MIS 3504
Digital Design and Innovation Studio

1: INTRODUCTION

Stephen Salvia

WELCOME BACK
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Office Hours:
Monday / Wednesday evenings 6:00 PM – 7:30 PM by phone 267.242.5439
Tuesday evening 8:00 PM  9:00 PM - after class
course overview
This course is required
This course is demanding
There is **work**

Individual Assignments
Group Assignments
Team Project
Exams
Assignments will be Challenging
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
Course Blog

http://community.mis.temple.edu/mis3504fall2017003/
Text Books


<table>
<thead>
<tr>
<th>Item</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Exam 1</td>
<td>20%</td>
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<tr>
<td>Exam 2</td>
<td>20%</td>
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<tr>
<td>Exam 3</td>
<td>20%</td>
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<tr>
<td>Individual case assignments and class participation</td>
<td>20%</td>
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<tr>
<td>Team Project</td>
<td>20%</td>
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Exams (20% each)

• 3 exams
  – 55 minutes long
  – Multiple choice
  – Half covers all readings and class discussions
  – Half requires you to apply techniques
  – Graded 0-100%
  – Combined exams = 60% final grade
Individual Work (20%)

- Project Scope
- Process Flow and Design
- Data Diagram
- Business Rules
- JustinMind assignment
- Class Participation
Team Project (20%)

• 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
• Personal project grades based on your performance, participation and peer evaluations
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.
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
## Schedule

### MIS3504 Fall 2017 Class Schedule and Deliverables

<table>
<thead>
<tr>
<th>Class</th>
<th>Topics</th>
<th>Individual Assignments</th>
<th>Team Assignments</th>
<th>Individual Deliverables due</th>
<th>Team Deliverables due</th>
<th>Reading assignment</th>
<th>Addition Material</th>
<th>Exams</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>8/29/2017</td>
<td>Introductions BA Role, Project Client / Sponsor Introduction of JustinMind</td>
<td>Team Assignments Team Member Introductions Turn in Team roster</td>
<td></td>
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<td>Seven Steps Chpt 1</td>
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<tr>
<td>2</td>
<td>9/5/2017</td>
<td>Requirements Stakeholders</td>
<td>In class team work assignment:</td>
<td></td>
<td>Requirements and Stakeholder exercise</td>
<td>Seven Steps Chpt 2</td>
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<tr>
<td>3</td>
<td>9/12/2017</td>
<td>Project Scope</td>
<td>Team Studio work: Brainstorm on Project topics</td>
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<td>Initial Project Topic and problem statement</td>
<td>Seven Steps Chpt 3</td>
<td>Modern Electronics / Distribution Warehouse Case – Project Scope</td>
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<tr>
<td>4</td>
<td>9/19/2017</td>
<td>Elicit Requirements Interviews</td>
<td>Team Studio work: Meetings to discuss Project Topic</td>
<td>Turn in individual Warehouse scope</td>
<td>Finalized Project Topic and problem statement</td>
<td>Seven Steps Chpt 4</td>
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<tr>
<td>5</td>
<td>9/26/2017</td>
<td>Process Flow Swim lane Flowchart</td>
<td>Team Studio work: Develop interview questions and stakeholder identification for Project Scope</td>
<td>Turn in JustinMind Prototype Introduction Lab1</td>
<td>Turn in team project scope (Draft)</td>
<td>Seven Steps Chpt 6 - pages 232 - 235</td>
<td>Discount Auto Parts – Sales Order Case – Process Flow Swim lane template</td>
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<tr>
<td>6</td>
<td>10/3/2017</td>
<td>Understanding Client Data Entities/Elements Introduce Project Case, Interviews</td>
<td>Team studio work: Mock interviews Scope refinements if required</td>
<td>Turn in individual Process Flow and Design</td>
<td>In Class review and revise (Draft) scope</td>
<td>Seven Steps Chpt 6 - pages 235 - 237</td>
<td>Solutions-Plus Client Project Data Analysis ERD SpreadSheet</td>
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<td>7</td>
<td>10/10/2017</td>
<td>Developing Business Rules</td>
<td>Team studio work: Mock interviews current state analysis</td>
<td>Turn in Individual Solutions Plus - Data Analysis Case</td>
<td>Turn in revised team project scope</td>
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<td>8</td>
<td>10/17/2017</td>
<td>Design Thinking</td>
<td>Team studio work: Mock interviews Future State Design</td>
<td>Turn in Individual - Business rules Case</td>
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<td>Seven Steps Chpt 7</td>
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<tr>
<td>Class</td>
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<td>Individual Assignments</td>
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<tr>
<td>9</td>
<td>10/24/2017</td>
<td>Create persona, user stories&lt;br&gt;Creating scenario&lt;br&gt;Project Case Interviews</td>
<td>Team studio work: Mock interviews&lt;br&gt;Future State Design</td>
<td>Turn in JustinMind&lt;br&gt;Prototype Introduction Lab 2</td>
<td>Current State Draft views of Data, Business rules and Process flows</td>
<td>Chp 6 Jogger 77 - 81</td>
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<tr>
<td>10</td>
<td>10/31/2017</td>
<td>Review Process&lt;br&gt;Document Business rule - Project focus</td>
<td>Team studio work: Prototype Design</td>
<td>Draft views of project persona(s) and Scenario(s)</td>
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<td></td>
<td>Exam 2 Chapter 4, 6 and 7</td>
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<td>11</td>
<td>11/7/2017</td>
<td>Selling your ides&lt;br&gt;Cross team review of scenario&lt;br&gt;Cross team prototype review</td>
<td>Team studio work: Prototype Design</td>
<td>Future State Draft views of Data and Process flows</td>
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<tr>
<td>12</td>
<td>11/14/2017</td>
<td>Group Work</td>
<td>Peer level reviews&lt;br&gt;Develop Presentation</td>
<td>Draft views of Prototype and Presentation</td>
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<tr>
<td>11/21/2017</td>
<td>Thanksgiving Break</td>
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<tr>
<td>13</td>
<td>11/28/2017</td>
<td>Team Presentations</td>
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<td>Class Presentations</td>
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<td>Exam 3 - Prototyping</td>
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<tr>
<td>14</td>
<td>12/5/2016</td>
<td>Team Presentations</td>
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Break 10 minutes
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)
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?

