



MIS 3506

# Digital Design and Innovation Studio

2: UNDERSTANDING PROJECT WORK  
AND THE PEOPLE INVOLVED

Amy Lavin

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?

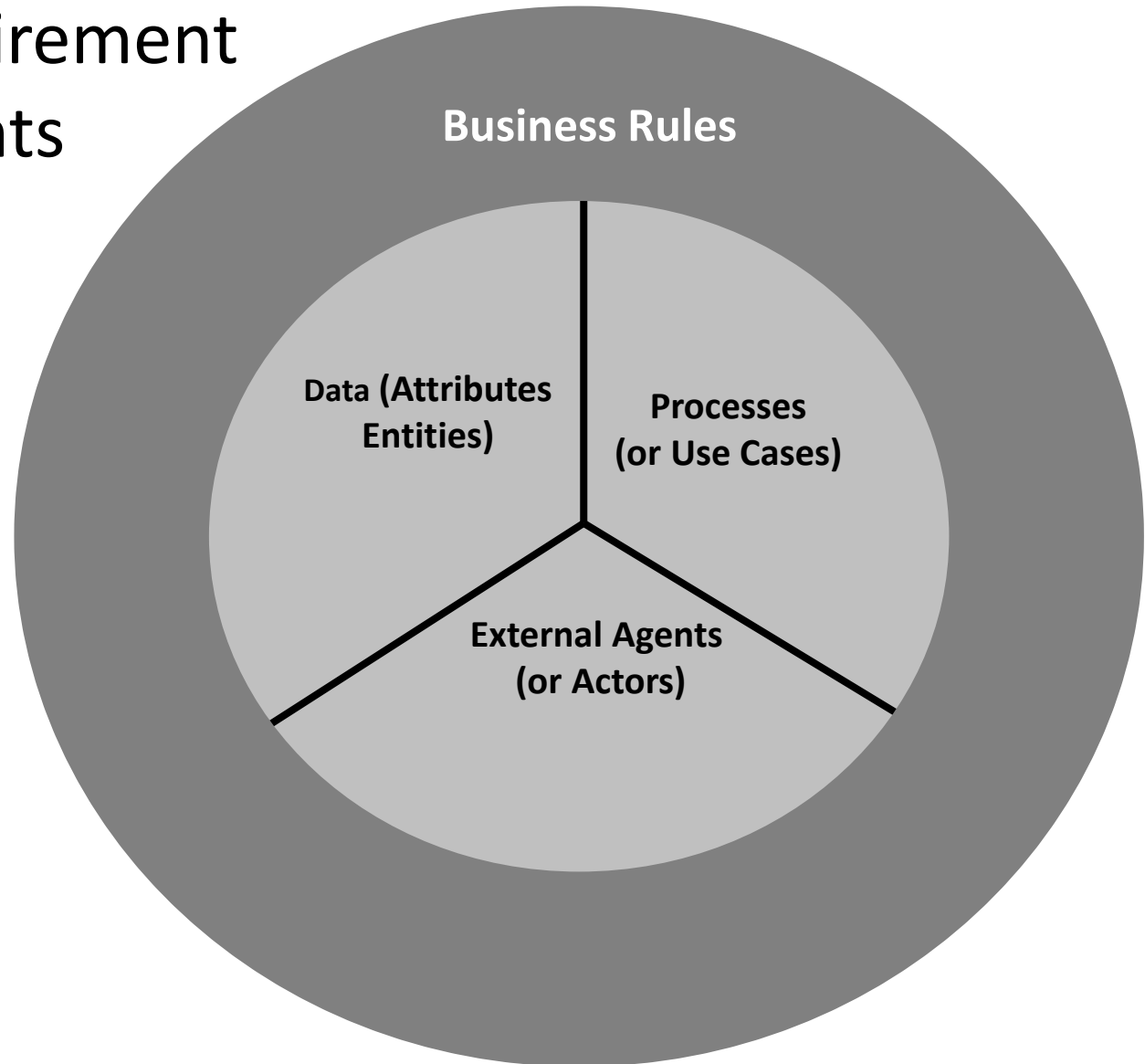


