



MIS 3504

Digital Design and Innovation Studio

2: UNDERSTANDING PROJECT WORK
AND THE PEOPLE INVOLVED

Rich Flanagan / James Moustafellos

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

JustInMind

1. **Download** trial program from website [<http://www.justinmind.com/>]
2. **Access** your license key on gradebook
3. **Unlock** the full version of the program
4. **Learn** how to use it

“About 30 minutes ago I walked by a co-worker's desk at CloudMine where I am interning and noticed that he was prototyping an iPhone app. I asked him about the program and found he was using **Justinmind**. From the classroom to the workplace :) ”

Nick Nendel

11 March 2013

Hey professor I hope your summer is going great!

I just wanted to reach out and update you about my internship I just started this week. My first day of work I sat down and started working in **justinmind** creating a prototype app! I remember that email you showed us and I would have never imagined I would be doing that immediately.

Thanks. . .

3 June 2014

PROJECT work

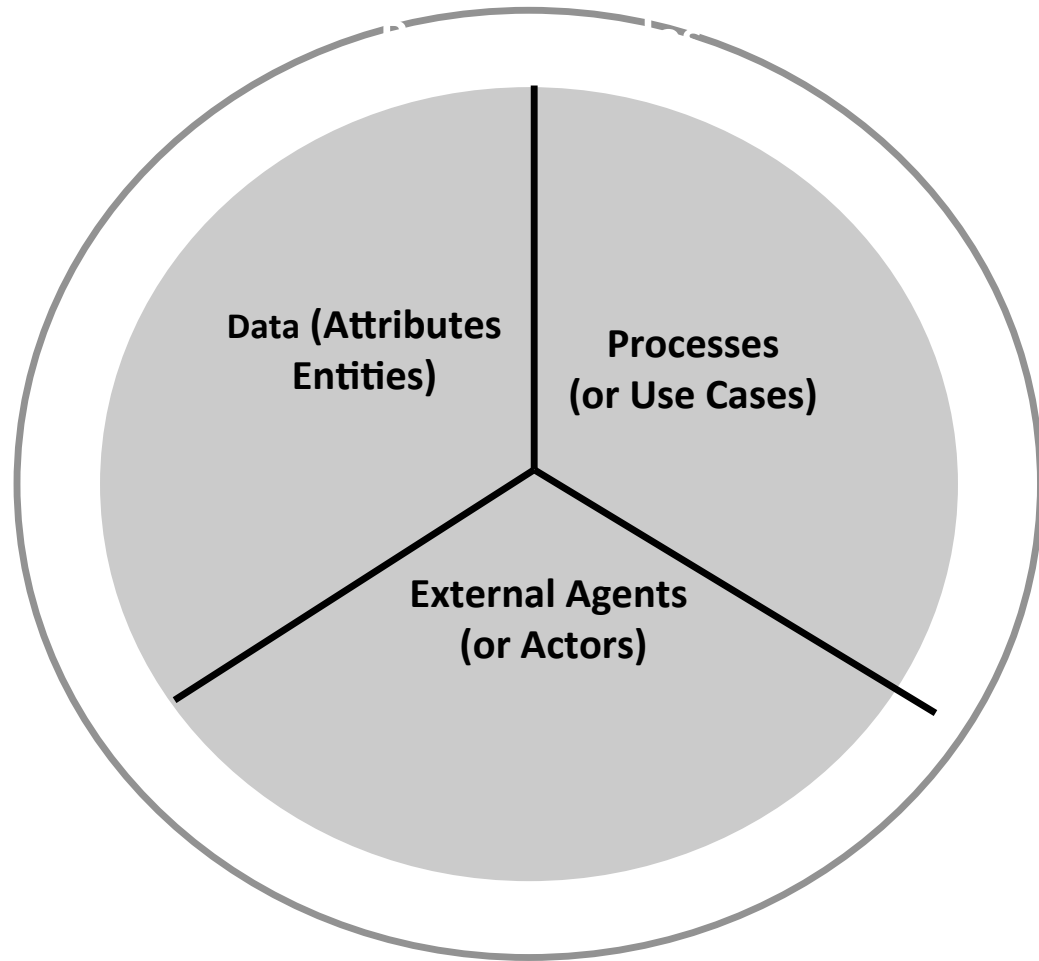
As IS

- 
- What is a **requirement**
 - How would you document one?

What is the best way to document a requirement?