• Analysts enjoy learning things and have a rare combination of the ability to see both the big picture while also being very detail oriented.

• Excellent “people skills” – strong listening skills. Good at asking questions and probing for missing information. Good leadership skills.

• Strong technical awareness – Understands all facets of software development.

• Constantly working on improving their skill set.

• Creativity
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...
<table>
<thead>
<tr>
<th>Title</th>
<th>Experience</th>
<th>Tasks</th>
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<tbody>
<tr>
<td>Junior Business Analyst</td>
<td>0-2 years; may have business</td>
<td>Elicit and document requirements for small, well-defined projects, often changes to existing systems. Ideally works with a BA mentor</td>
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<tr>
<td></td>
<td>experience or IT development</td>
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<tr>
<td></td>
<td>experience</td>
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<tr>
<td>Business Analyst</td>
<td>2-5 years</td>
<td>Elicit, analyze, and document requirements for medium to large projects. Works with the project manager to scope new projects</td>
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<tr>
<td>Lead or Senior Business</td>
<td>5-10 years</td>
<td>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.</td>
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<tr>
<td>Analyst</td>
<td></td>
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<tr>
<td>Business Consultant/Client</td>
<td>10+ years</td>
<td>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</td>
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<tr>
<td>Relationship Manager</td>
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$55-60,000  
$77,000+  
$89,000+

Average salaries from Indeed.com
• 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?
Summary: Basic Model

Events Trigger
- Opportunities
- Problems

Steps
1. Analysis of the event—Ask the right questions
2. Design a solution—What are the possibilities
3. Implementation - Build/implement the solution
Framework: Tools

Tool: a device or implement, used to carry out a particular function
implement, utensil, instrument, device, apparatus, gadget, appliance, machine, contrivance, contraption, gizmo

Framework: the ideas, information, and principles that form the structure of an organization or plan

Framework and tools for your innovation project:

➢ Scope the work
  • What is the game plan

➢ Analysis / Document the current state
  • Understand the Business Requirement and how the work gets done (functional)
  • Tools: Process flow, Data Views Business Rule, Decision trees

➢ Design a solution to resolve issue or address opportunity
  • Team collaboration
  • Tools – personas, scenarios, evaluation, prototypes

➢ Document Future state with new design
  • How does the solution change the way work gets done (functional)
  • Are the Business requirement still being met

➢ Sell solution to sponsor
  • Presentation
  • Demonstration
Requirements:

Core Business Requirements vs Functional Requirements:

➢ **What** tasks need to be performed to operate
  ▪ Core Business Requirements
  ▪ Analysis

➢ **How** will the task be completed
  ▪ Functional Requirements
  ▪ Design
team formation

1. select a team liaison
2. exchange contact information
3. Liaison emails to me slsnite@temple.edu

Team Name
Team Number
List of members
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
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?
• Each team member presents their 2 minute biographies
Congratulations!
You are now a team.
What do you want to learn from the interview with a project sponsor?
Questions should be:
- Broad to start
- Appropriate for the person being interviewed
- Start general then more specific
- Open-ended
As a team:
Prepared questions (in writing) in priority order
JustInMind

1. **Download** trial program from website [http://www.justinmind.com/]
   Prototyper Pro Edition 7.4
2. **Access** your license key
3. **Unlock** the full version of the program
4. **Learn** how to use it