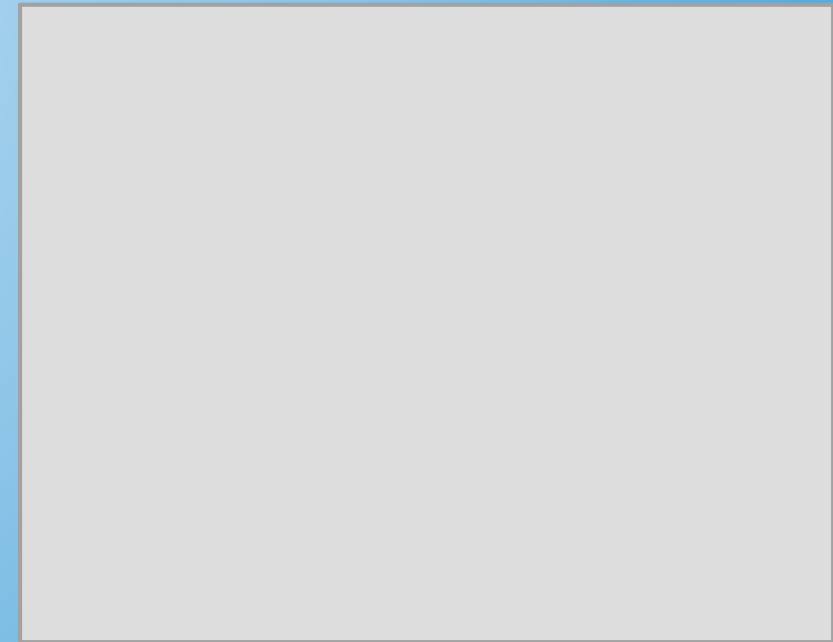




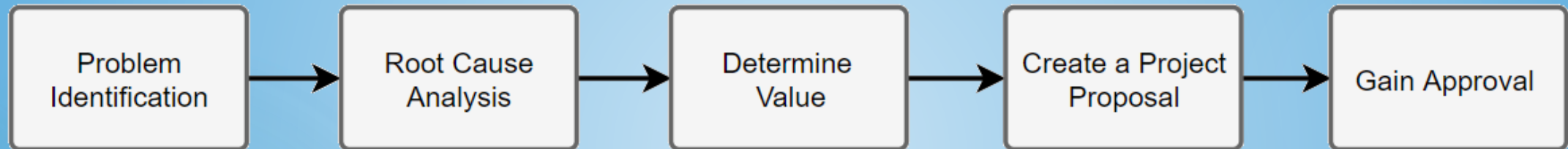
Identify and Define the Problem





The BA Guide's

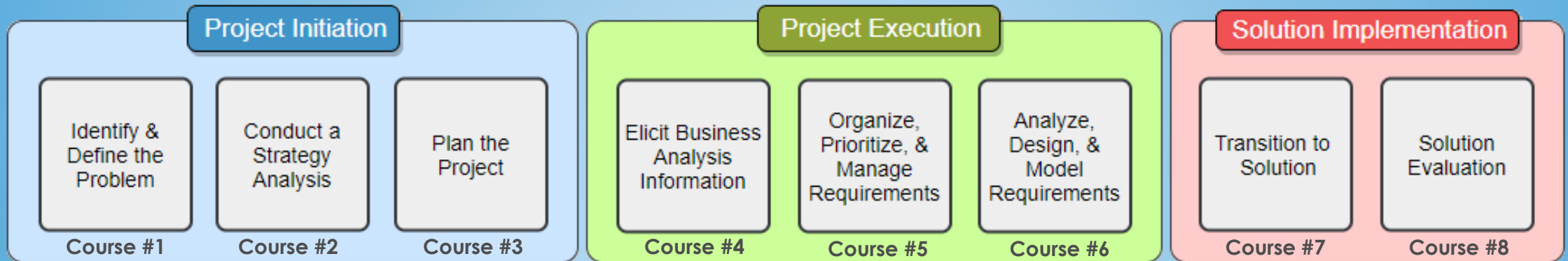
Identify and Define Process





The BA Guide's

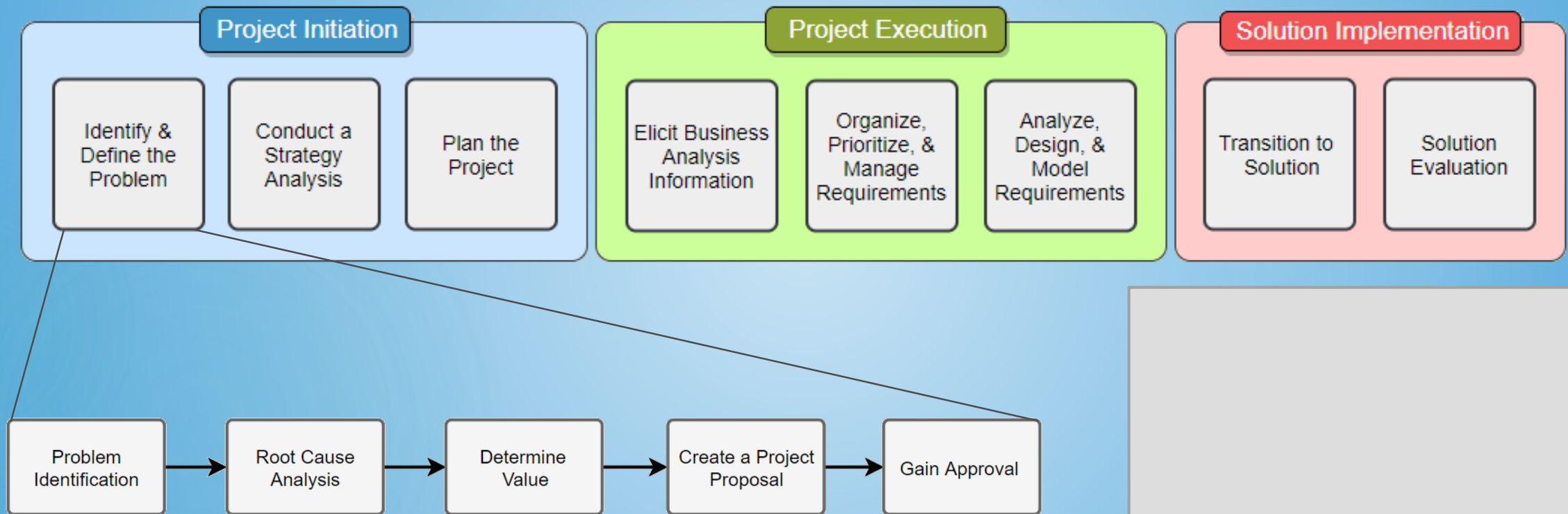
Business Analysis Process





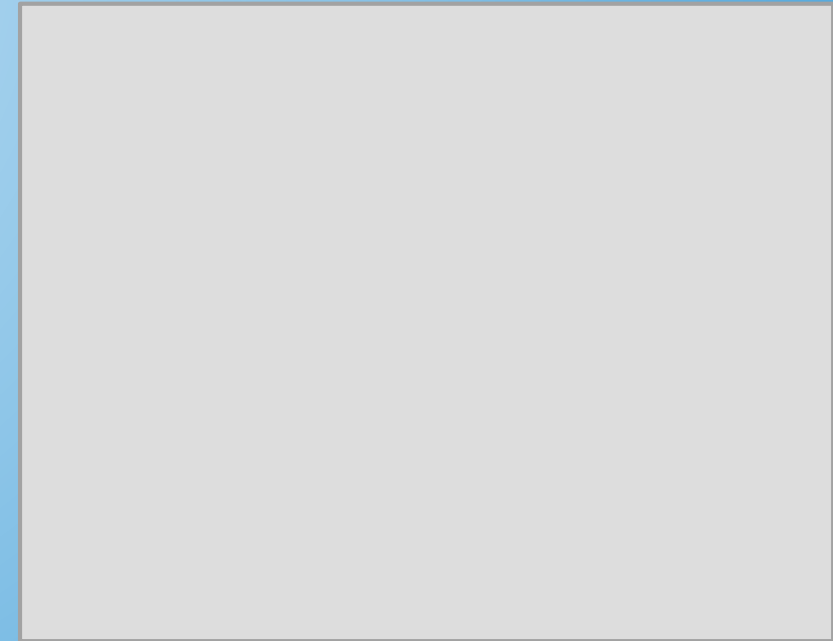
The BA Guide's

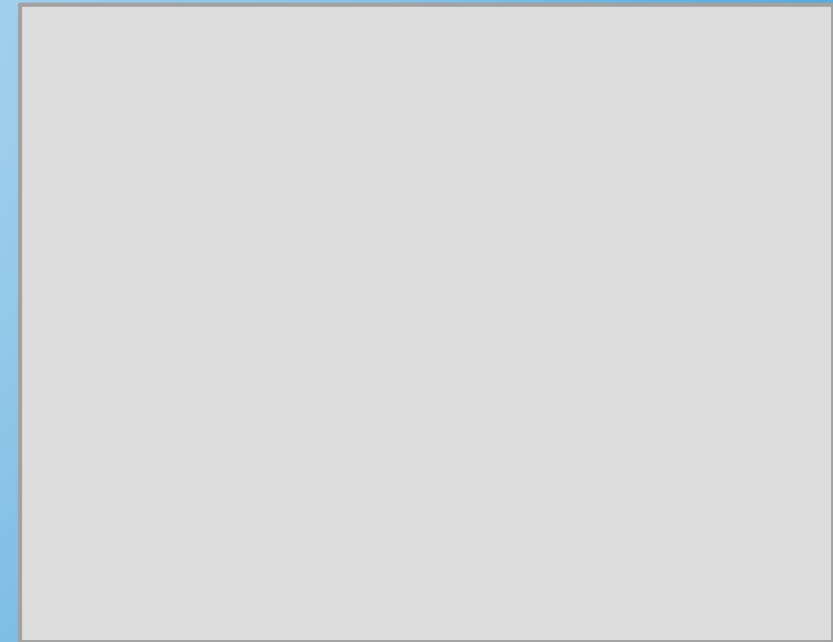
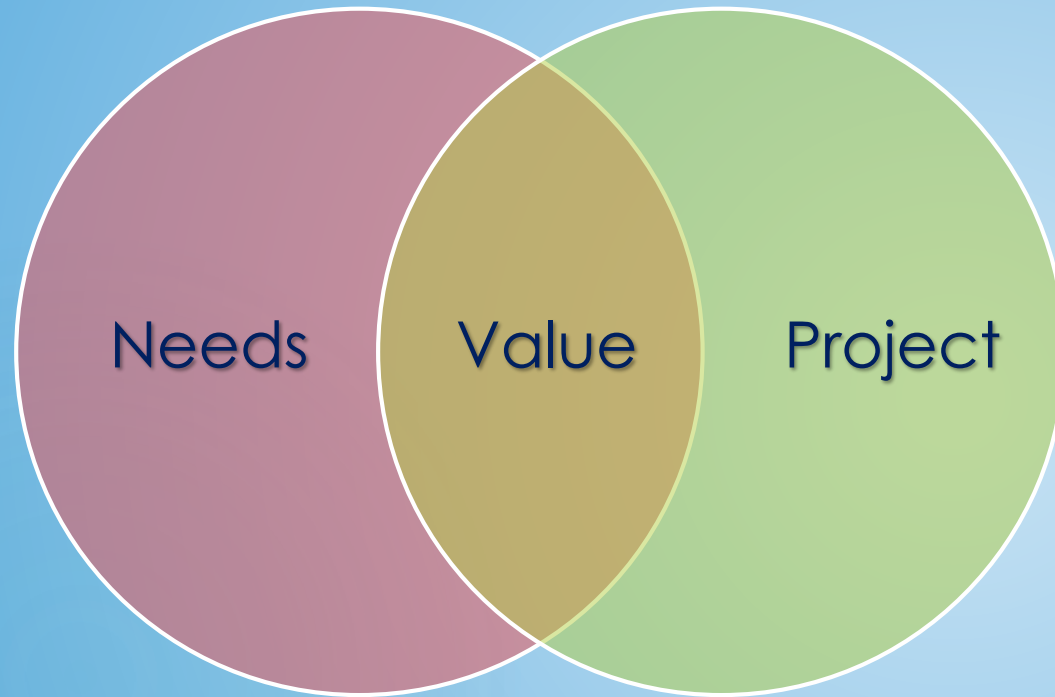
Business Analysis Process