- a) A sentence (“The system shall...”)
- b) A structured sentence (as in a business rule)
- c) A structured text template
- d) A table or spreadsheet (list of stakeholders)
- e) A diagram (workflow)
- f) A model (ERD)
- g) A prototype or simulation
- h) A graph

Core Requirement Components

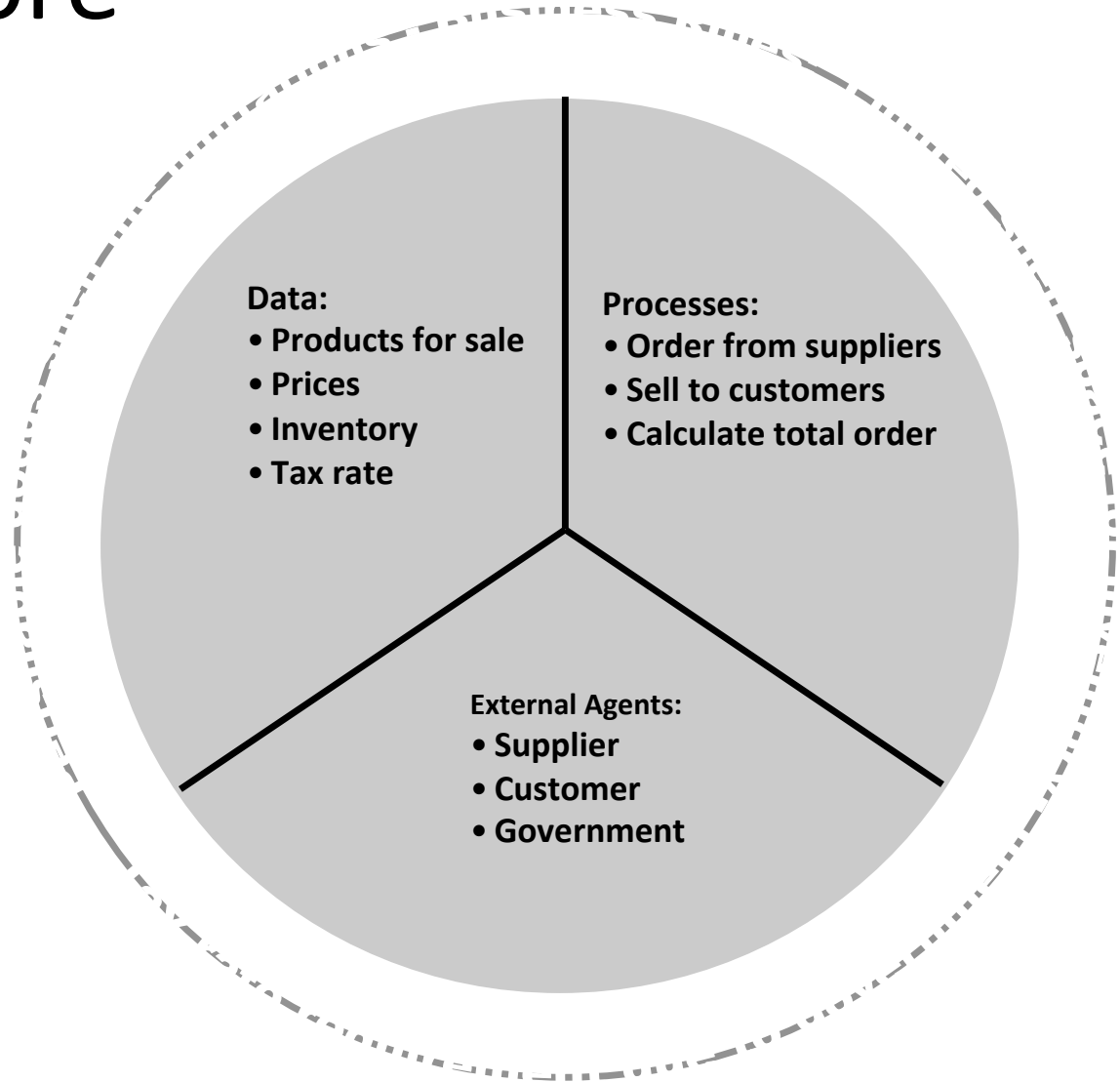


Exercise: As a team discuss and identify the Core Requirements for a Grocery Store:

- External Agents
- Processes
- Data
- Business rules.

Give examples of each and how they relate to each other.

Grocery Store Example



Projects vs. Operations

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- What is a **project**
- What differentiates a project from other operational work activities?

