MIS 3506
Digital Design and Innovation Studio

1: INTRODUCTION

Amy Lavin

WELCOME BACK
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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


We will use both books every week. Buy them!
## Grading

<table>
<thead>
<tr>
<th>Item</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exam 1</td>
<td>25%</td>
</tr>
<tr>
<td>Exam 2</td>
<td>25%</td>
</tr>
<tr>
<td>Exam 3</td>
<td>25%</td>
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<tr>
<td>Team Project</td>
<td>25%</td>
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</tbody>
</table>
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, **MS-Digital Innovation in Marketing Program**
- 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
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.
Team Project Review Sessions

• 3 consecutive weeks during 2nd 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)
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 for Fall 2016
Course Blog

https://community.mis.temple.edu/mis3506digitaldesignfall2016
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
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1: INTRODUCTION

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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

<table>
<thead>
<tr>
<th>Title</th>
<th>Experience</th>
<th>Tasks</th>
<th>Average Salaries from Indeed.com</th>
</tr>
</thead>
<tbody>
<tr>
<td>Junior Business Analyst</td>
<td>0-2 years; may have business experience or IT development experience</td>
<td>Elicit and document requirements for small, well-defined projects, often changes to existing systems. Ideally works with a BA mentor.</td>
<td>$55,000-$60,000+</td>
</tr>
<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>
<td>$77,000+</td>
</tr>
<tr>
<td>Lead or Senior Business Analyst</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>
<td>$89,000+</td>
</tr>
<tr>
<td>Business Consultant/Client Relationship Manager</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>
<td>Average salaries from Indeed.com</td>
</tr>
</tbody>
</table>
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