



## Architecture

### Streamlined FBL for Minimal Waste

Ford planned to develop a Lincoln owner's app for the China market. WPIC was called in to execute a define phase for refining the high-level business requirements and user experience and to create detailed functional requirements for the app.

The functionality was complex and included a vehicle finder, customer support, dealer locator, news, roadside assistance, owner's manual, vehicle service, customer account management, and remote functions. The complexity of this project required an in-depth and technical define phase.

A project charter was developed to outline procedures to reduce risk and avoid issues. Risk and issue logs, a change request log and a communication plan were set up by WPIC to help manage communications between a large and diverse stakeholder group.

The functional build list (FBL) document was produced which listed all functional elements needed to produce the app, as well as estimates for the development and/or configuration effort required. Ford could then confidently plan resources, set timelines and develop marketing strategies.