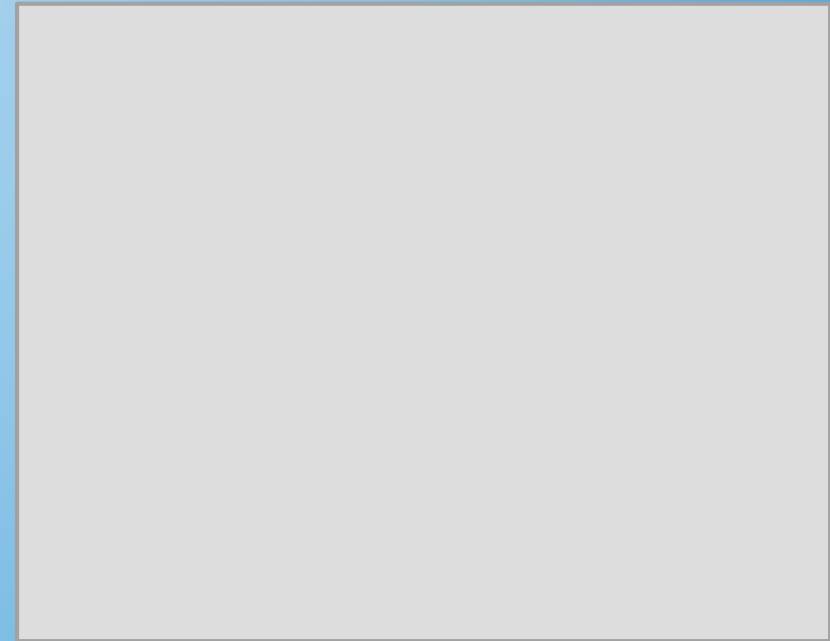
Identify and Define the Problem







Value

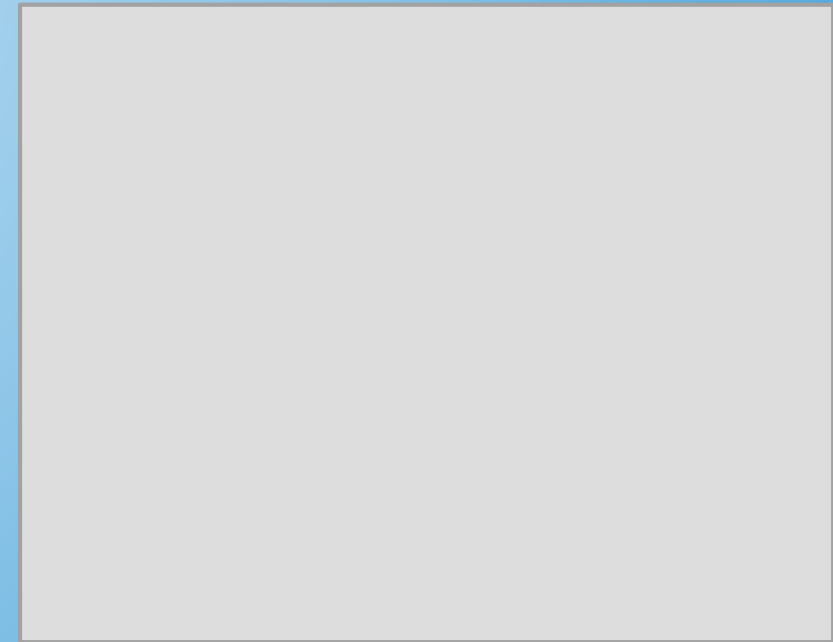




Needs

Project

Value

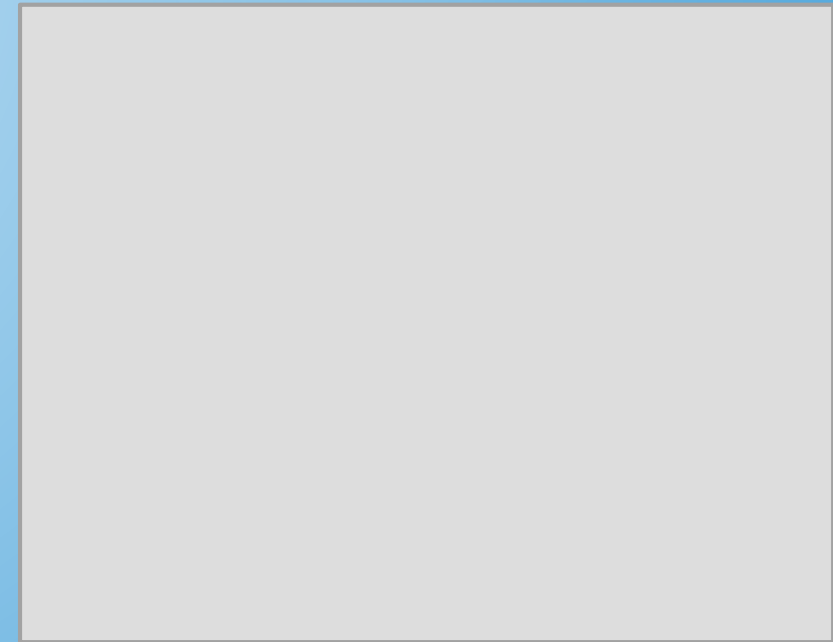




 Needs

Project

Value



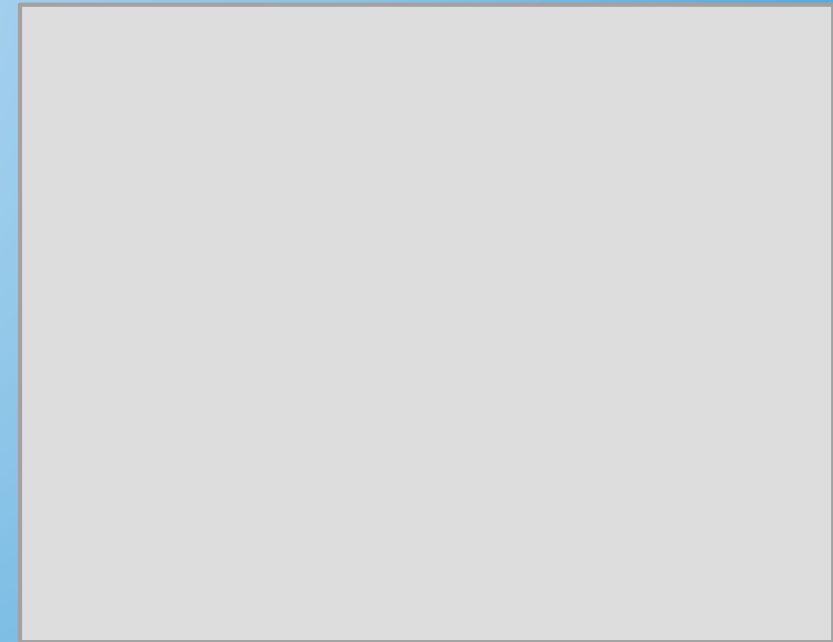


Needs



Project

Value

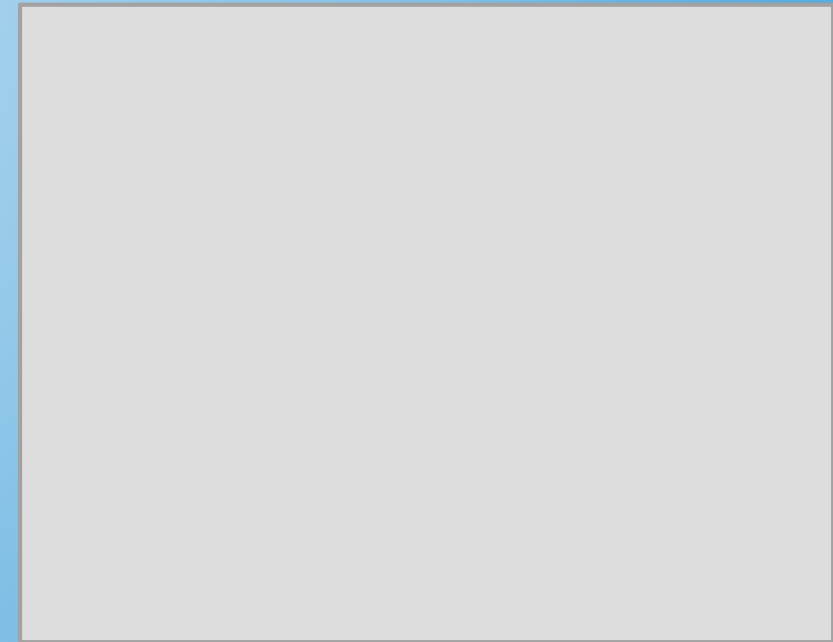




Needs

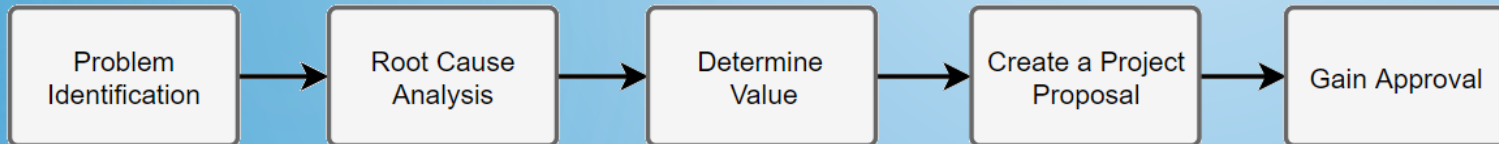
Project

 Value



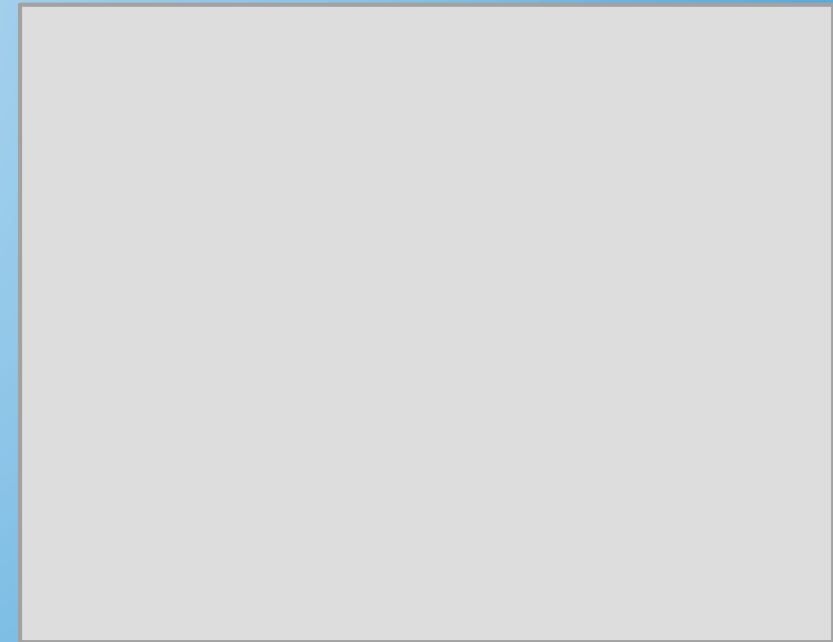


THE END GOAL





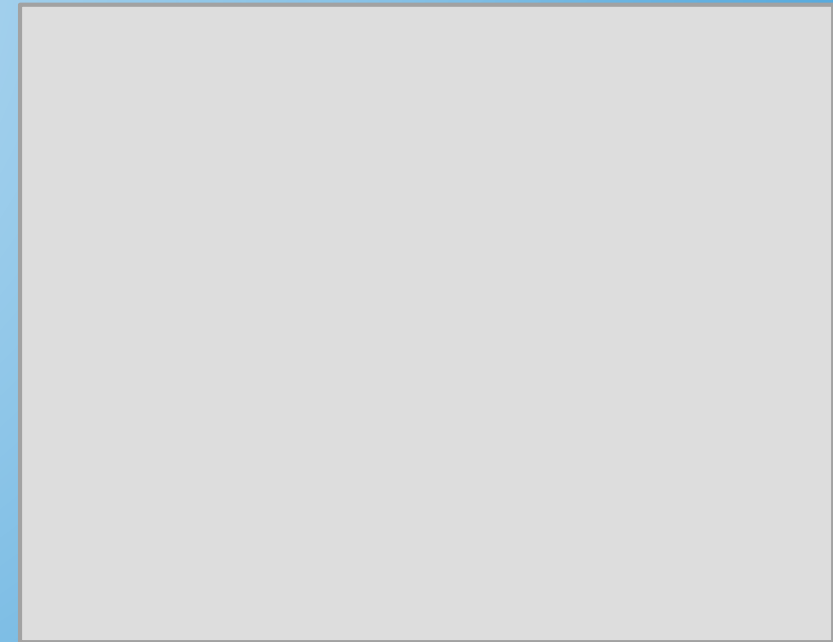
What problem are we solving?





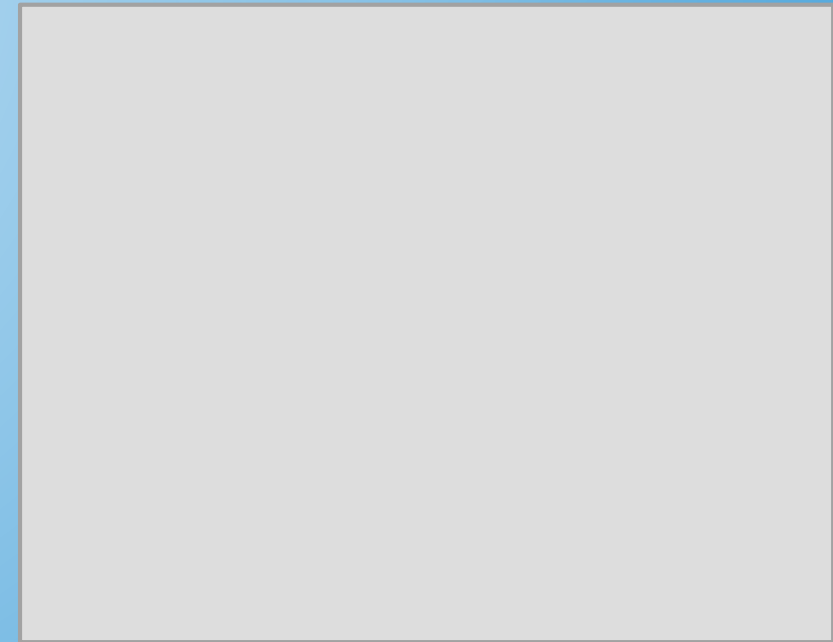
Initiation

- ▶ Organization
- ▶ Self-Initiated



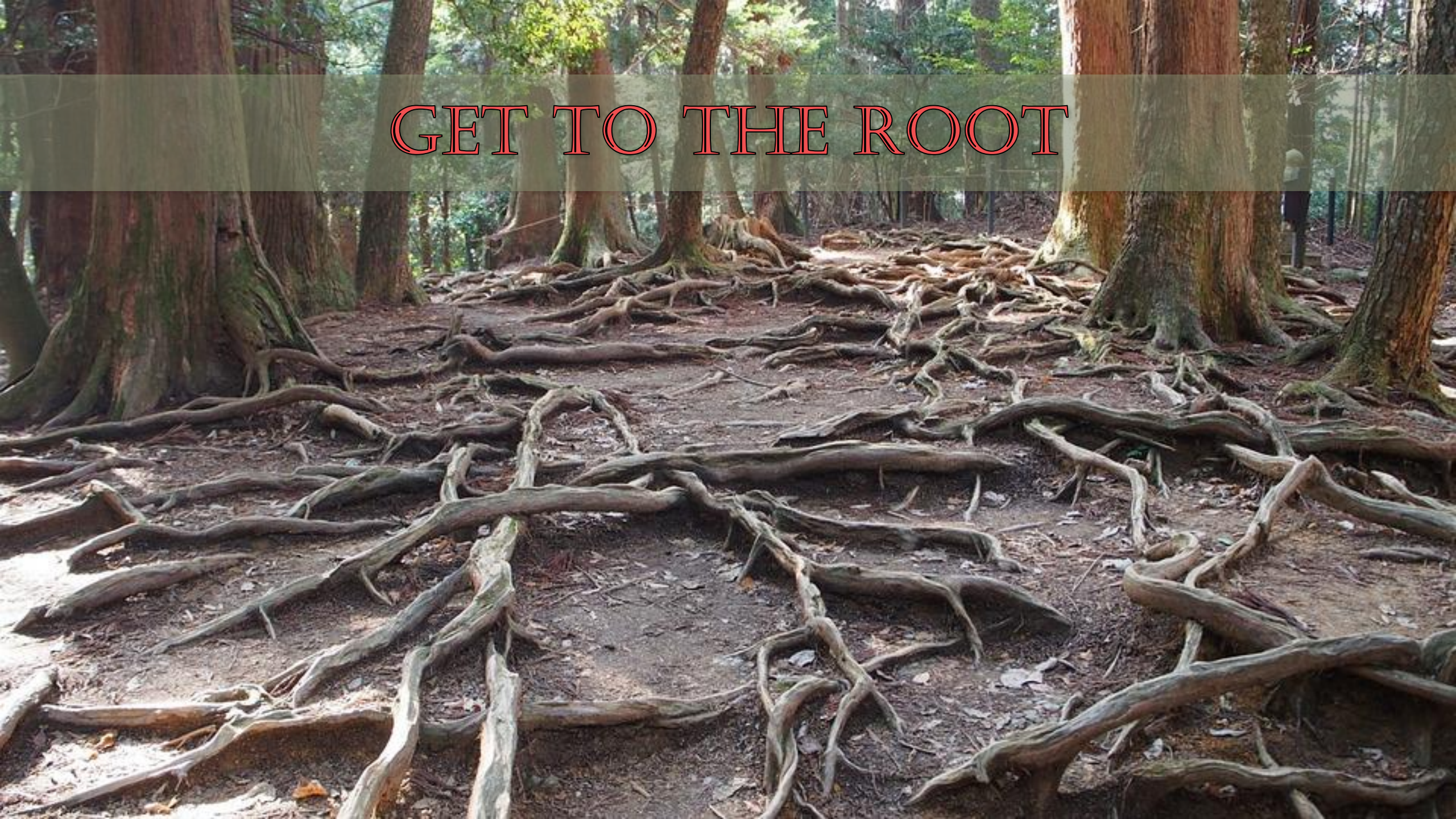


What problem are we solving?





GET TO THE ROOT

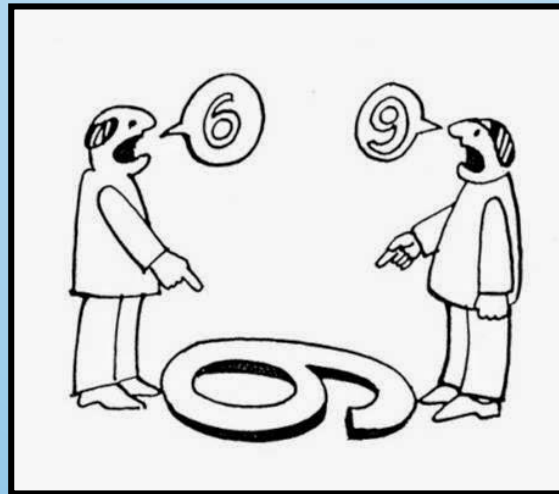
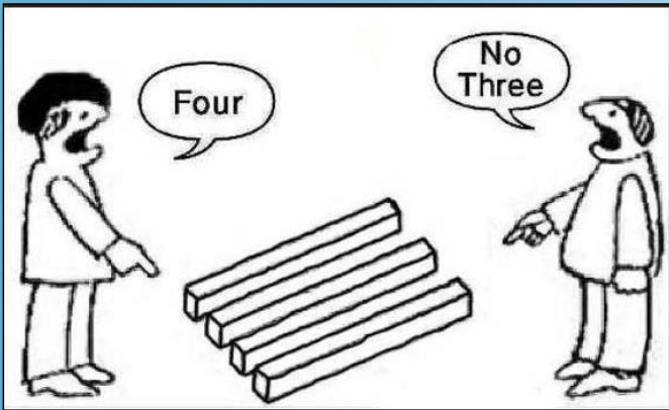