# What is the best way to document a requirement?

- 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

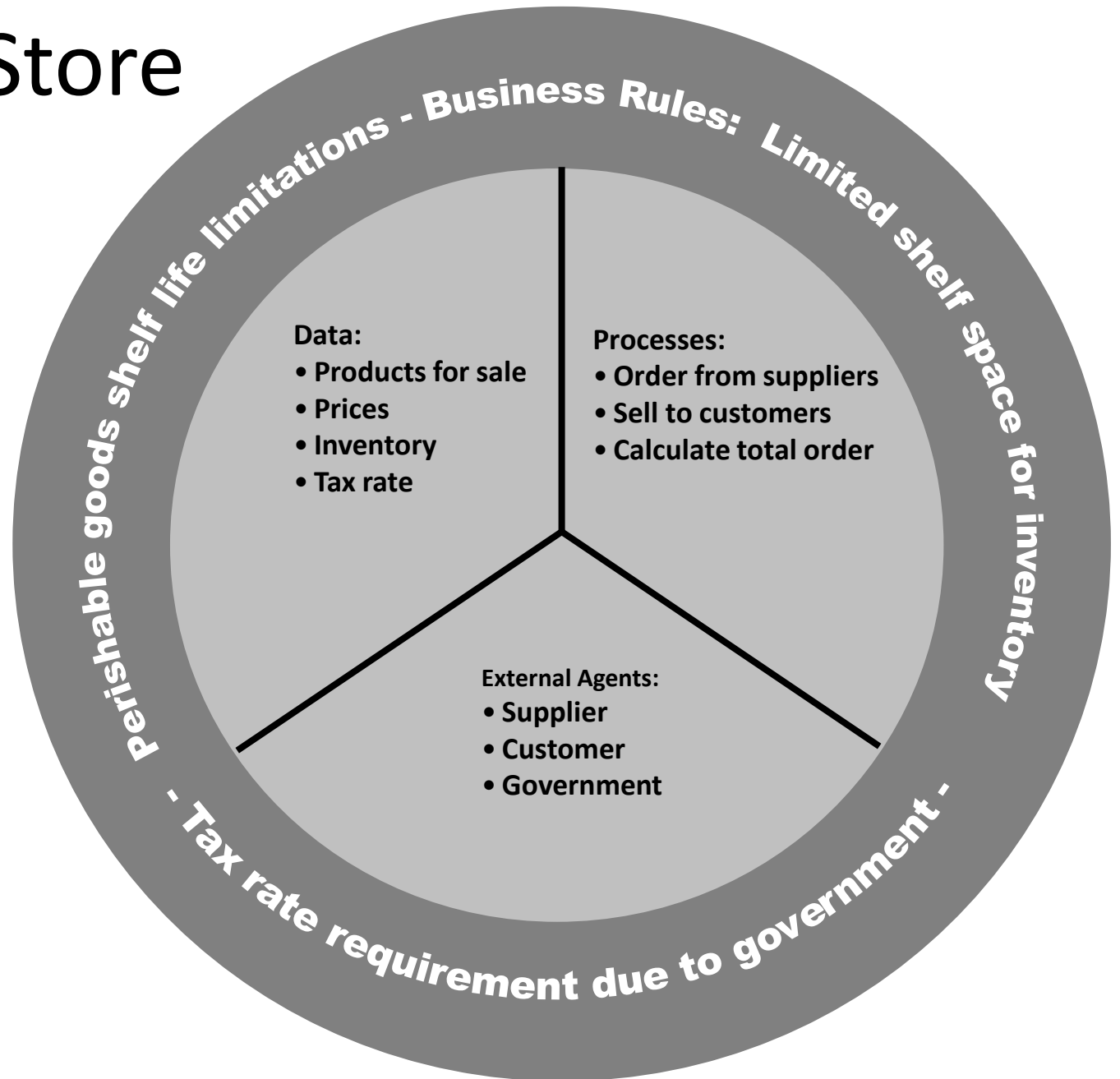


**Exercise:** As a team discuss and identify the Core Requirements for a Grocery Store:

- External Agents
- Processes
- Data
- Business rules.

