



MIS 3504

Digital Design and Innovation Studio

1: INTRODUCTION

Stephen Salvia

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

WELCOME BACK

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Office Hours:

Monday/Wednesday 6:00 PM – 7:30 PM

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Tuesday / Thursday 8:30 PM 9:30 PM

after class MIS Department Office SP210

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

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

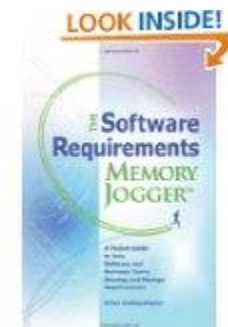
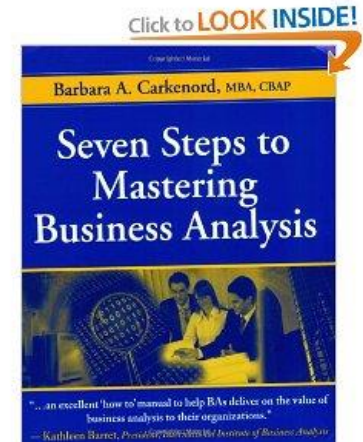
- **Understand** the shift from Quantitative to Qualitative thought
- **Learn** methods of User Centered / Ethnographic research
- **Learn** collaborative working methods
- **Learn** iterative working methods / experimentation
- **Think** and communicate visually
- **Provide** effective evaluation and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

Course Blog

<http://community.mis.temple.edu/mis3504summer2015011/>

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



Grading

Item	Percentage
Exam 1	20%
Exam 2	20%
Exam 3	20%
Individual case assignments and class participation	20%
Team Project	20%

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



http://3.bp.blogspot.com/_oJiC4AmR4UU/S4FIHotJBJI/AAAAAAAAAhk/F2SumCCPquk/s640/2420328820_d4e152ae6e_o.jpg

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 Summer 2015 Class Schedule and Deliverables

Class	Topics	Individual Assignments	Team Assignments	Individual Deliverables due	Team Deliverables due	Reading assignment	Addition Material	Topic	Exams
1 05/12/2015	Introductions BA Role Project Client / Sponsor Introduction of JustinMind		Team Assignments Team Member Introductions Turn in Team roster		Team building	Seven Steps Chpt 1		Class 1.1	
2 05/14/2015	Requirements Stakeholders	Assigned JustinMind Lab - Due class 3	In class team work assignment:		Requirements and Stakeholder submission In Class assignment	Seven Steps Chp 2 Jogger 1 - 28 Requirement overview Jogger 62 - 63 - Stakeholder Profiles	Warehouse Case_ StakeHolder Stakeholder Template	Class 1.2	
3 05/19/2015	Project Scope Elicit Requirements Interviews	Develop Scope from Warehouse case - Due class 4	Team Project Topic - Due Class 4	Turn in JustinMind Prototype Introduction Lab		Seven Steps Chp 3 Jogger 28 - 42 - Vision Statement Seven Steps Chp 4 Jogger 43 - 49 - Elicit Requirements	Dysfunctional Warehouse Case	Class 2.3	
4 05/21/2015	Process Flow Swim lane Flowchart	Assign Sales Order Case, develop process flow and design Due class 5	Team sharing of topic Assign Team Project Scope	Turn in individual Warehouse scope	Group Topic Selection	Seven Steps Chp6 - pages 232 - 235 Jogger122 - 126	Sales Order Case Swim lane template	Class 3.5	Exam 1 Chapter 1 , 2, 3 and 4
5 05/26/2015	Understanding Client Data Entities/Elements Introduce Project Case, Interviews	Assign Night Owl Case, develop Data and views Due class 6	Assign Team Project Scope Draft class 6	Turn in individual Process Flow and Design		Seven Steps Chp6 pages 235 - 237 Jogger 183 - 189	Night Owl Case	Class 4.6	
6 05/28/2015	Developing Business Rules	Assign Gas Woks Case, develop business rules and design Due class 7	Client Interviews	Turn in Individual Night Owl Data Case	Turn in team project Scope	Jogger 204 - 215		Class 5.7	

Schedule (continued)