Observation



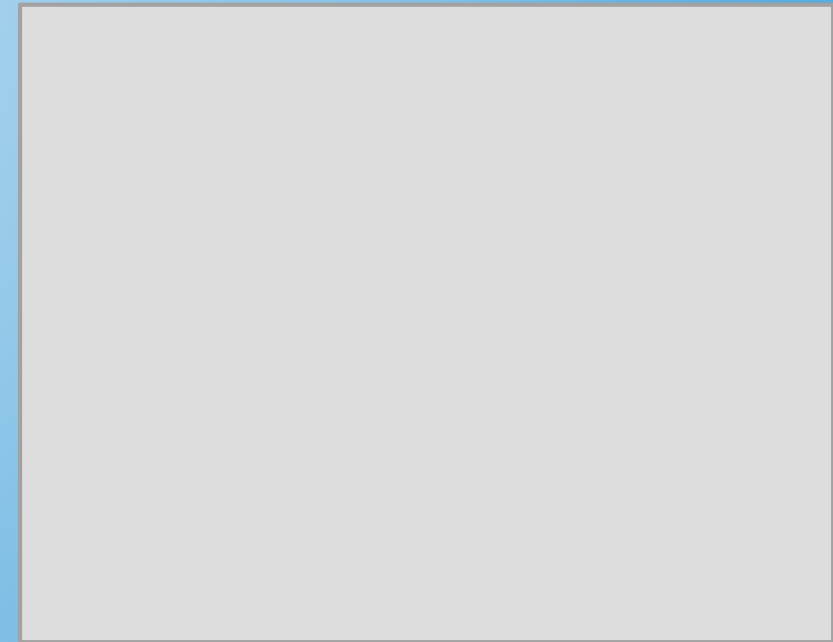
Observation





Observation

Mini-Activity



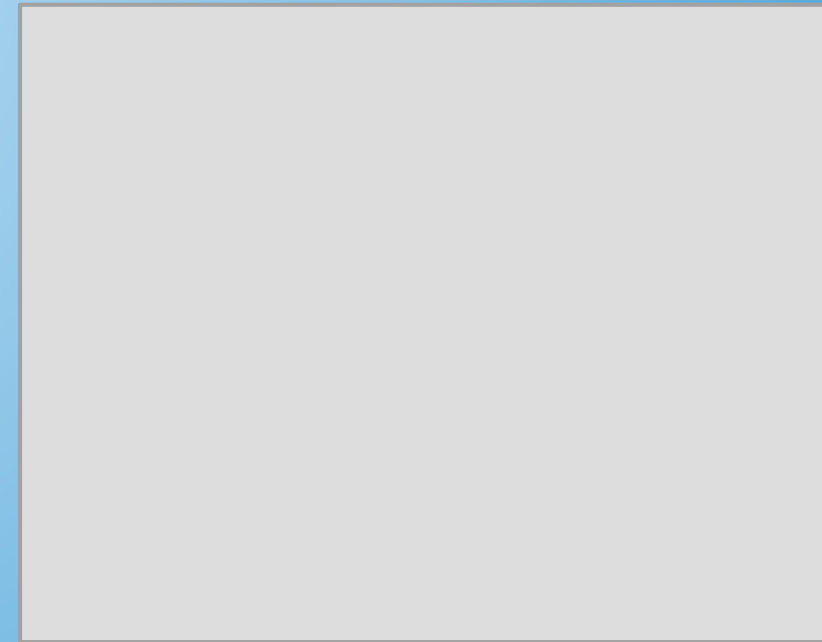


Observation

Active

Passive

Participatory





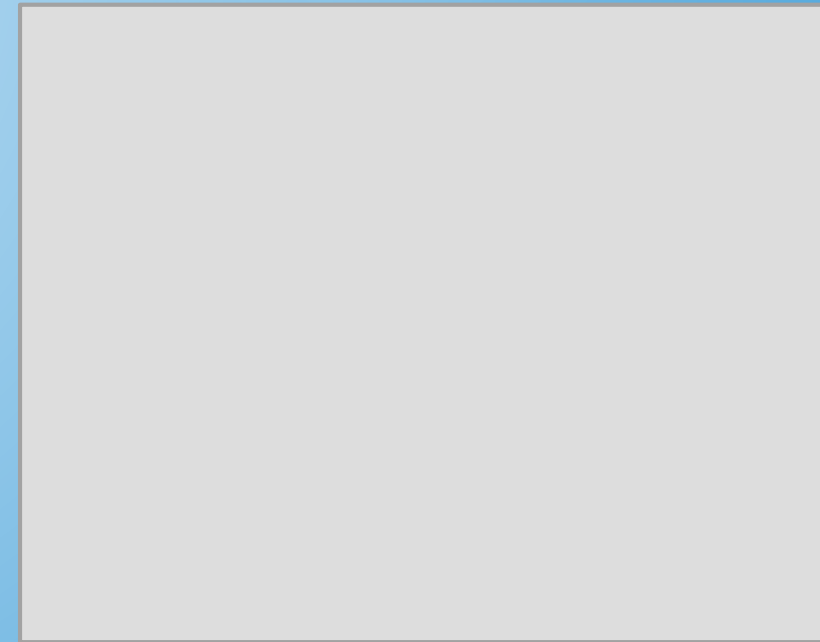
Observation



Active

Passive

Participatory





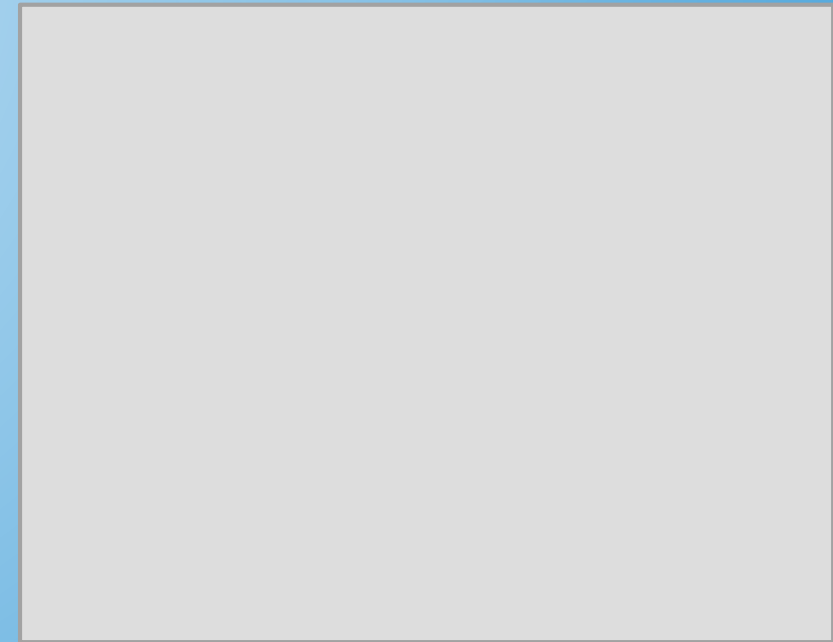
Observation

Active



Passive

Participatory





Observation

Active

Passive

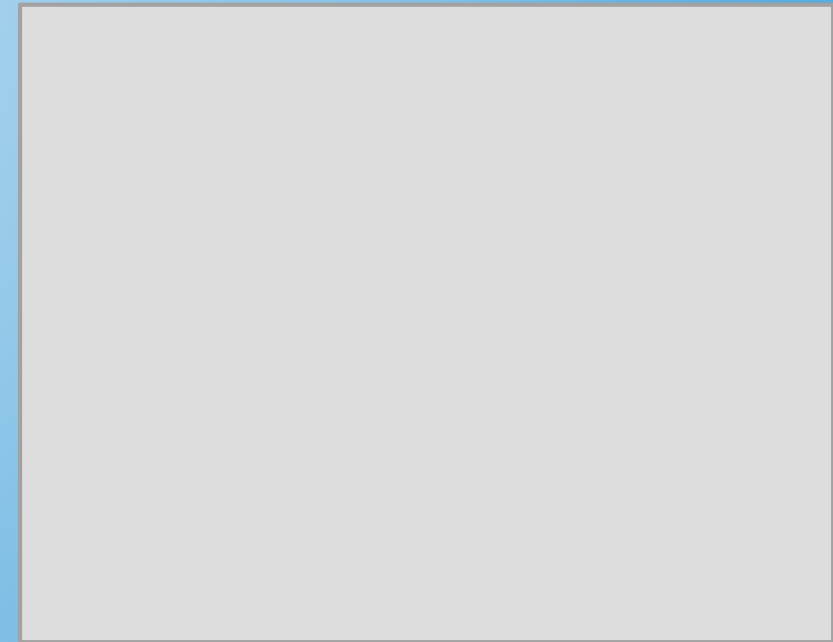


Participatory



Observation

“What are you looking for?”





Observation

Planning:

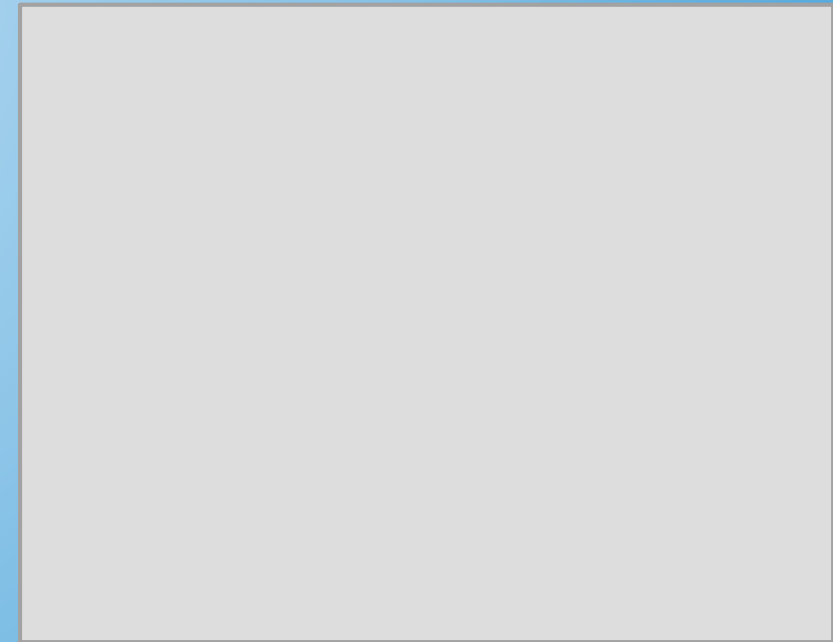




Observation



Day of Observation



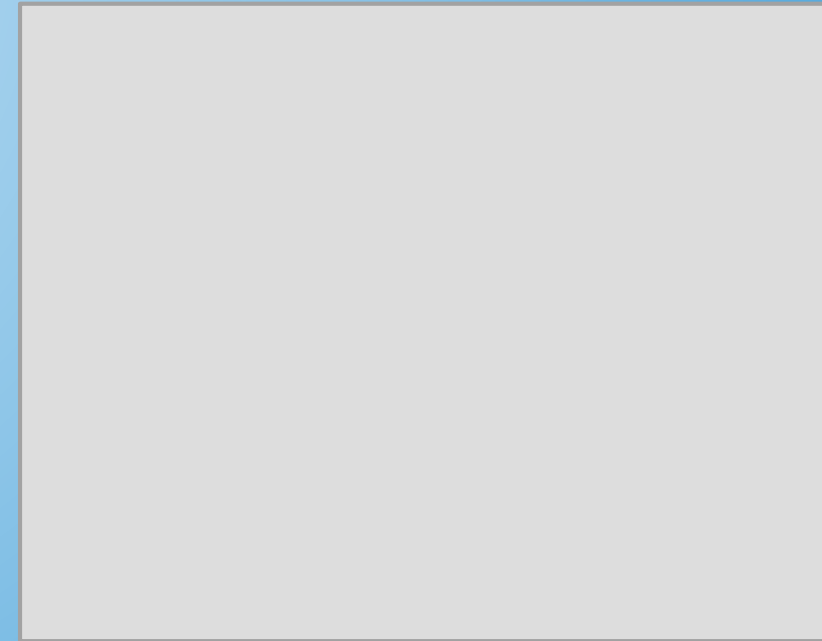


Interviews



Interviews

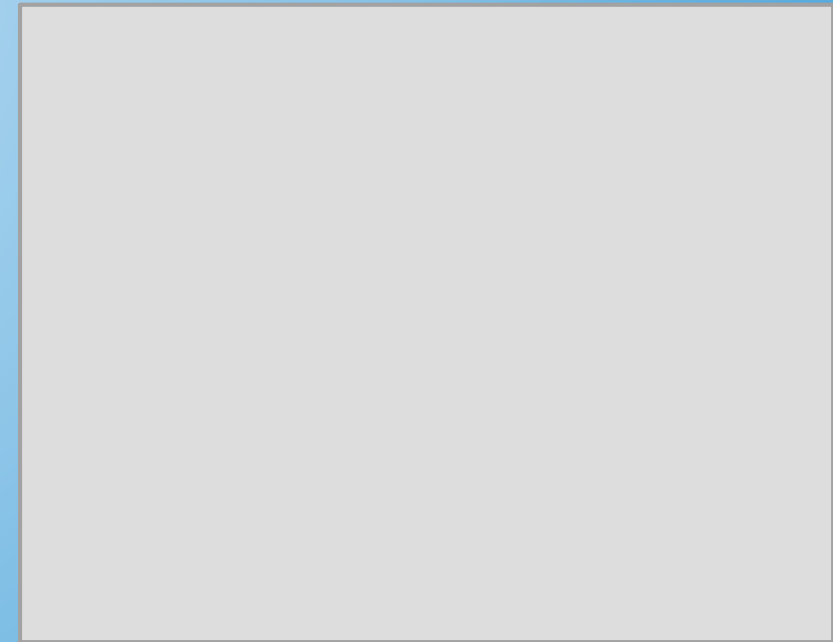
Benefits





Interviews

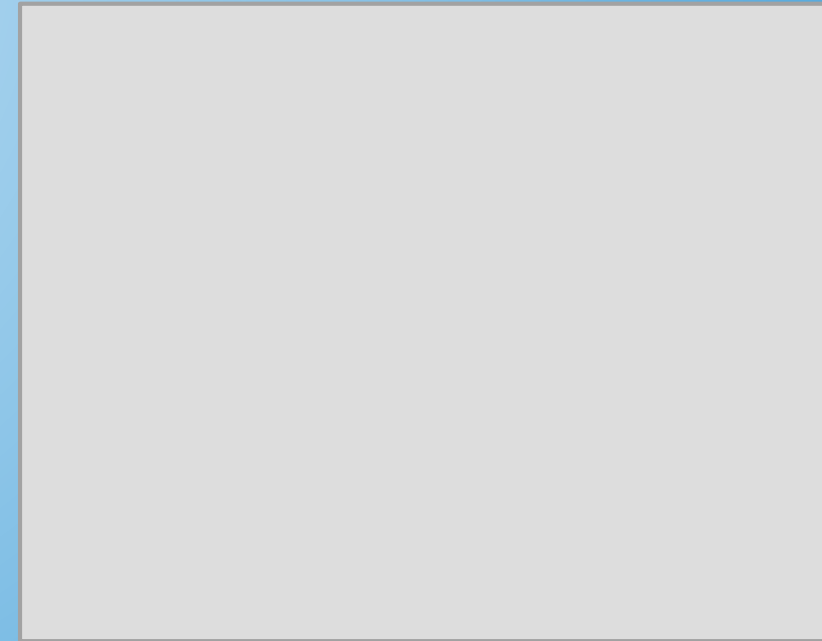
Cautions





Interviews

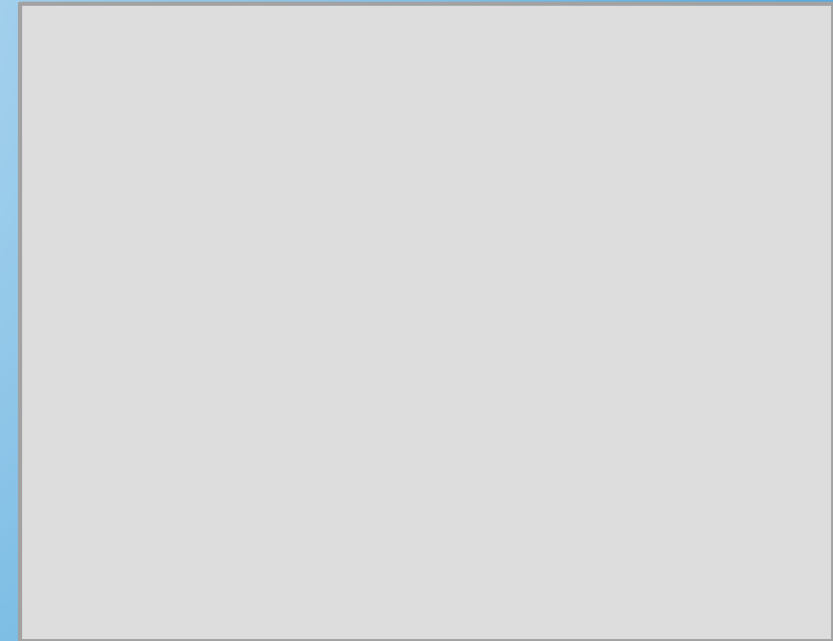
Types of Interviews





Interviews

Planning:





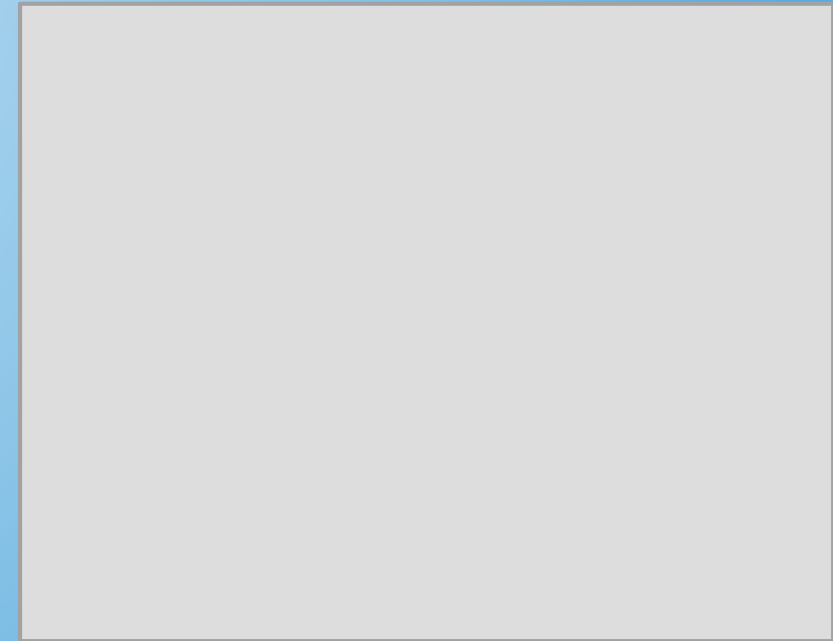
Interviews

Questions

Time Allocation

Record?

Location





Interviews

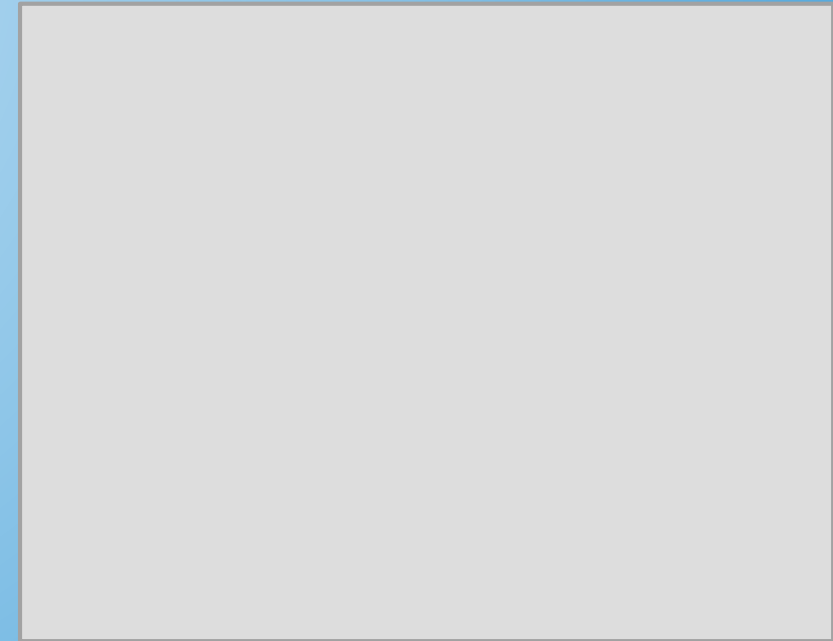


Questions

Time Allocation

Record?

Location





Interviews



Questions

Time Allocation

Record?

Location

- How...
- Give...
- Tell...
- Why...
- Describe...
- Who...
- Where...
- When...
- Explain...
- What...



Interviews

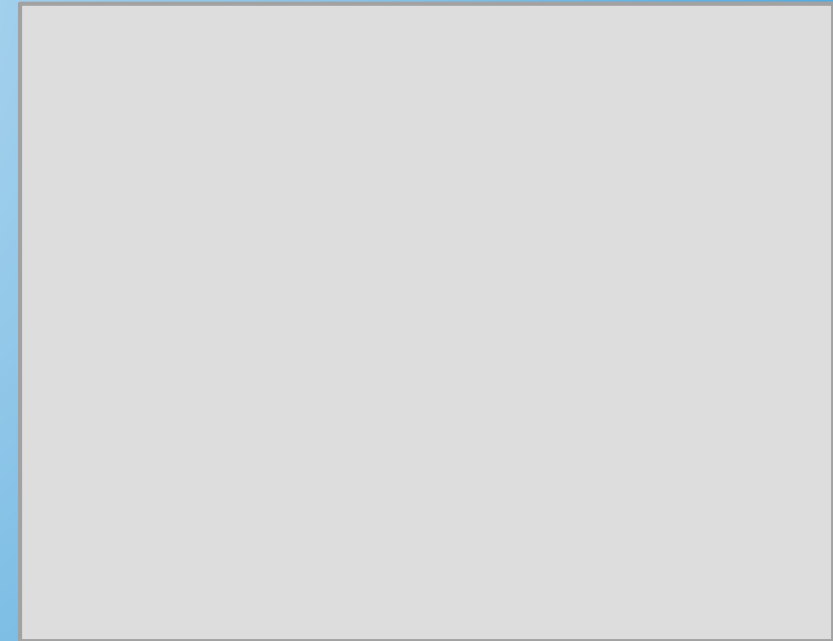
Questions



Time Allocation

Record?

