvas, expected revenues and expenses spreadsheet, and / or business model use cases.

16 REQUIRED RESOURCES (INCLUDING VOLUNTEER TIME AND BUDGET)

Estimate how much volunteer time will be required for the service, define the estimated development budget, and define the estimated production budget.

Also describe any investments that INCOSE may have to provide to develop, publish, and deploy the results of the project. Identify any special resources needed from INCOSE, for example, IT.

17 COMMUNICATION OF PROJECT STATUS AND RISKS

Identify the potential risks and explain the plan for communicating project status and risks, including the intended frequency and method of communication. Note that status updates must be provided for the International Workshop and for the International Symposium.

Status updates shall describe progress relative to the project plan, anticipated risks, and the status of any risk mitigation activities. Current activities and resource usage may also be included.

18 LAUNCH AND EXPECTED COMPLETION

Use the calendars provided to identify the date the product effort will begin, and the expected completion date.

This completes the required content of the online form.