



MIS 3504

# Digital Design and Innovation Studio

1: INTRODUCTION

Rich Flanagan / James Moustafellos

Photo: Installation by Jenny Holzer, US Pavillion, Venice Biennale 1990

**WELCOME BACK**

# course overview

This course is required

This course is demanding

There is a lot of **work**

Grading will be tough

Assume about

10% A's

25% D's & F's



This course is **DIFFERENT**

This course is a **STUDIO**

course objectives

# Primary Course Objectives

- Prepare you for the role of a modern Business Analyst
- Make you a thought leader
- Combine the strengths of Business Process Analysis with Design Inquiry to create Innovative Solutions

BA + Design Inquiry = **Innovative  
Solutions**

# Course Objectives: BA

- **Analyze** a business process and specify requirements for improving that process
- **Apply** information gathering techniques to elicit requirements which will be used to compose business and technical requirements.
- **Recommend** information systems solutions to improve or transform business processes.
- **Make** “as is” vs “to be” analyses, justify proposed process information systems solutions.
- **Implement** and negotiate changes to requirements.
- **Encourage** independent and CRITICAL THINKING

# Course Objectives: DESIGN

- **Understand** the shift from Quantitative to Qualitative thought
- **Learn** methods of User Centered / Ethnographic research
- **Learn** collaborative working methods
- **Learn** iterative working methods / experimentation
- **Think** and communicate visually
- **Provide** effective evaluation and CONSTRUCTIVE CRITICISM

# Text Books

- Carkenord, Barbara A., **Seven Steps to Mastering Business Analysis**, J. Ross Publishing, 2009, ISBN 978-1-60427-007-5.
- Ellen Gottesdiener, The Software Requirements Memory Jogger, 2005, ISBN1-57681-060-7

**We will use both books every week. Buy them!**

# Grading

Item	Percentage
Exam 1	25%
Exam 2	25%
Exam 3	25%
Team Project	25%



# Exams (25% each)

- 3 exams
  - ALL are 60 minutes long
  - Multiple choice
  - Cover all readings and materials/techniques covered in class
  - Exam #3 during finals
    - covers readings from last 1/3 but all skills
  - Graded 0-100%
  - Combined exams = 75% final grade

# Team Project (25%)

- For a real client
- Analysis of existing situation and proposal of a solution
- Produce a working prototype using Justinmind
- Accompanying documentation
- Team presentation
- Exercises and Assignments will help build your final submission
- Completeness and consistency are critical
- Team projects will receive a numeric grade from 0-100
- Personal project grades based +/- 10 points on your performance and peer evaluations

WE EXPECT YOUR TEAM TO  
MEET **1-2X** PER WEEK

# Project **MANAGERS**

MIS 3535

# Team Project Review Sessions

- 3 consecutive weeks during 2<sup>nd</sup> half of semester
- Teams present to other teams and review each other's work
- **GOAL IS TO PRACTICE ANALYTICAL SKILLS AND LEARN TO PROVIDE CONSTRUCTIVE FEEDBACK**
- Quality of your reviews will impact the quality of your final project proposal
- Take these very seriously. You often learn more by critiquing another's work than you do from receiving criticism.
- Based on architectural review format



# Extra Credit

- 3 opportunities to earn extra credit points during the semester.
- Students are required to produce a prototype in Justinmind for each of the following class exercises:
  - Warehouse Scenario Prototype
  - Night Owl Data Prototype
  - Gas Company Prototype
- Students who submit prototypes that are **complete AND well done** will earn 1 point on their FINAL grade for each. (Maximum of 3 points total)

# MIS Portfolio Points (and Extra Credit)

- MIS Majors who are interested in earning **50 Portfolio Points and Extra Credit** (included in 3 maximum points)



# Classes

- **Bring your assignments**
  - Due at the START of class
  - Paper and ELECTRONIC\_formats
  - Random people will present their work
- **Come prepared to discuss and participate**
  - Classes will discuss and elaborate on readings, not review them
- **Class contributions**
  - Say your name before you share
  - You will be called upon to share your work
  - You will be asked questions
  - Lack of preparation will affect your grade
- **Classroom Etiquette**
  - **BE PRESENT**
  - Be on time
  - Cell phones off
  - Private discussions outside
  - Bring your computer but use it for class