Location





Interviews

Interview

Addl Time

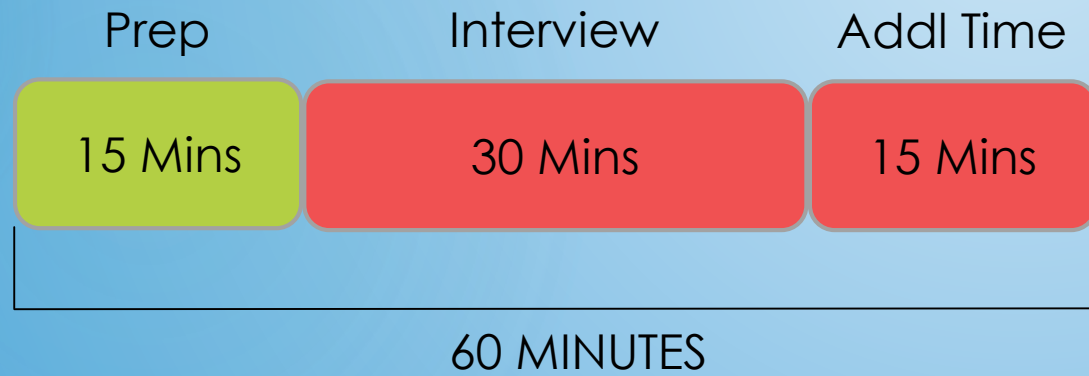
30 Mins

15 Mins

45 MINUTES

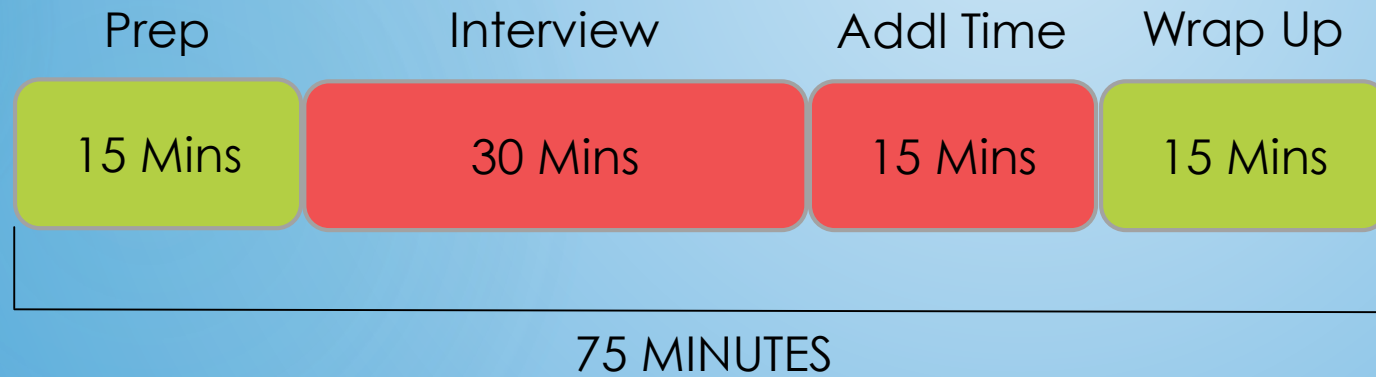


Interviews





Interviews





Interviews

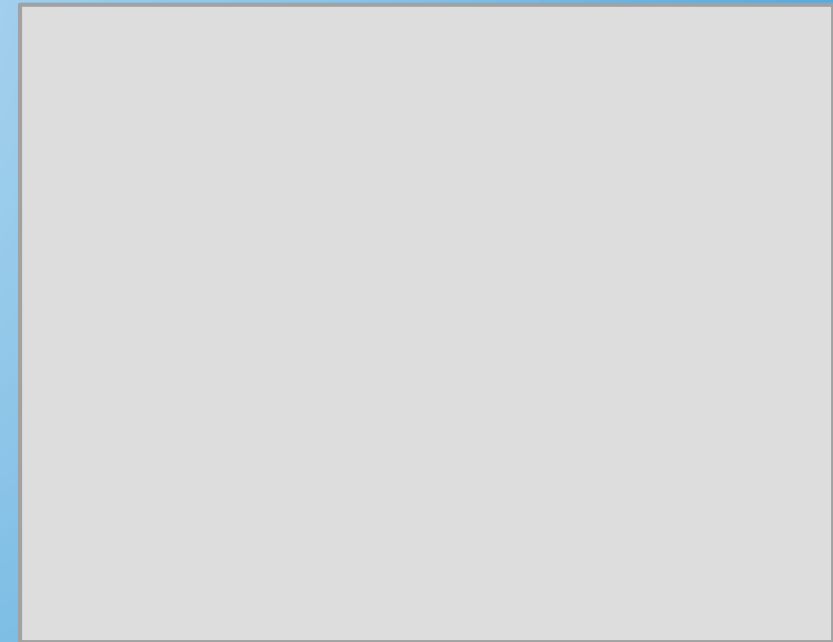
Questions

Time Allocation



Record?

Location





Interviews

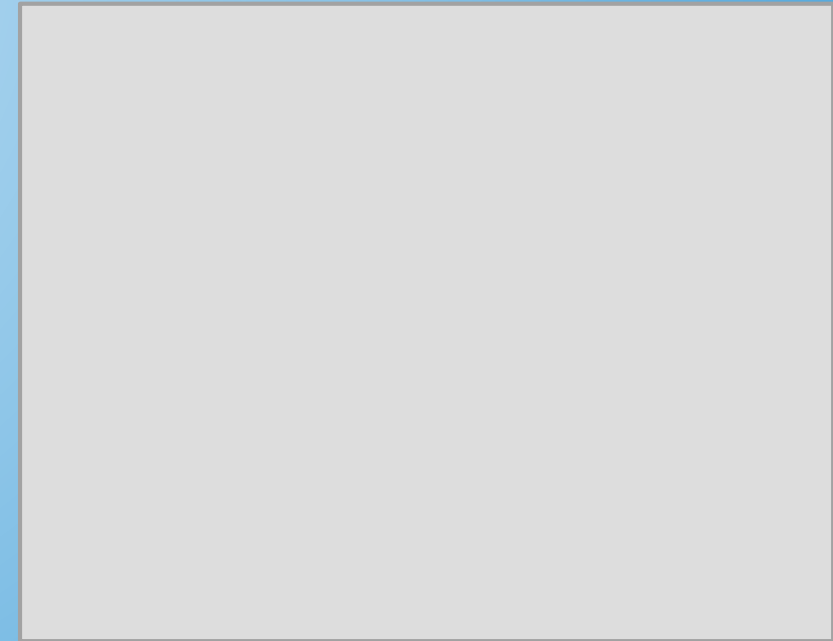
Questions

Time Allocation

Record?



Location





Interviews



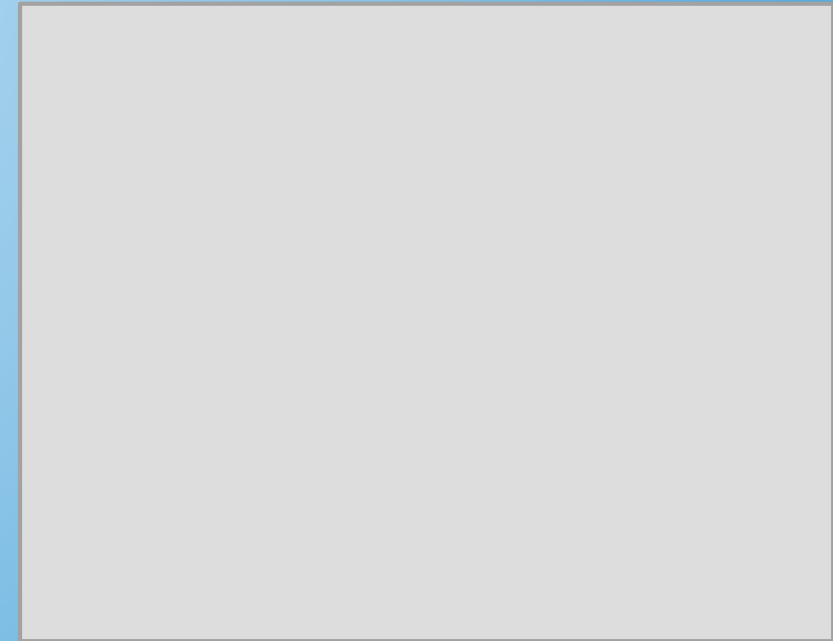
Their
Office



Conference
Room



Their
Workspace





Interviews



Video
Conference

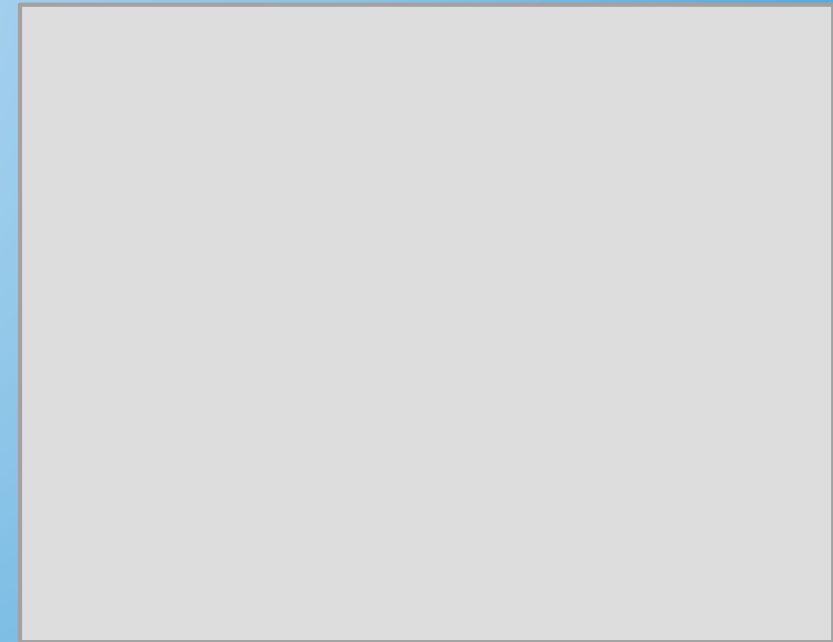
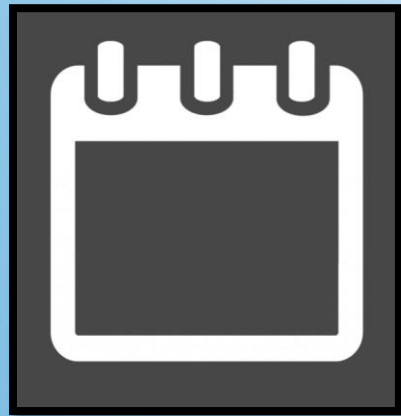


Over
Phone



Interviews

Finalize the Preparation



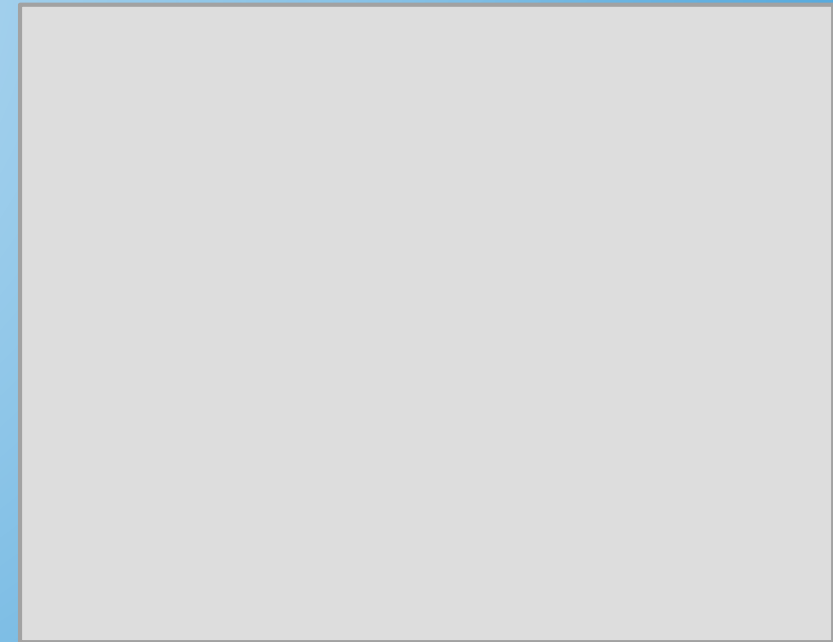


Interviews

Before the Interview

Conducting the Interview

After the Interview





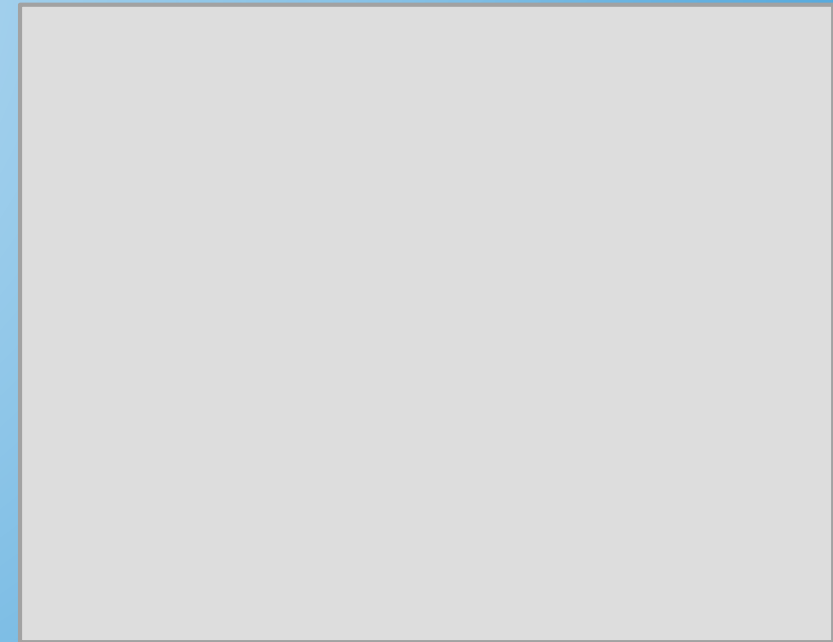
Interviews



Before the Interview

Conducting the Interview

After the Interview





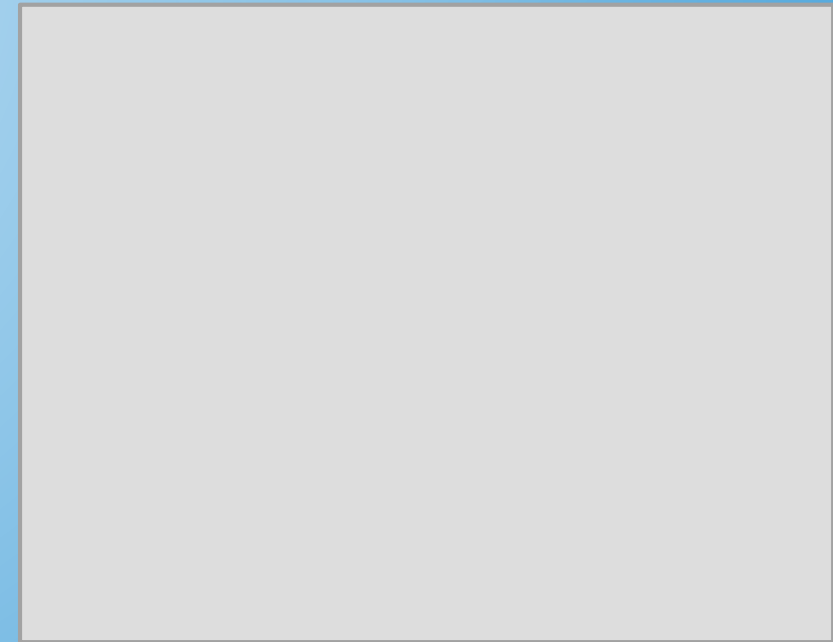
Interviews

Before the Interview



Conducting the Interview

After the Interview





Interviews

Conducting the Interview

- ▶ Stage 1 – Gain Rapport
- ▶ Stage 2 – Elicit Information
- ▶ Stage 3 – Conclude Interview