MIS3504 Summer 2015 Class Schedule and Deliverables									
Class	Topics	Individual Assignments	Team Assignments	Individual Deliverables due	Team Deliverables due	Reading assignment	Addition Material	Topic	Exams
7 06/2/2015	Design Thinking		Assign Prototype development, data, business rule, process Due Class 8	Turn in Individual gas works case - Business rules Case		Seven Steps Chp 7		Class 6.8	
8 06/4/2015	Create persona, user stories Creating scenario Project Case Interviews		Assign Persona and Scenarios due for Class 9		Draft views of "As is State" Data, Business rules and Process flows	Chp 6 Jogger 77 - 81		Class 7.9	Exam 2 Chapter 4, 6 and 7
9 06/9/2015	Review Process Selling your ideas Document Business rule - Project focus		Assign Draft Prototype views Due for Class 10		Draft views of Persona(s) and Project Solution Scenario (s)			Class 8.10	
10 06/11/2015	Solution Design Reviewing a prototype		Peer level reviews Prepare Presentation for Class 11		Draft views of project Prototype pages				
11 06/16/2015	Project and Presentation deliverables review		Complete final deliverables due Class 13		Presentation			Class 9.11	
12 06/18/2015	Group Presentation	Team Presentations			Final Project Materials due			Class 10.12 Class 10.13	Exam 3 - Prototyping

Extra Credit

- 4 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
 - Mortgage Program
 - Gas Company Prototype
- Students who submit prototypes that are **complete AND well done** will earn up to 1 point on their FINAL grade for each. (Maximum of 2 points total)

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**

Break 15 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?

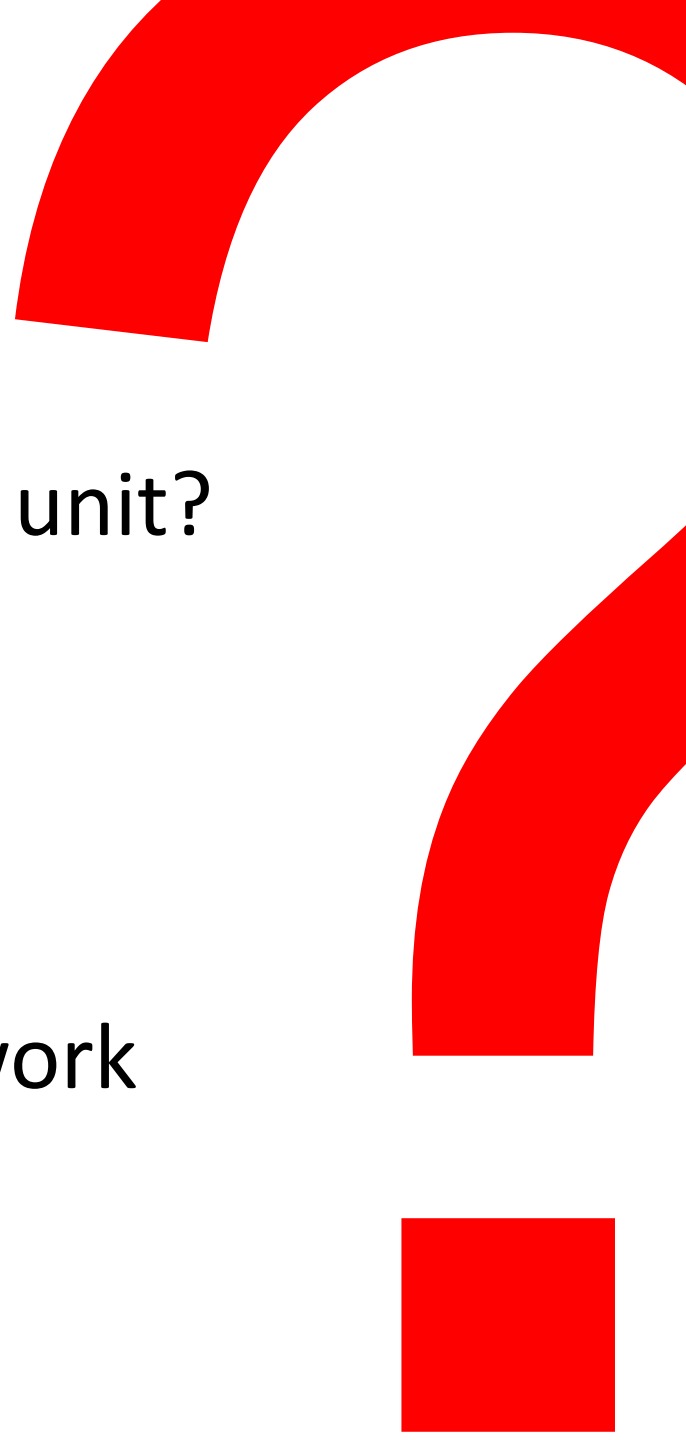
- You like technology, but not so much that you want to do it all the time.
- You like solving problems
- You like working with people and understanding their needs and concerns
- You get bored easily doing the same thing over and over
- Inefficiency and lack of effectiveness annoy you

And...

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 \$55-60,000
Business Analyst	2-5 years	Elicit, analyze, and document requirements for medium to large projects. Works with the project manager to scope new projects \$77,000+
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. \$89,000+
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 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

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 6.4
2. **Access** your license key
3. **Unlock** the full version of the program
4. **Learn** how to use it

END