We may have to make  
adjustments

# Course Blog

[http://community.mis.temple.edu/  
mis3504digitaldesignsections12/](http://community.mis.temple.edu/mis3504digitaldesignsections12/)

# How do I get an A?

1. Read the material before class
2. Come prepared to ask questions/discuss
3. Put effort into doing your assignments and team critiques
4. Take in-class exercises seriously
5. Study hard for the tests
6. Produce a great project solution and prototype
7. Impress me with the quality of your work
8. TIMELINESS and ATTENDANCE

# Five Top Reasons to Drop

- You hate working on a **team**
- You really don't want a work **intensive** course at this point of your college career
- You like technology but could care less about applying it to **real world** problems
- You did poorly in 2501 and 2502 and you don't want to be an **MIS major**
- You never could do the **word problems** in high school algebra

# Assignments

- All assignments are based on the project case and contribute towards its completion
- Listed in the syllabus by week due. Due on date indicated.
- Due at the beginning of class on paper.  
**Bring your work electronically also!**
- Several students each week will be randomly selected to present their work for review

Let's get to **WORK**

What is **Business Analysis**?

Who is the modern  
**Business Analyst**?

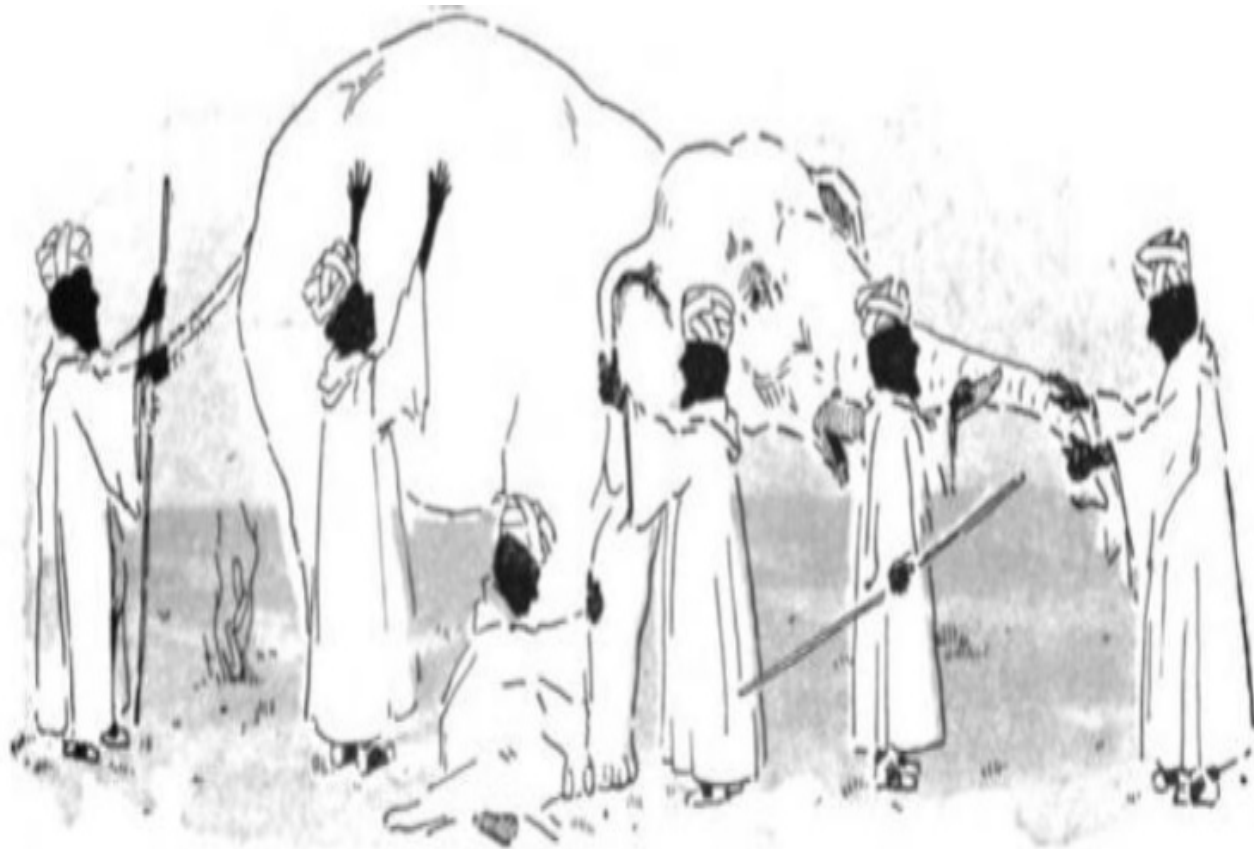


# What is Business Analysis?

“The set of tasks and techniques used to work as a liaison among stakeholders in order to understand the structure, policies, and operations of an organization and recommend solutions that enable the organization to achieve its goals”

- The International Institute of Business Analysis (IIBA)

# What is Business Analysis?



# Business Analysis Involves...

- **Identification** of business problems and opportunities
- **Elicitation** of needs and constraints from stakeholders
- **Analysis** of stakeholder needs to define requirements for a solution
- **Assessment** and validation of potential and actual solutions
- **Management** of the “product” or requirements scope

“BAs with an IT background are very **analytical** individuals . . . .”

- B. Carkenord from Seven Steps to Mastering Business Analysis, p 8.

“As a DESIGNER, I am much better at **synthesis** than analysis . . . .”

- Bill Moggridge from Designing Interactions, p 725.

**analysis** the separating of any material or abstract entity into its constituent elements ( opposed to synthesis)

**synthesis:** the combining of the constituent elements of separate material or abstract entities into a single or unified entity (opposed to analysis)

- From <http://dictionary.reference.com/>