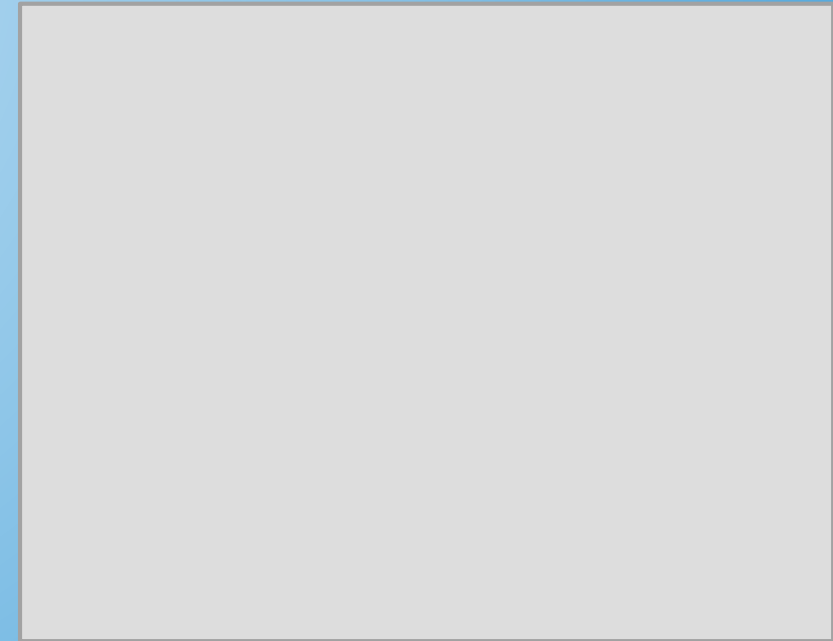
Interviews

Before the Interview

Conducting the Interview

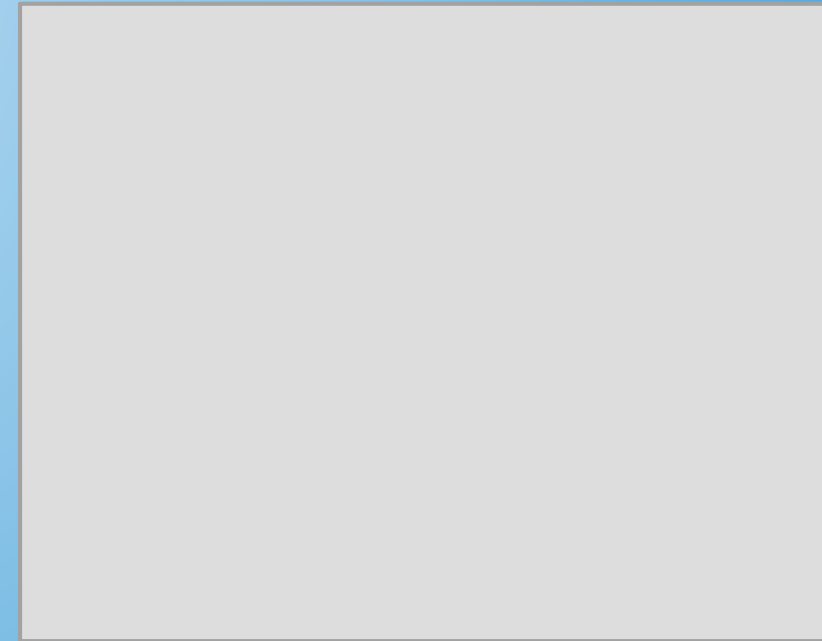


After the Interview





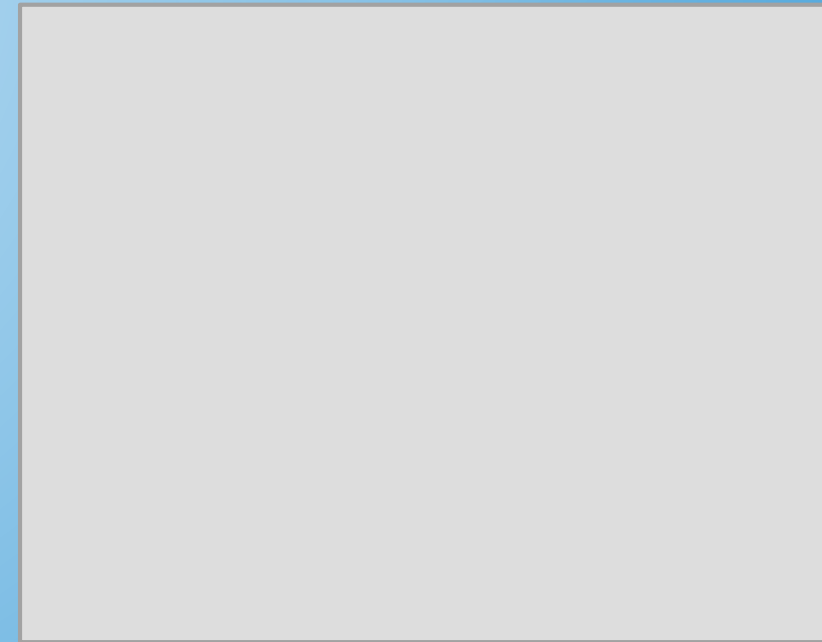
Survey / Questionnaire





Survey / Questionnaire

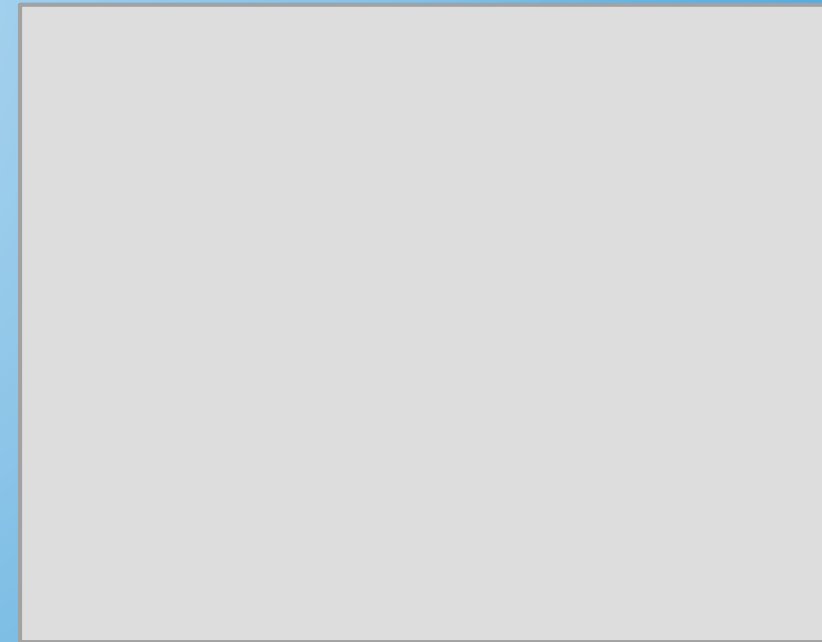
Benefits





Survey / Questionnaire

Cautions



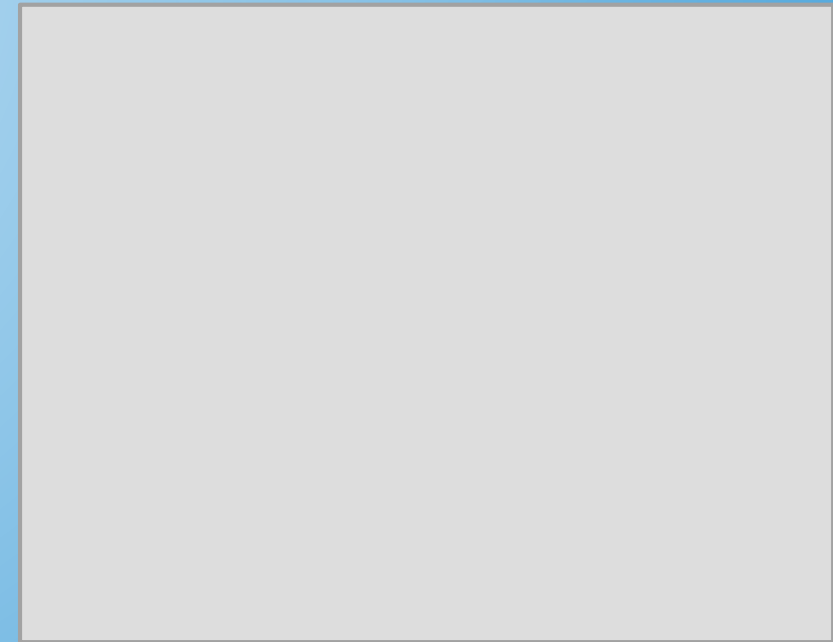


Survey / Questionnaire

Open-ended questions

VS

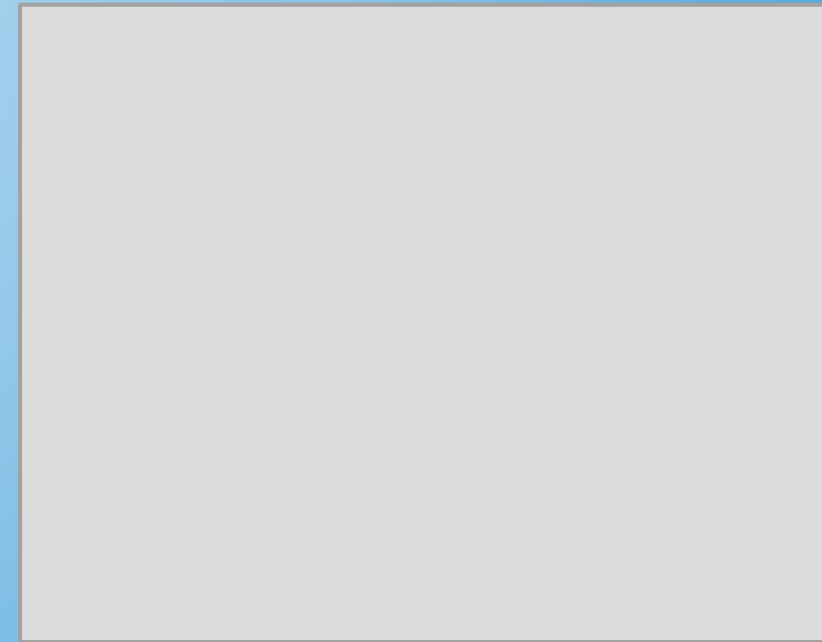
Closed-ended questions





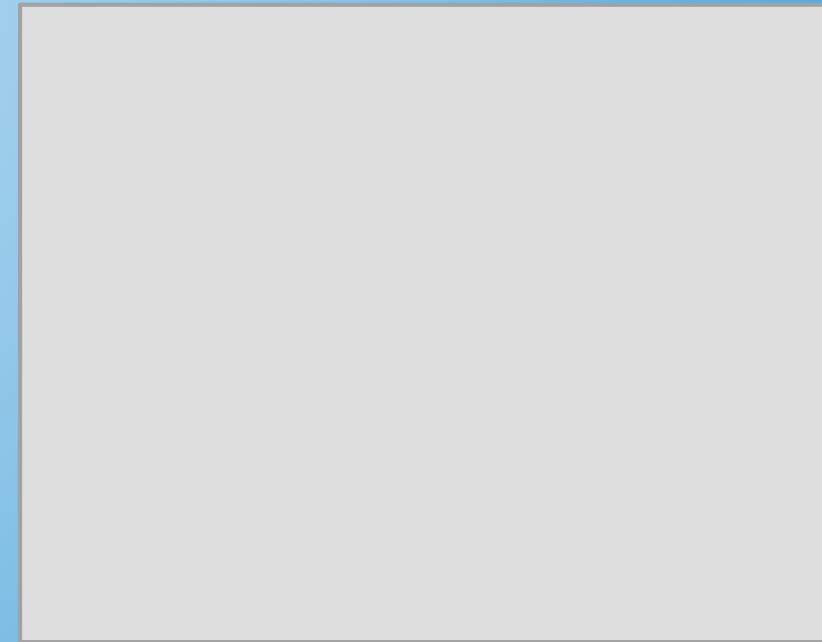
Survey / Questionnaire

Overcoming the Challenges





Survey / Questionnaire





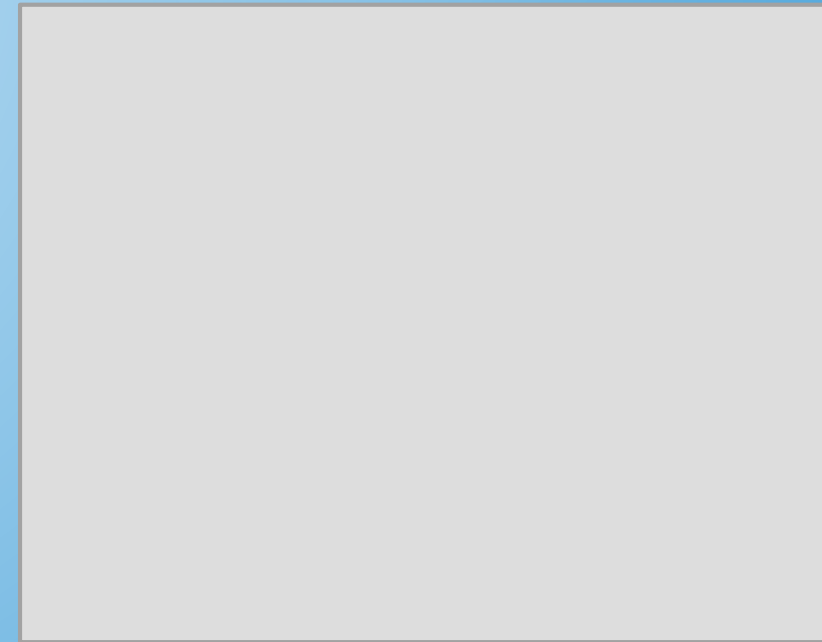
Survey / Questionnaire

Objective

Who

Questions

Deadline





Survey / Questionnaire

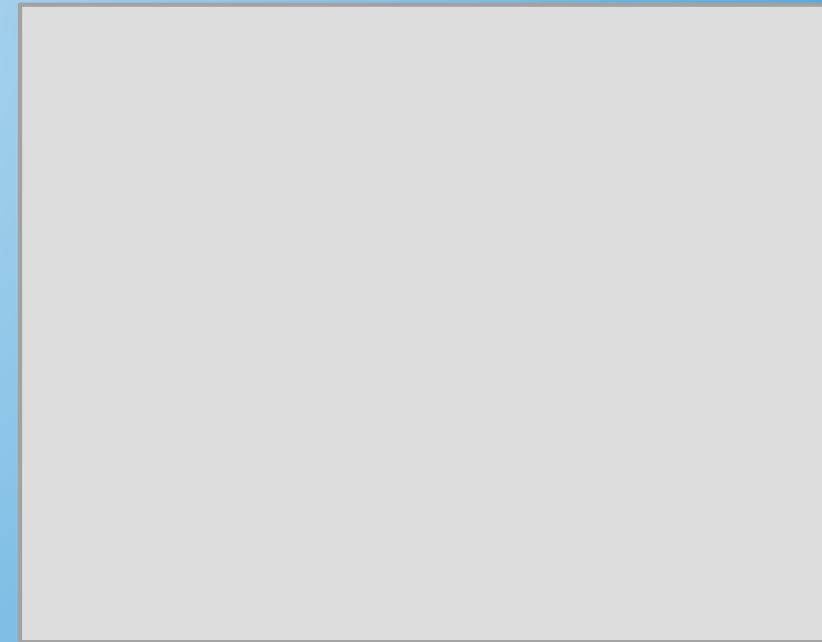


Objective

Who

Questions

Deadline





Survey / Questionnaire

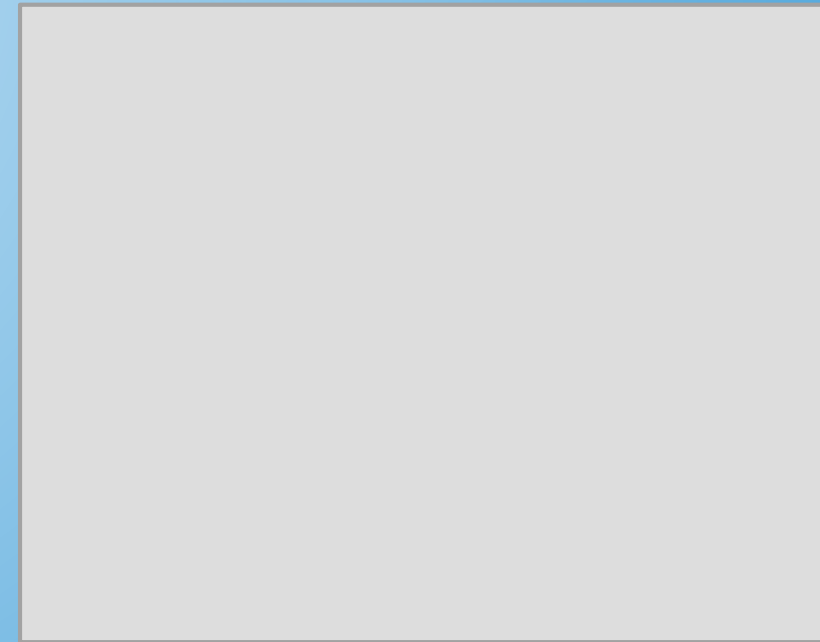
Objective



Who

Questions

Deadline





Survey / Questionnaire

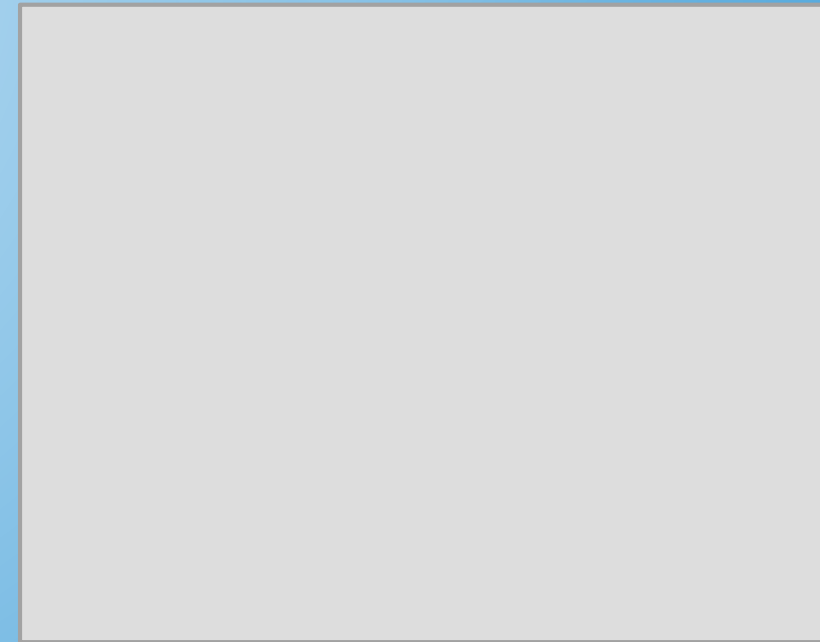
Objective

Who



Questions

Deadline





Survey / Questionnaire

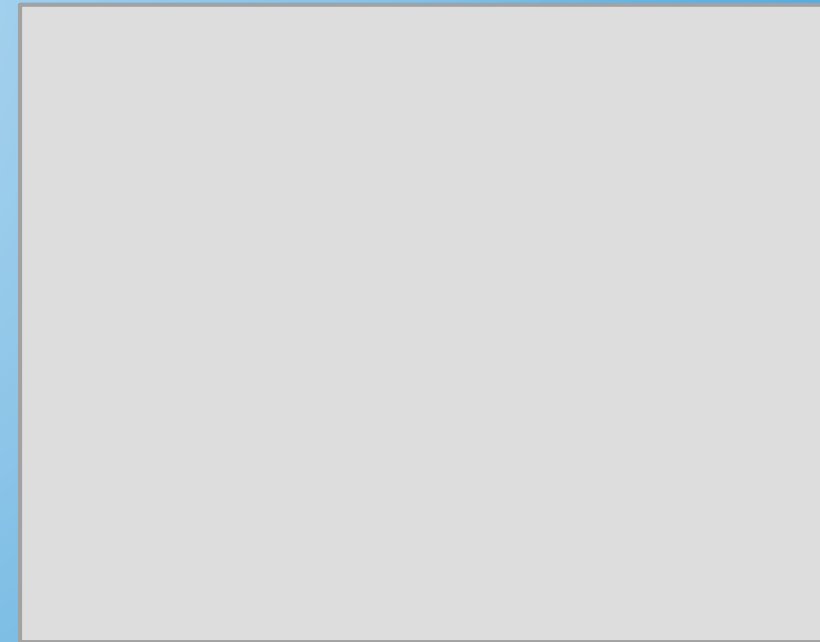
Objective

Who

Questions



Deadline





Survey / Questionnaire

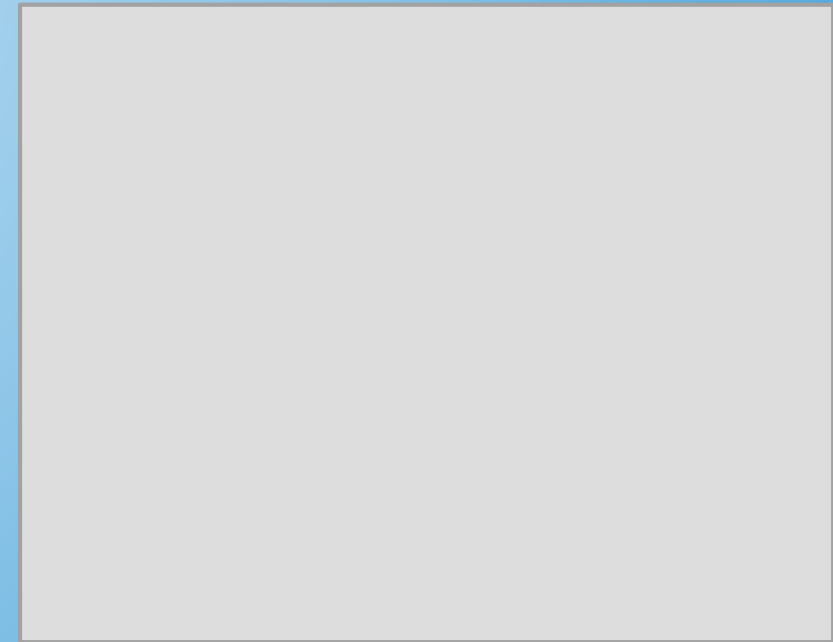


surveygizmo



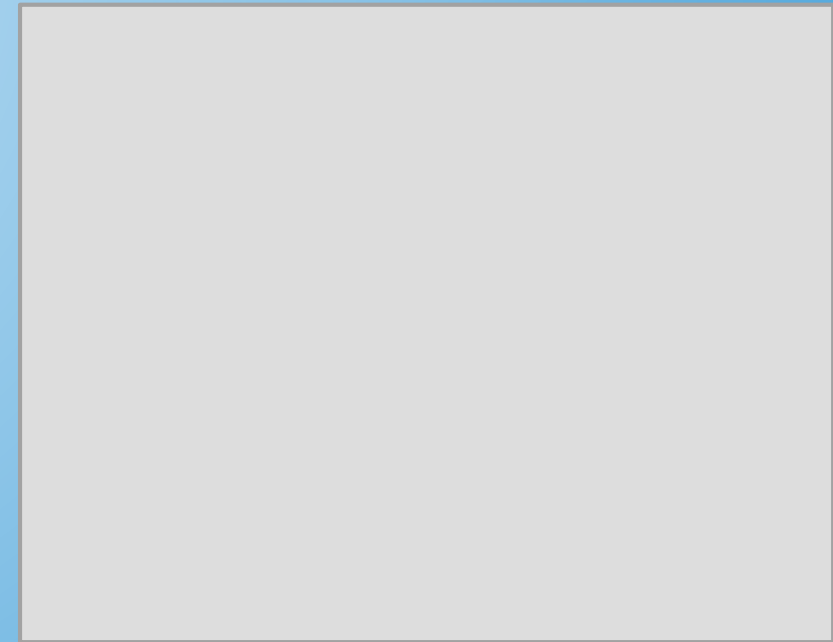
Survey / Questionnaire

Done Planning... Now what?