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

# Grocery Store Example



# Projects vs. Operations

- 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

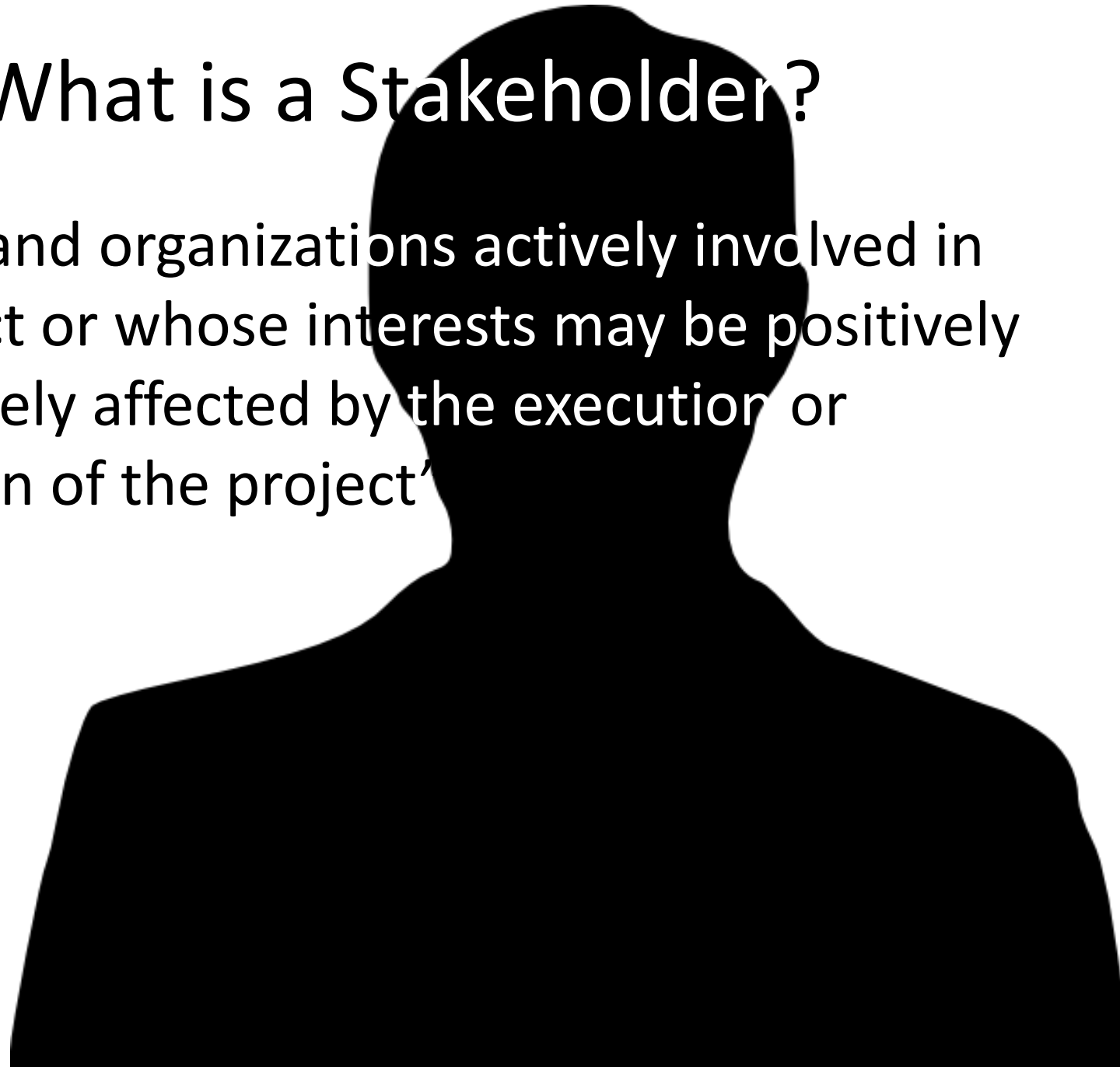
**Who** are the **affected** stakeholders  
*or*