- What is a **product**
- What is a **solution**
- What is a **deliverable**



PEOPLE + roles

DESIGN INQUIRY / 5 questions to answer:

1. **what** inspired you (good or bad)
2. **who** are the affected stakeholders
3. **what** are their **unmet needs** + why are they important
4. **what** is your **solution**
5. **what** **resources** do you need to create and sustain your solution

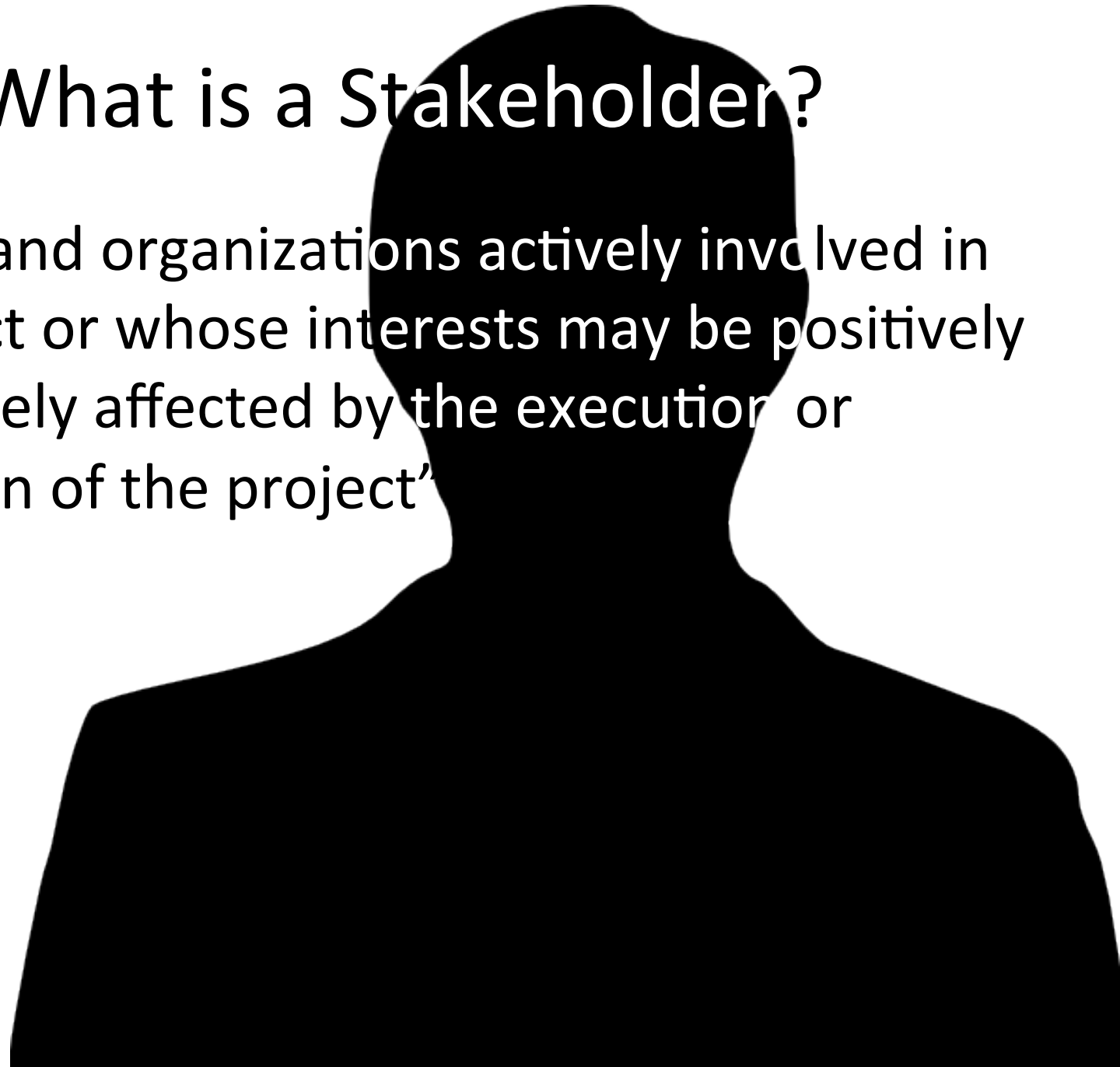
Inquiry no.1

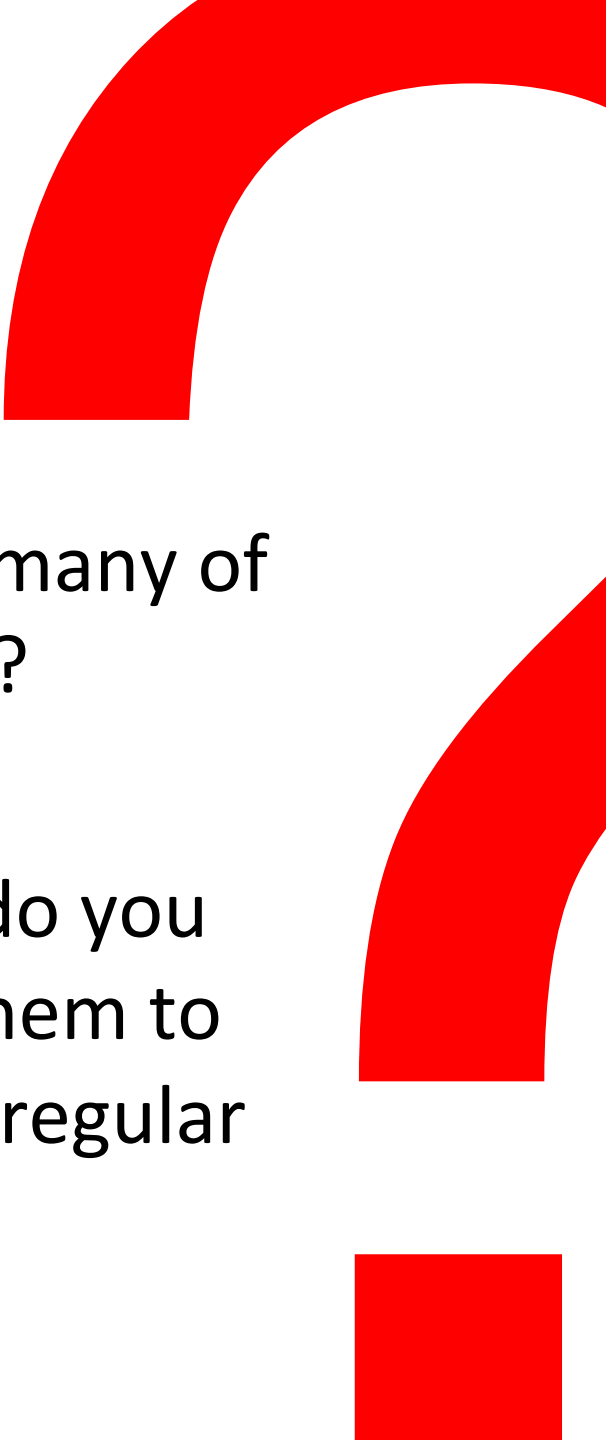
Who are the **affected** stakeholders
or

Who are the people who have
something to gain or lose because
of your project?


What is a Stakeholder?


“Persons and organizations actively involved in the project or whose interests may be positively or negatively affected by the execution or completion of the project”




- 
- As a Business Analyst (BA), how many of these stakeholders work for you?
 - If they don't work for you, how do you get them to do what you need them to do? After all, they all have their regular job to do too.

Project roles

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- A large, thick red graphic element on the right side of the slide, consisting of a curved shape at the top and a rectangular block at the bottom, resembling a stylized question mark.
- What is a “Project Sponsor”?
 - What is the project sponsor’s roles and responsibilities?
 - How do you communicate with the sponsor?

- 
- What is a “Project Manager”?
 - What is the project manager’s roles and responsibilities?
 - Can the BA also be the PM?

- 
- What is a subject matter expert (SME)?
 - What makes an SME an expert?
 - Is the manager of a department always an expert on what goes on in their department?