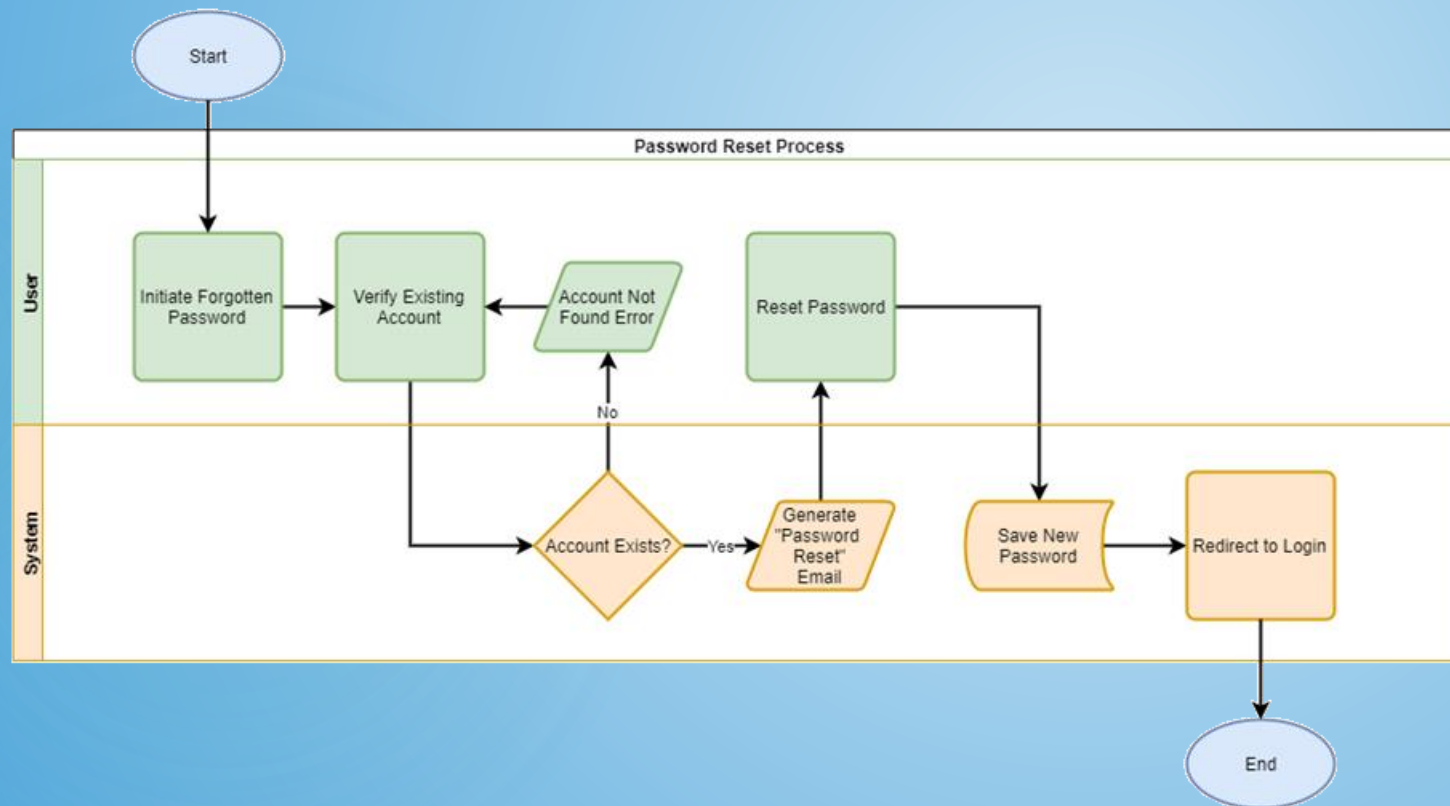


ADDITIONAL TOOLS



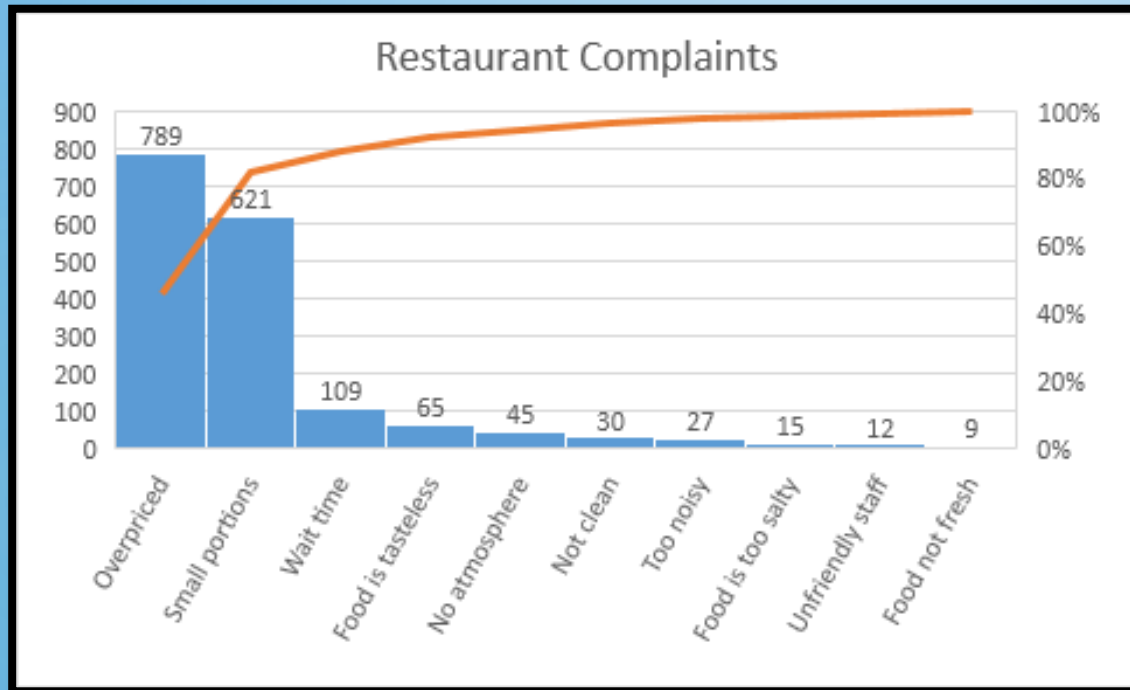


Process Analysis & Modeling





Pareto Chart





SWOT Analysis





Market Analysis





Choosing a Technique

Observation

Process Analysis

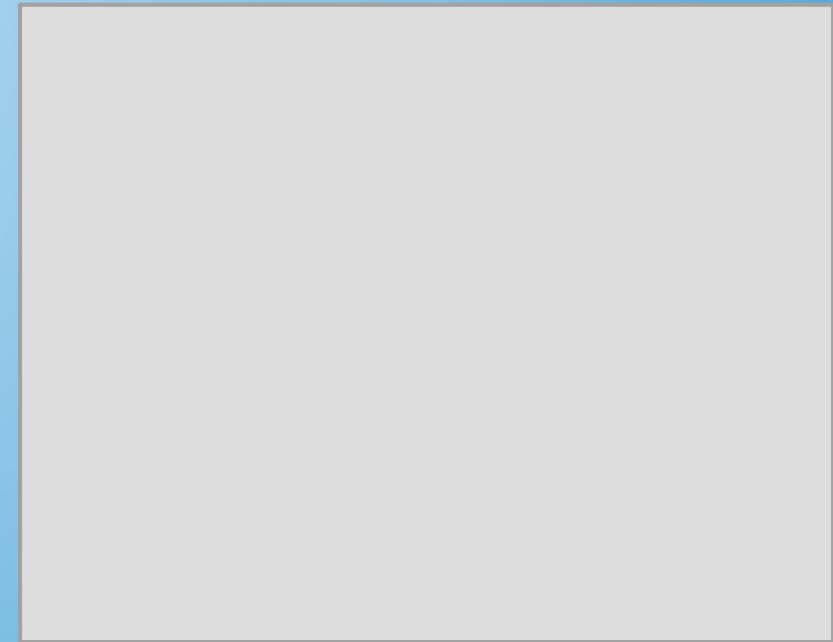
Interview

Pareto Chart

Survey

SWOT Analysis

Market Analysis





Choosing a Technique

STEP 1:

What is the objective?

Observation

Interview

Survey

Process Analysis

Pareto Chart

SWOT Analysis

Market Analysis

STEP 2:

Who has or where is that information?

Based on the circumstances...

STEP 3:

Which is the best technique?



Scenario: Bob's Towing

STEP 1: What

Losing tow jobs

STEP 2: Information

Bob ~~Drivers~~ ~~Customers~~

STEP 3: Technique

Interview

Observation

Interview

Survey

Process Analysis

Pareto Chart

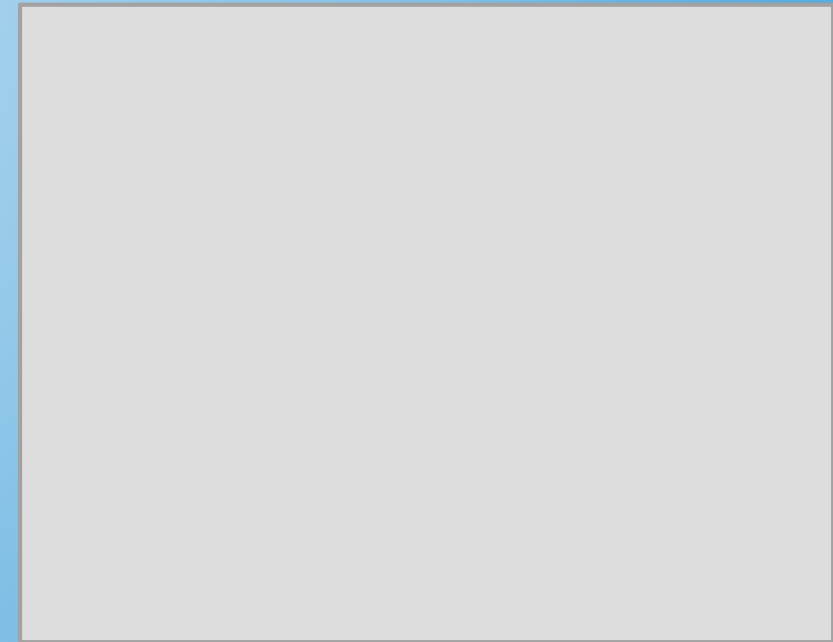
SWOT Analysis

Market Analysis



Five Whys

Fishbone Diagram



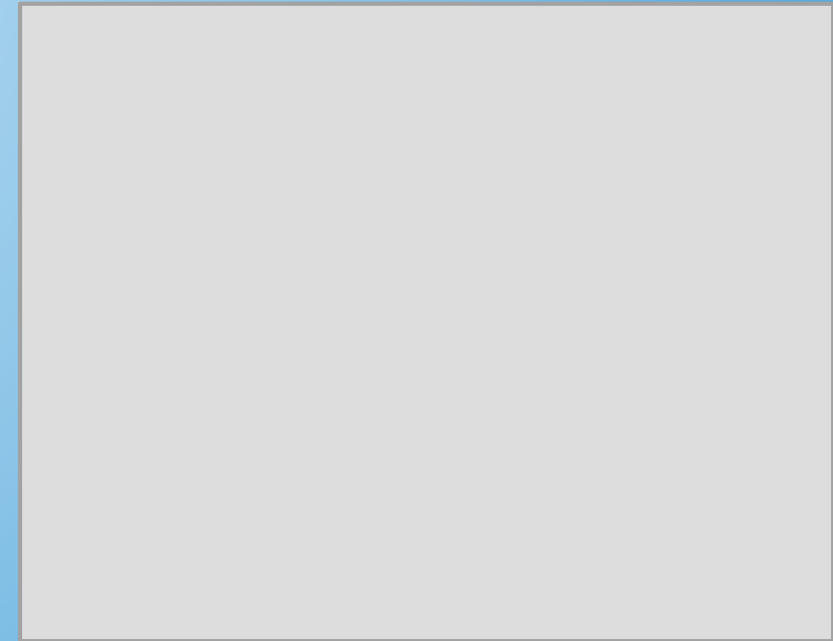


Five Whys



Concept:

Don't take the initial answer as final
Dig deeper by asking a series of Whys





Five Whys

Request: Enhance the current system to allow for Administrators to enter in leads

Details	Why?
It is difficult for Sales reps to enter leads into the system.	Why is that?
Because Sales reps are not in the office.	Why is them not being in the office important?
Because Sales reps don't have access to the system outside of the office.	Why do they not have access to the system when out of the office?
Because the system uses the internet.	Why can the Sales reps not access the internet?
Because their tablets do not have a mobile data plan.	Why do they not have a mobile data plan?
Because their tablets do not have a mobile data plan option.	



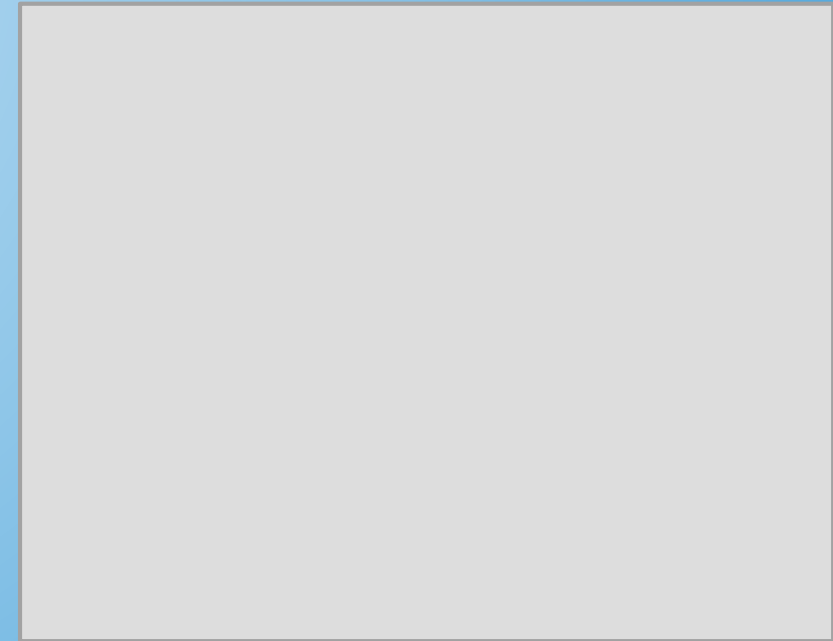
Five Whys

Initial Problem:

Administrators cannot enter leads into the system

Root Problem:

Tablets given to Sales reps don't have the option to connect to the internet via mobile data so it is inconvenient for them to enter leads into the system

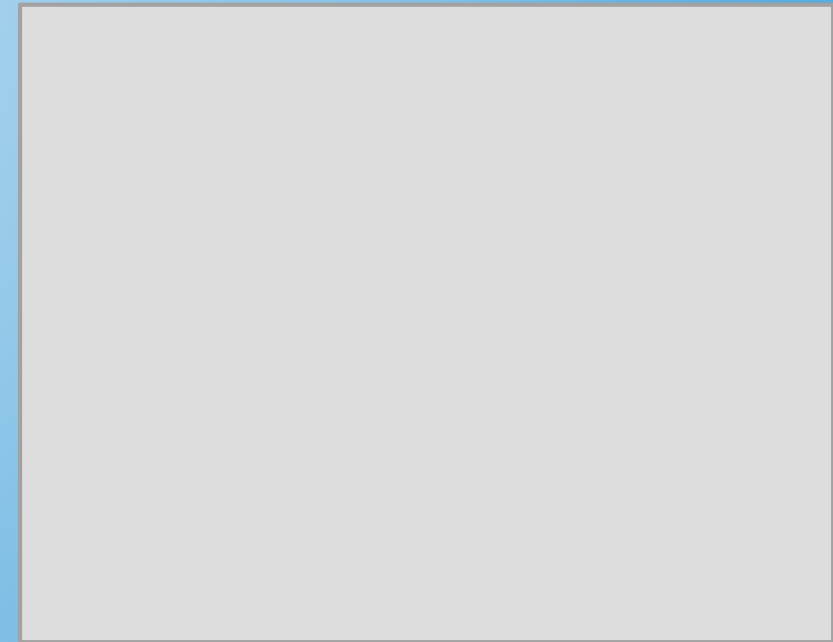




Five Whys

The Process:

- Step 1** – Write the problem on a whiteboard
- Step 2** – Ask “Why do you think this problem occurs?” and capture the results
- Step 3** – Ask “Why?” again and capture the idea below
- Step 4** – Repeat step 3 until you are convinced you’re at the root cause