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”

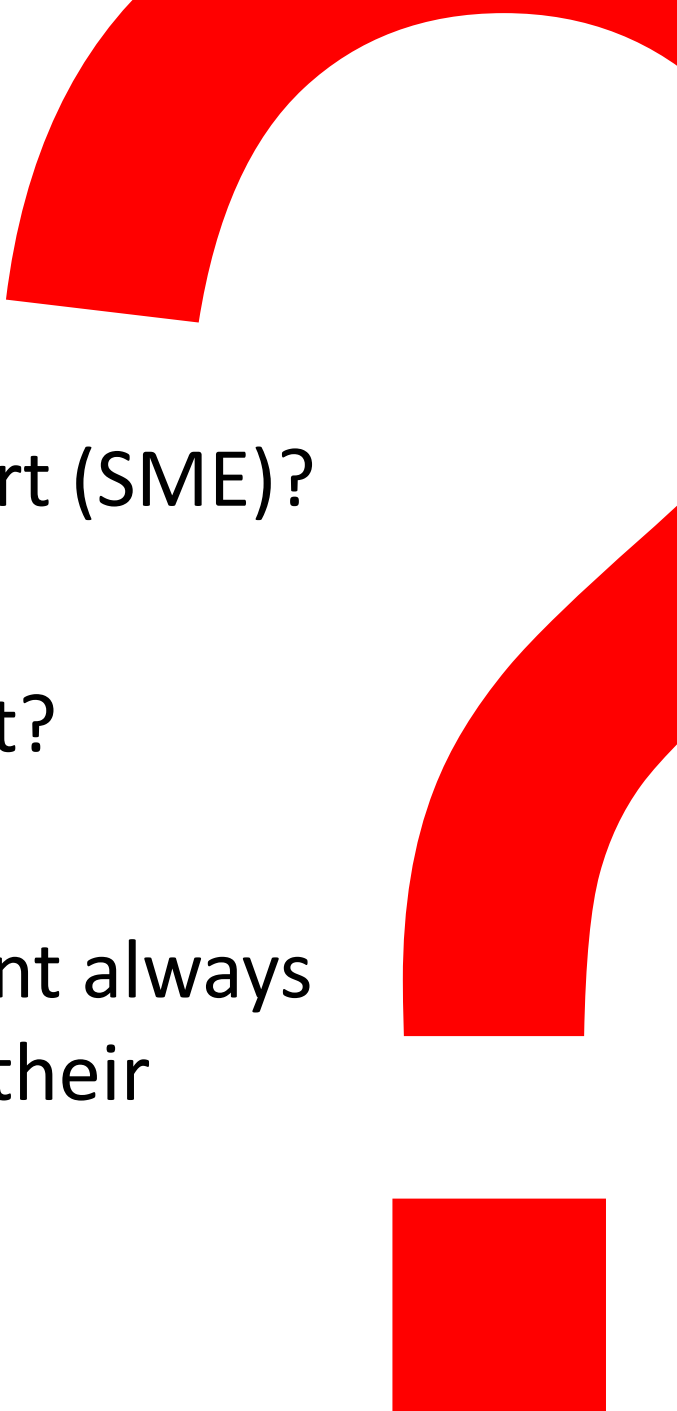


- 
- 
- 
- As a Business Analyst (BA), how many of these stakeholders work for you?
  - If they don't work for you, how do you get them to do what you need them to do? After all, they all have their regular job to do too.

# Project roles

- 
- 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?