- What are other technical roles

IT Architect

IT Developer

Data Administrator/Architect/Analyst



Who is important to the Project

Understand your stakeholders - including their motives, personal biases, expertise, and experiences!

Exercise:

Warehouse stakeholder case

Read the case

Work with your team

Review your notes and

Identify who are stakeholders, subject matter experts, etc.

Identify all the stakeholders associated with this project and explain **why** you think they are a stakeholder.

Identify all the subject matter experts associated with this project and explain why you think they are SME's.

What further questions would you ask each stakeholder and SME's?

Consider:

Who are your stakeholders?

Ask yourself:

Are they the stakeholders for
YOUR project?

Common Stakeholder Mistakes

- Company stakeholders are not likely to be project stakeholders (closeness to the project)
- *Roles* are as likely stakeholders as *individuals* but often forgotten
- SME's probably are stakeholders if they are assigned to the project from the organization.
You can be both!
- Lower level roles in the organization are often missed
- Groups that interact with the organization are often missed

Stakeholder Analysis: **Template**

Stakeholder	Roles	Responsibilities	Interests	Success Criteria	Concerns	Advantages/Constraints

See pages 62-63 in Memory Jogger

Your PROJECT

Project client:

Interview #1:

What do you want to learn
from him/her?



Questions should be:

- Broad to start
- Appropriate for the person being interviewed
- Start general then more specific
- Open-ended

As a team:

come prepared with
10 questions (in writing)
in priority order