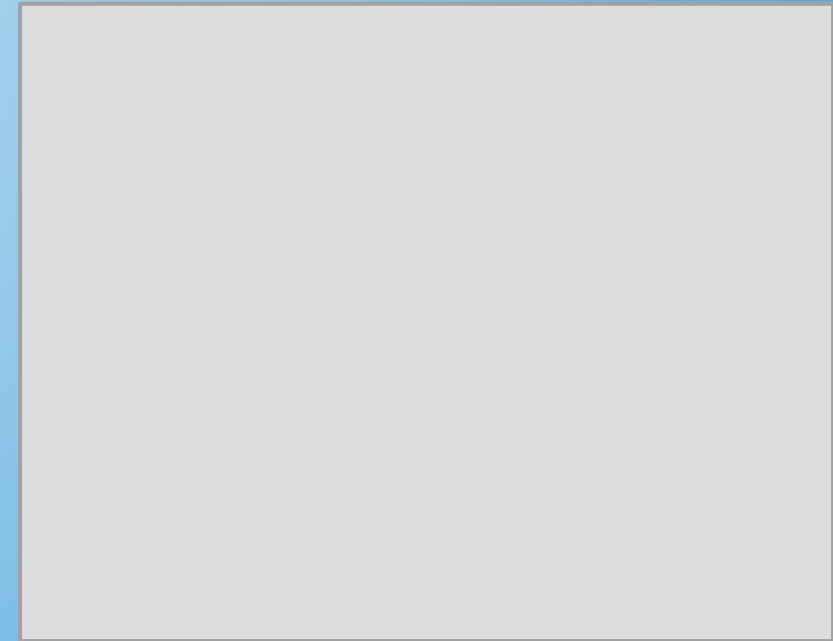
Fishbone Diagram



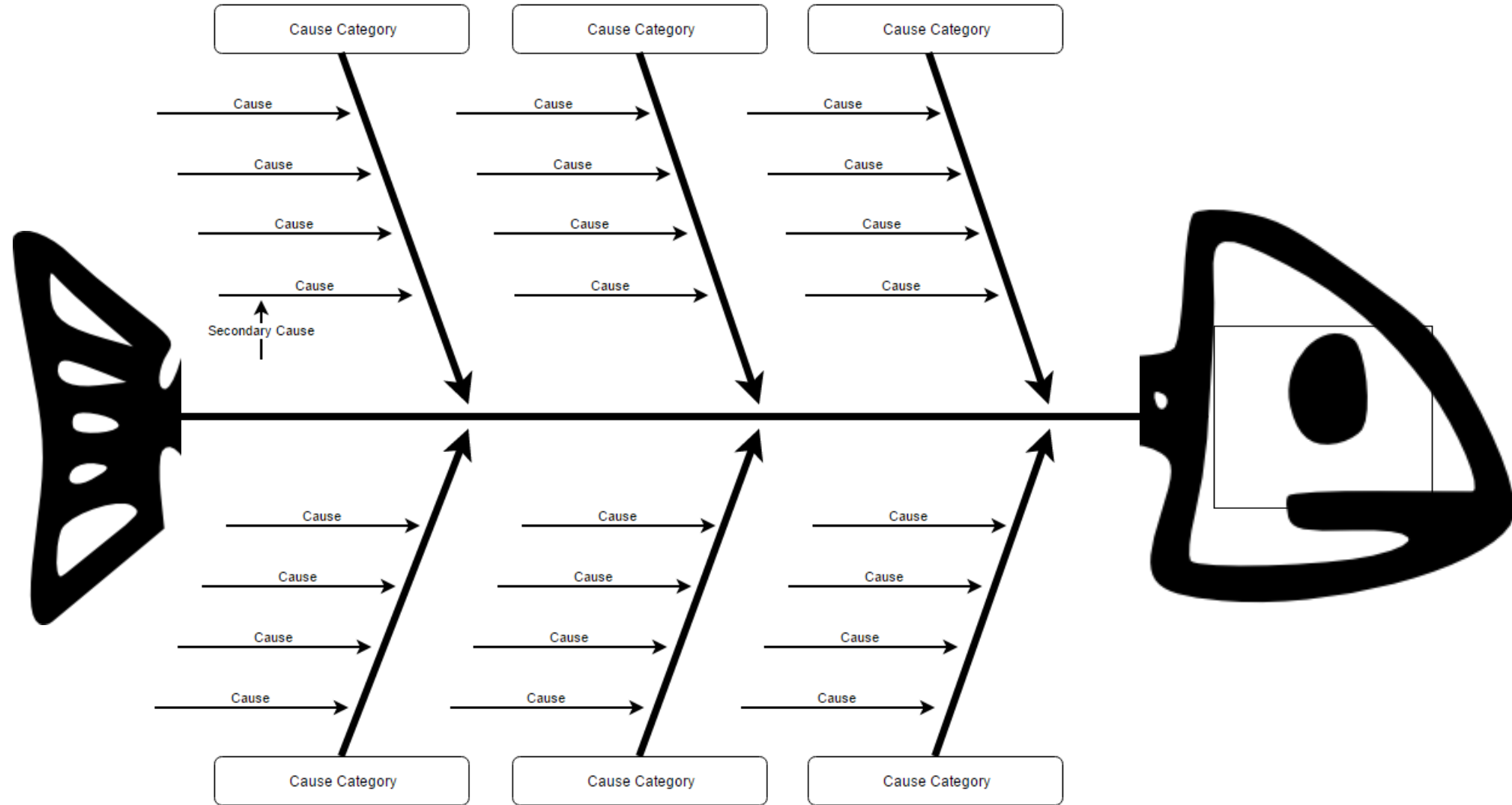
Concept:

Visualize the problem and its causes

Traces effects of issues back to their root

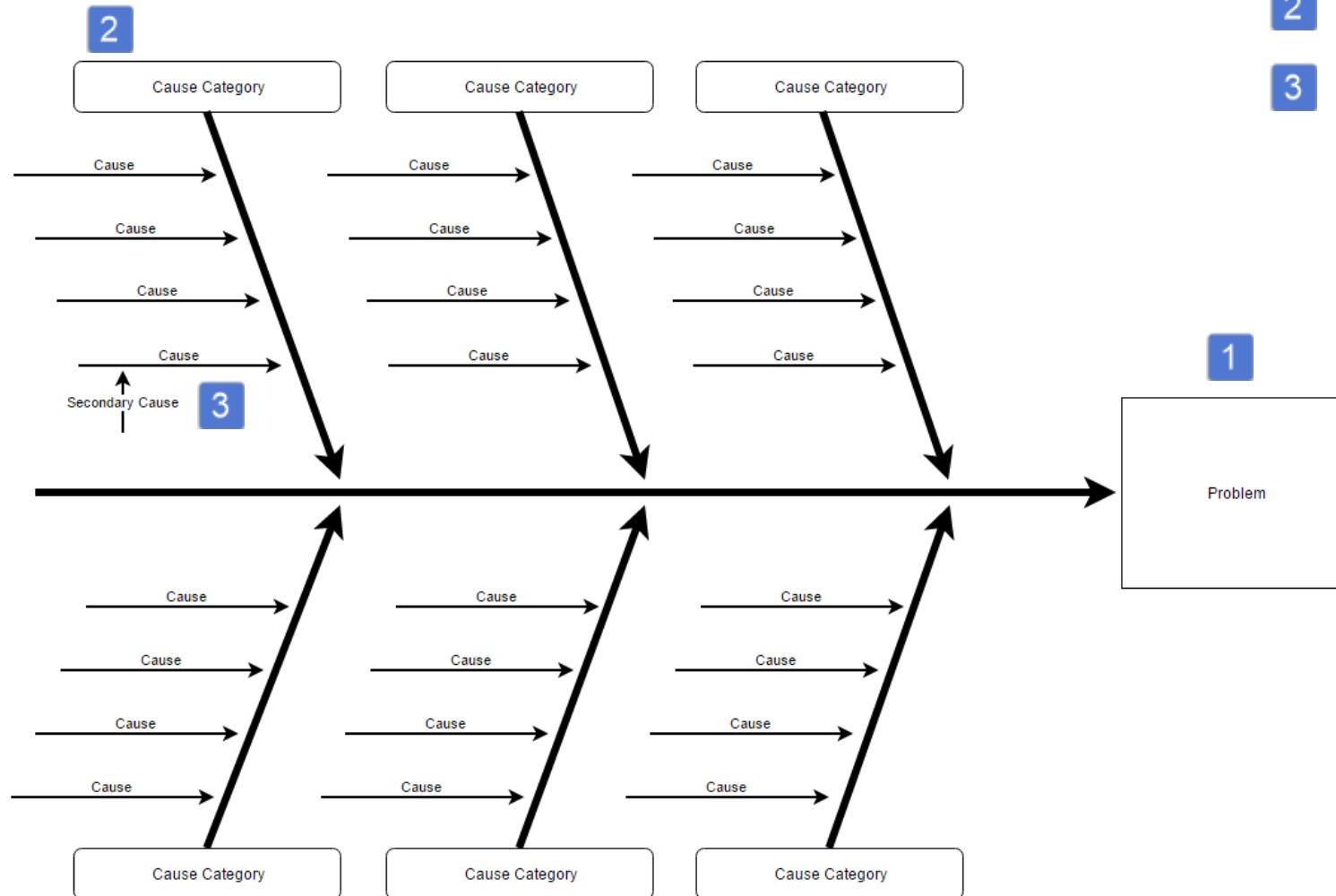


Fishbone Diagram



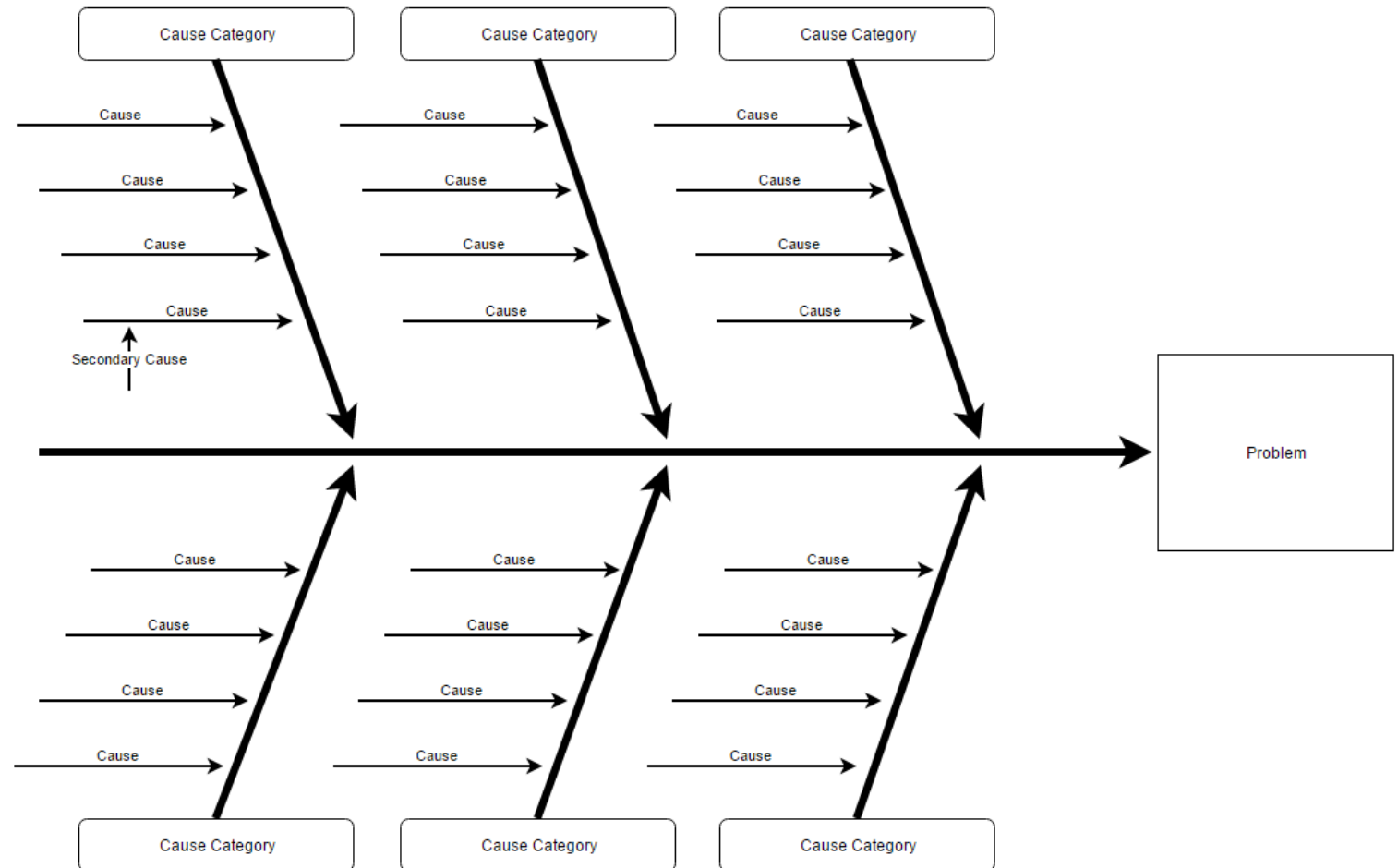
Fishbone Diagram

- 1 Identify the problem
- 2 Brainstorm the cause categories
- 3 Identify the potential causes



Fishbone Diagram

Template provided by:





Scenario: Bob's Towing

STEP 1: What

Losing tow jobs

STEP 2: Information

Bob ~~Drivers~~ ~~Customers~~

STEP 3: Technique

Interview

Observation

Interview

Survey

Process Analysis

Pareto Chart

SWOT Analysis

Market Analysis



Scenario: Bob's Towing

STEP 1: What

Are drivers taking too long to get there?

Observation

Interview

Survey

Process Analysis

Pareto Chart

SWOT Analysis

Market Analysis

STEP 2: Information

Drivers ~~Customers~~

STEP 3: Technique

Observation

Time to Analyze



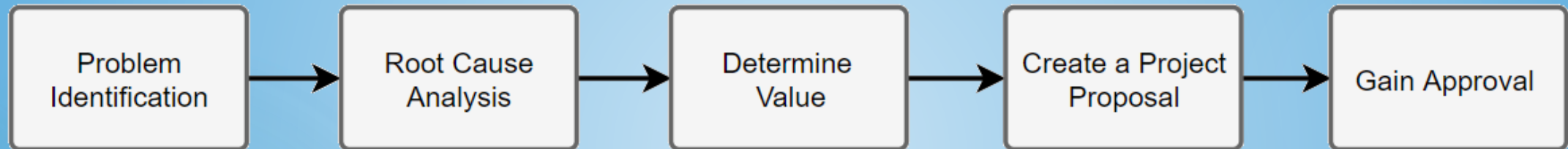
YOU DON'T
ALWAYS NEED A PLAN.
SOMETIMES YOU JUST NEED
TO BREATHE, TRUST, LET GO,
AND SEE WHAT HAPPENS

quotes4sharing.com



The BA Guide's

Identify and Define Process





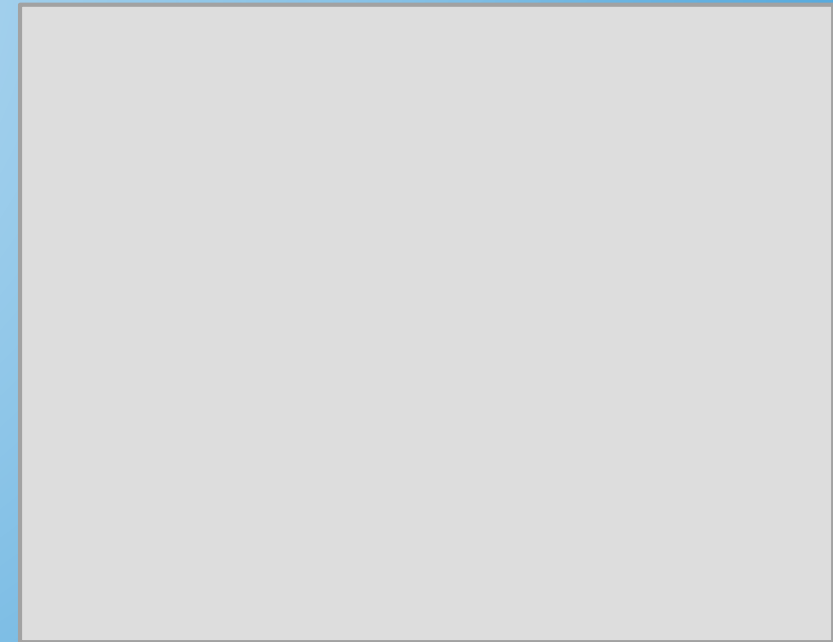
Value

Need is met

Tangible & intangible

Time sensitive

Differs based on perspective



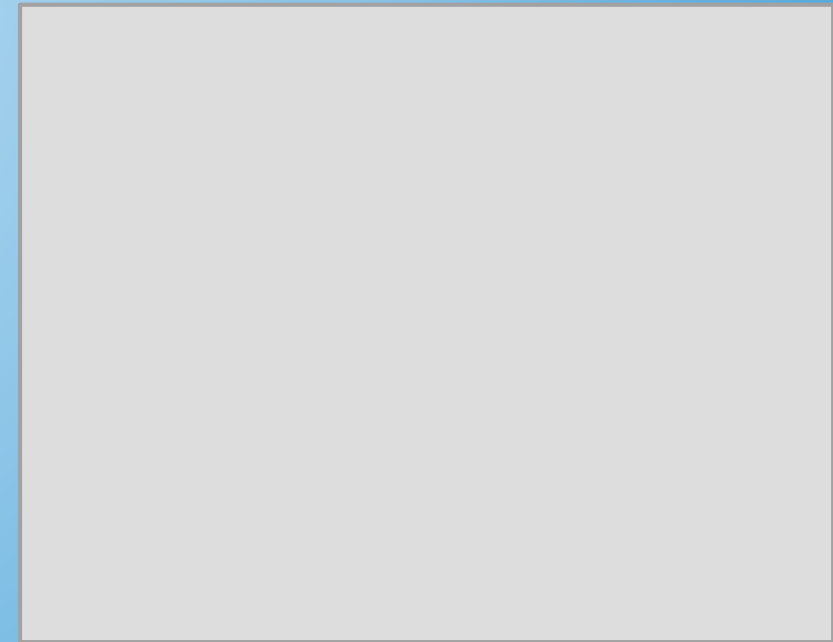


Determine Value

What is the value?

Who is the beneficiary?

How long will it be of value?





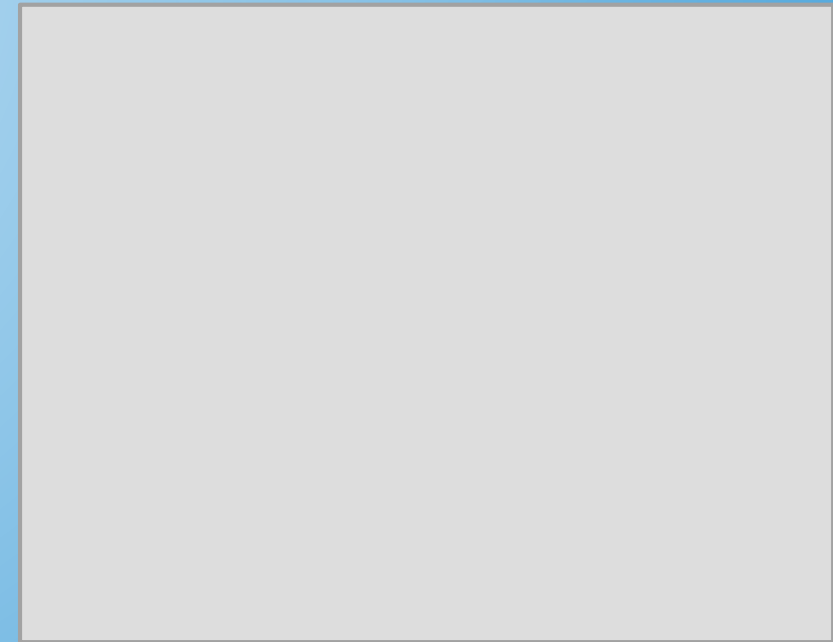
Determine Value



What is the value?

Who is the beneficiary?

How long will it be of value?





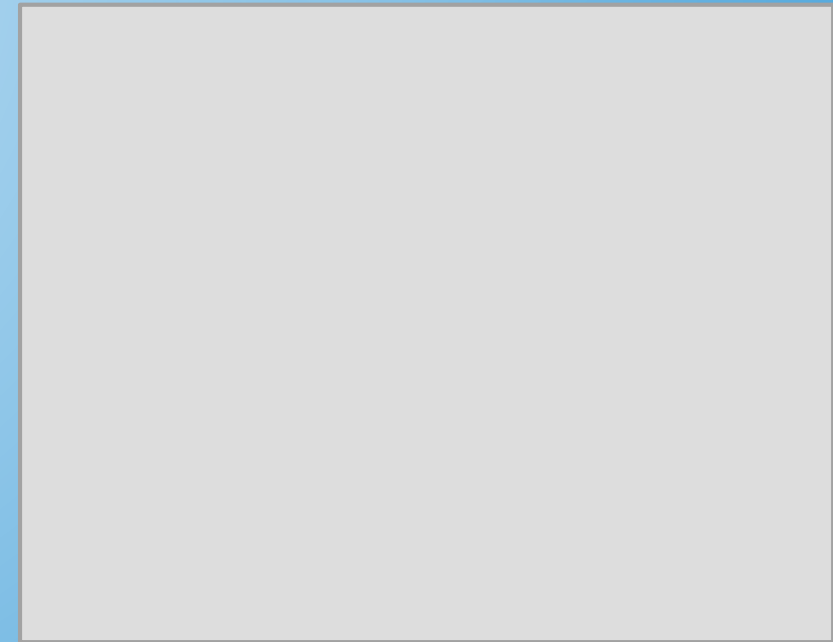
Determine Value

What is the value?