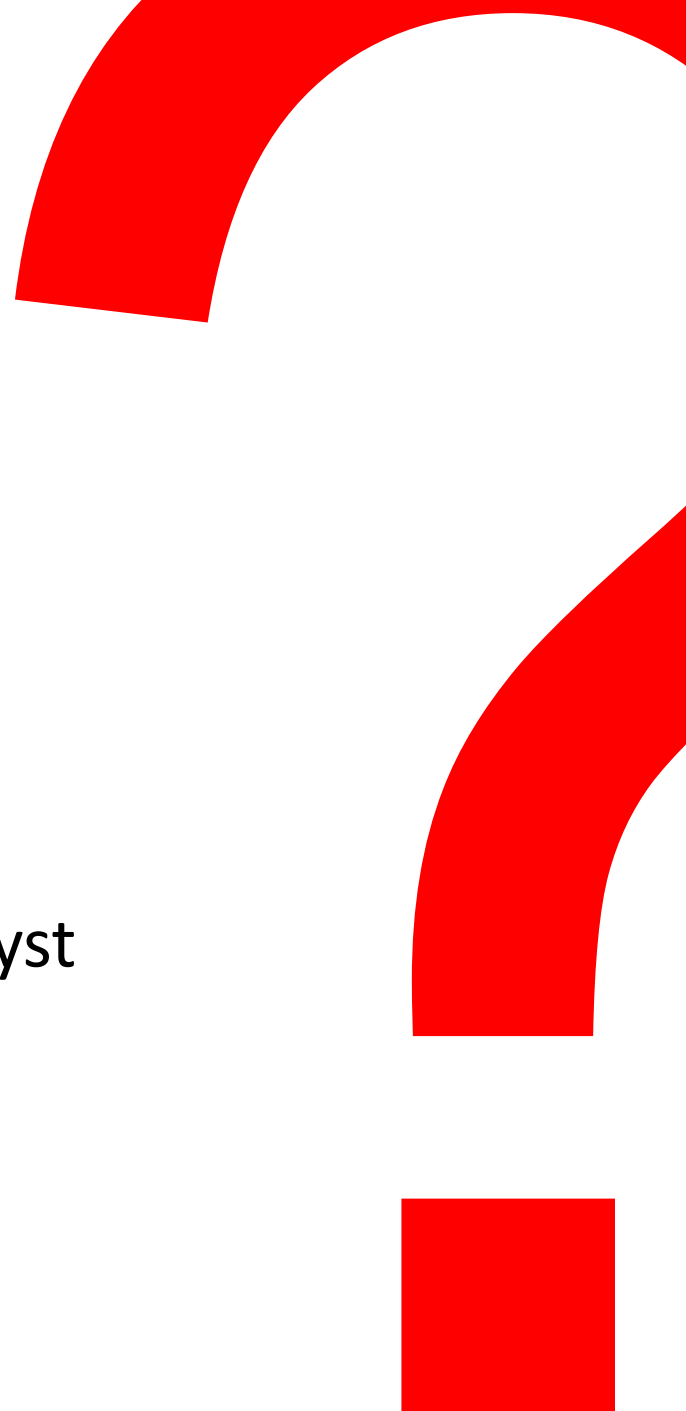
- 
- What is a subject matter expert (SME)?
  - What makes an SME an expert?
  - Is the manager of a department always an expert on what goes on in their department?

- 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!



For Thursday:

Print/Read the Warehouse  
Stakeholder Case (on blog).

Bring a copy and your notes to class.



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PLEASE BE **READY TO MOVE**  
TO A SEAT WITH YOUR TEAM

Exercise:

Warehouse stakeholder case

*Read the case*

*Work with your team*

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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**

1 "#\$%&' () *"	2 + ' %	3 + % - ' . , / \ / %	4 1 " % % "	5 ! 2 3 3 % , 4 * / % % #	6 5 ' . 3 % . ,	7 6 ) 7 # . " # 8 % 9 5 ' . , " * # / . "

See pages 62-63 in Memory Jogger

Your PROJECT

Project client:

MS-Digital Innovation in  
Marketing

# Interviews:

Rachel Carr

Joseph Allegra

Dr. Michael Smith

What do you want to learn  
from your interviews?



# Questions should be:

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

As a team:

come to class Tues

prepared with 10

questions (in writing) in

priority order