analysis: PULLS IT APART

synthesis: PUTS IT TOGETHER

Business analysis and Design  
provide a balanced approach

What are the traits of the most successful business analysts?






# Why would anyone want to be a BA?

- You like technology, but not so much that you want to do it all the time.
- You like solving problems
- You like working with people and understanding their needs and concerns
- You get bored easily doing the same thing over and over
- Inefficiency and lack of effectiveness annoy you

And...

# Business Analyst Career Path

Title	Experience	Tasks
Junior Business Analyst	0-2 years; may have business experience or IT development experience	Elicit and document requirements for small, well-defined projects, often changes to existing systems. Ideally works with a BA mentor <b>\$55-60,000</b>
Business Analyst	2-5 years	Elicit, analyze, and document requirements for medium to large projects. Works with the project manager to scope new projects <b>\$77,000+</b>
Lead or Senior Business Analyst	5-10 years	Elicit, analyze, and document requirements for large, complex, mission-critical projects. Supervises/mentors junior Bas. Works with the business to initiate and define new projects. <b>\$89,000+</b>
Business Consultant/Client Relationship Manager	10+ years	Assist the business with strategic planning, business case development, and new product implementations. Helps to identify projects. Sets up and manages a business analyst center of excellence <b>Average salaries from Indeed.com</b>

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- Where do business analysts come from, IT or a business unit?
  - Which is better?
  - Who do business analysts work for, IT or a business unit?

# Introductions

Who am I?

# The Two Minute Presentation

- Short and concise summary
- Two minutes is just right
- Situational
  - Biographical background for recruiters
  - Personal & project background when meeting subject matter experts
  - Project summary for leadership (elevator speech)
- Write it out if you want
- Practice it in front of a mirror

Who are **YOU**?

# 2 Minute Presentation Exercise

- Sit with your team
- Take 5 minutes to prepare your 2 minute biography
- Cover key points (situational)
  - Where are you from?
  - Any background information you might want to include
  - What brought you to Temple?
  - What made you want to major or minor in MIS?
  - What are you looking to do when you graduate?
  - What are your other strengths and interests?
  - **What 1 word profile describes who you are?**
- Each team member presents their 2 minute biographies



**Congratulations!**  
**You are now a team.**

**END**