Who is the beneficiary?

How long will it be of value?





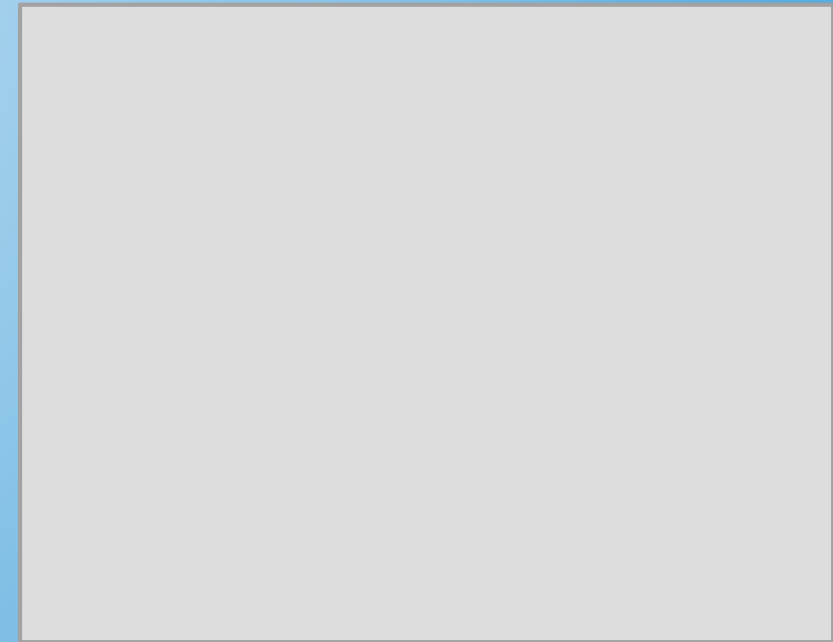
Determine Value

What is the value?

Who is the beneficiary?



How long will it be of value?





Determine Value

What is the value?

Who is the beneficiary?

How long will it be of value?

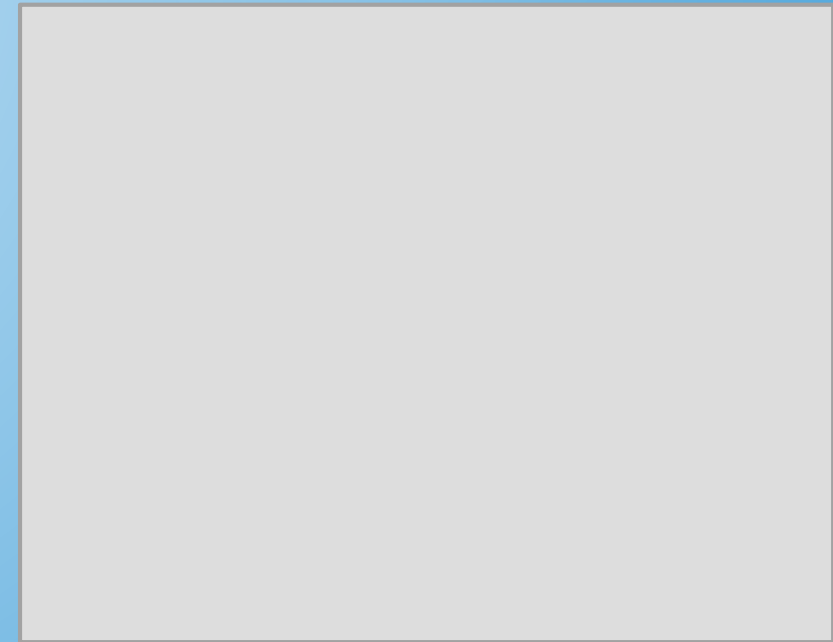
Does it make sense to move forward?



Project Proposal

Concept:

Document the purpose of the project and anticipated business value to justify proceeding forward with the creation of the project.

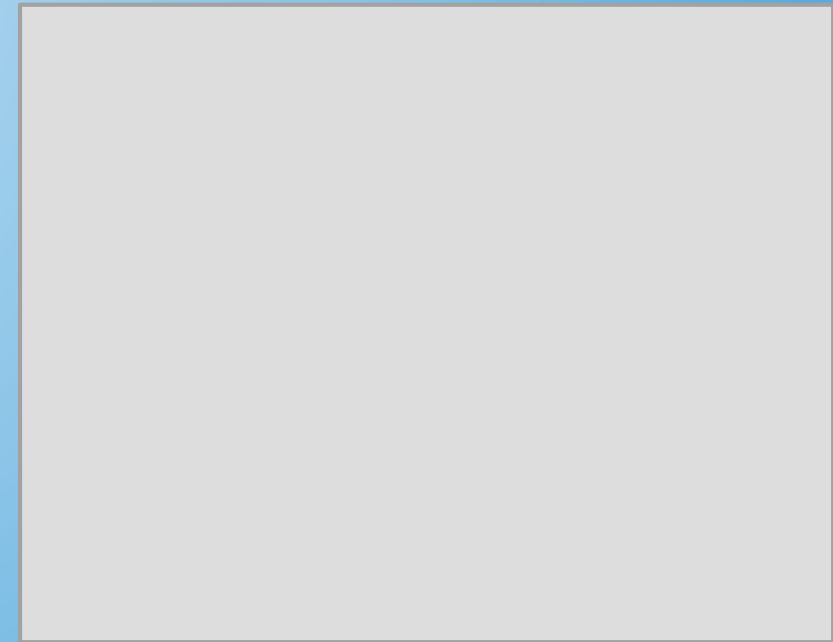




Project Proposal

Sections:

1. Statement of the Problem or Need
2. Project Deliverables and Value
3. Key Stakeholders
4. Additional Notes
5. Approval Signatures





Project Proposal

Sections:



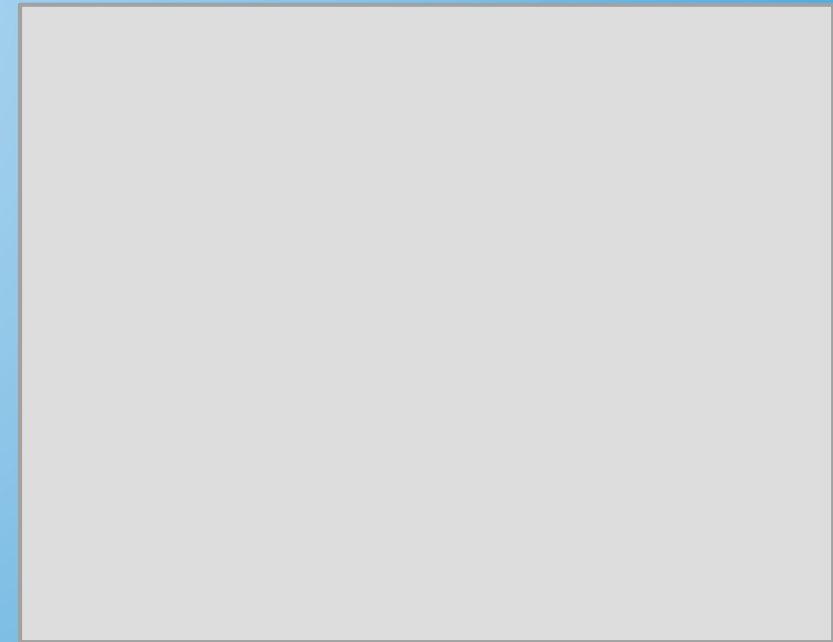
Statement of the Problem or Need

Project Deliverables and Value

Key Stakeholders

Additional Notes

Approval Signatures





Project Proposal

Sections:

Statement of the Problem or Need

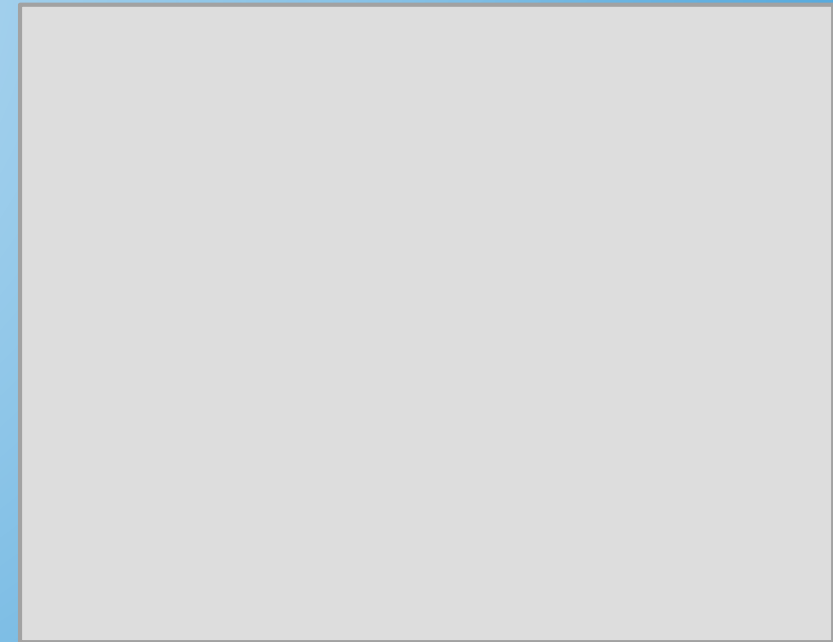


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Project Proposal

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Statement of the Problem or Need

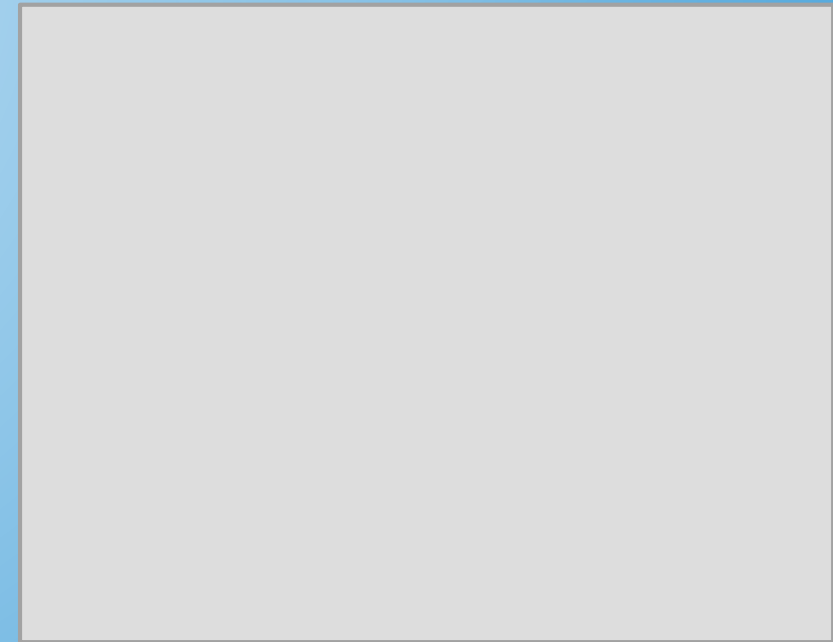
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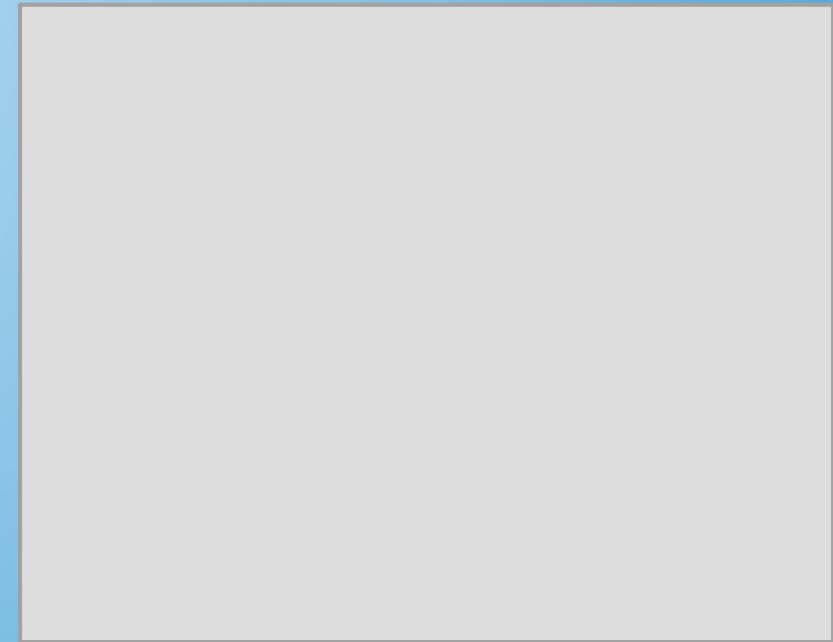
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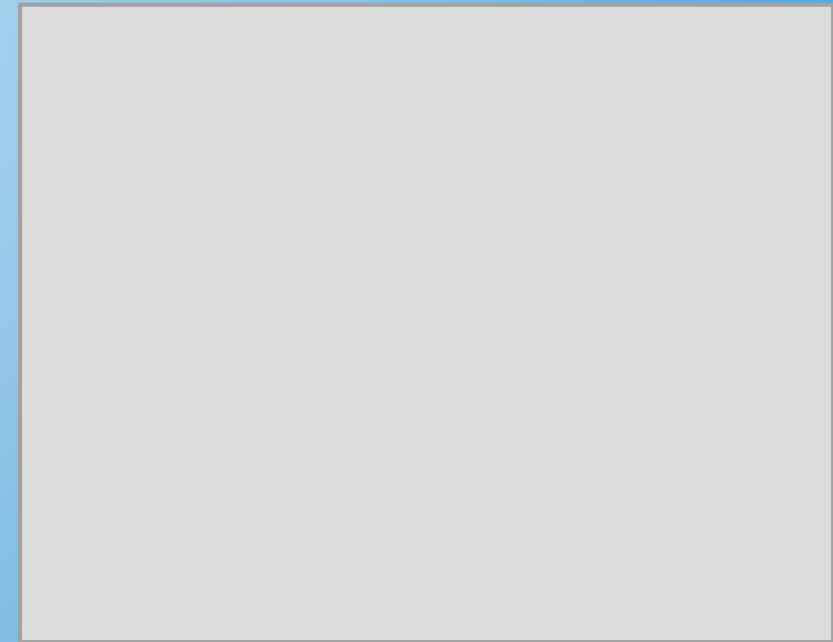
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Project Proposal Template

Template provided by:



ProjectProposal_TheBAGuide.docx



Download

included as a resource in the course

Project Proposal



This document is to be used to clarify the project purpose and anticipated business value to justify proceeding forward with the creation of a project.

[Proposed Project Name]

Requestor: _____ Date: _____

Statement of the Problem or Need

[details]

Project Deliverables and Value

[details]

Key Stakeholders

Project Requestor	[name]
Project Sponsor	[name]
Project Lead	[name]

Additional Notes

[details]

Approval Signatures

[Name], Project Requestor

[Name], Project Sponsor

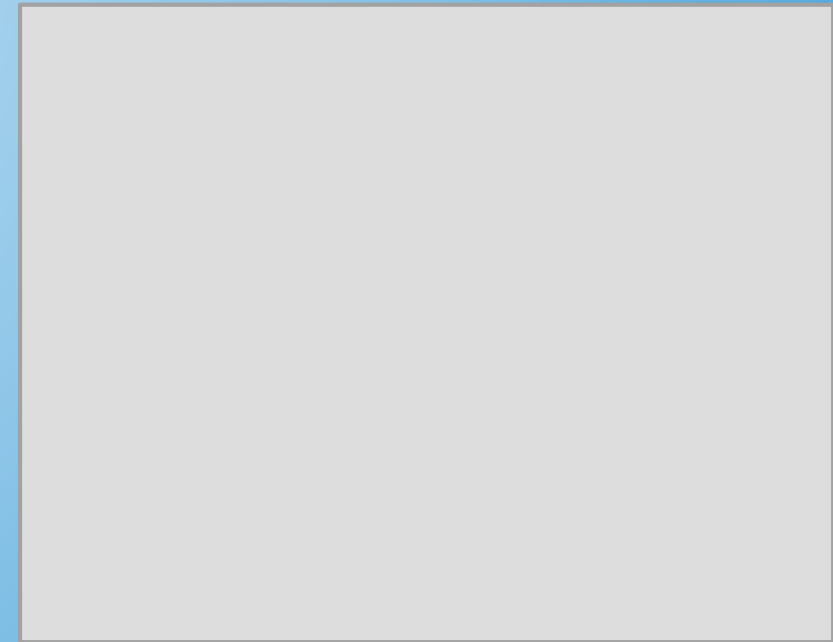
[Name], Project Lead



Gaining Approval

Project Sponsor

Governance Committee



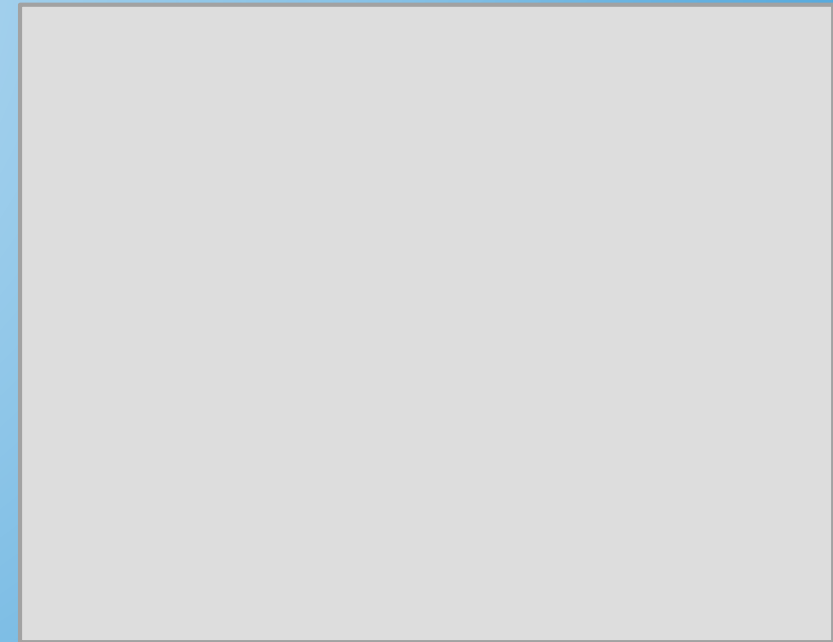


Gaining Approval



Project Sponsor

Governance Committee





Gaining Approval

Project Sponsor



Governance Committee

