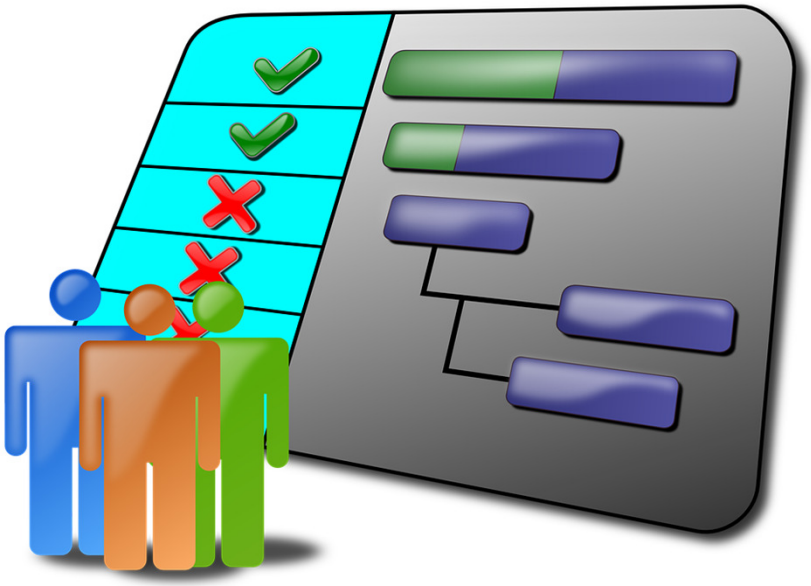
MIS 3506

Digital Design & Innovation Studio

2.1: Understanding Project Work & the People Involved

Amy Lavin/Steve Sclarow

PROJECT WORK



What should happen first when you are given a project?

Define the As IS

Design Thinking: Problem Seeking

Core Questions

1. Establish Goals (Qualitative)

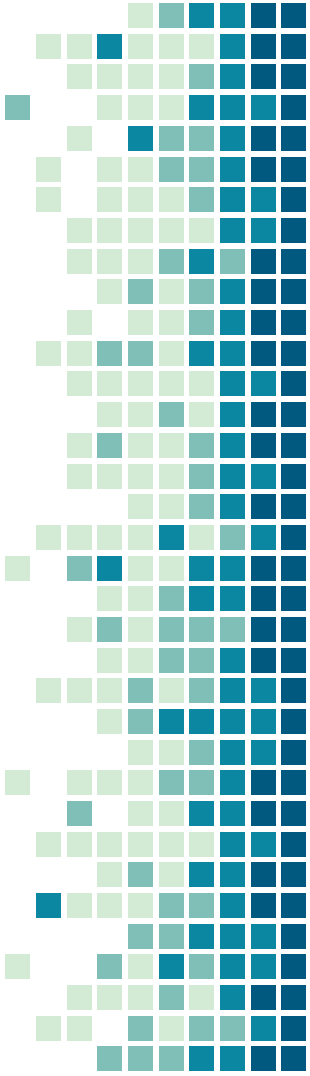
What do we want to achieve and… why?

2. Collect & Analyze Facts (Quantitative)

What is this all about?

3. Uncover & Test Concepts (Qualitative)

How do we achieve the goals?



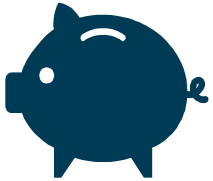
Design Thinking: Problem Seeking

Core Questions

4. Determine Needs (Quantitative)

What are the cost, scope, quality and time constraints?

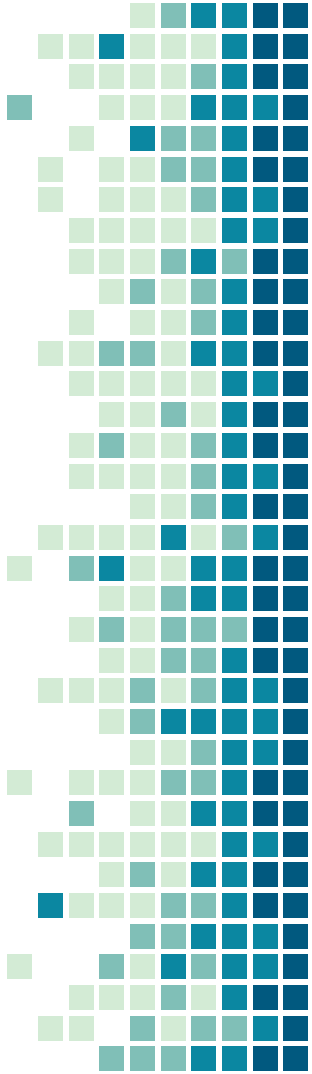
Distinguish needs from wants.



5. State the Problem (Qualitative)

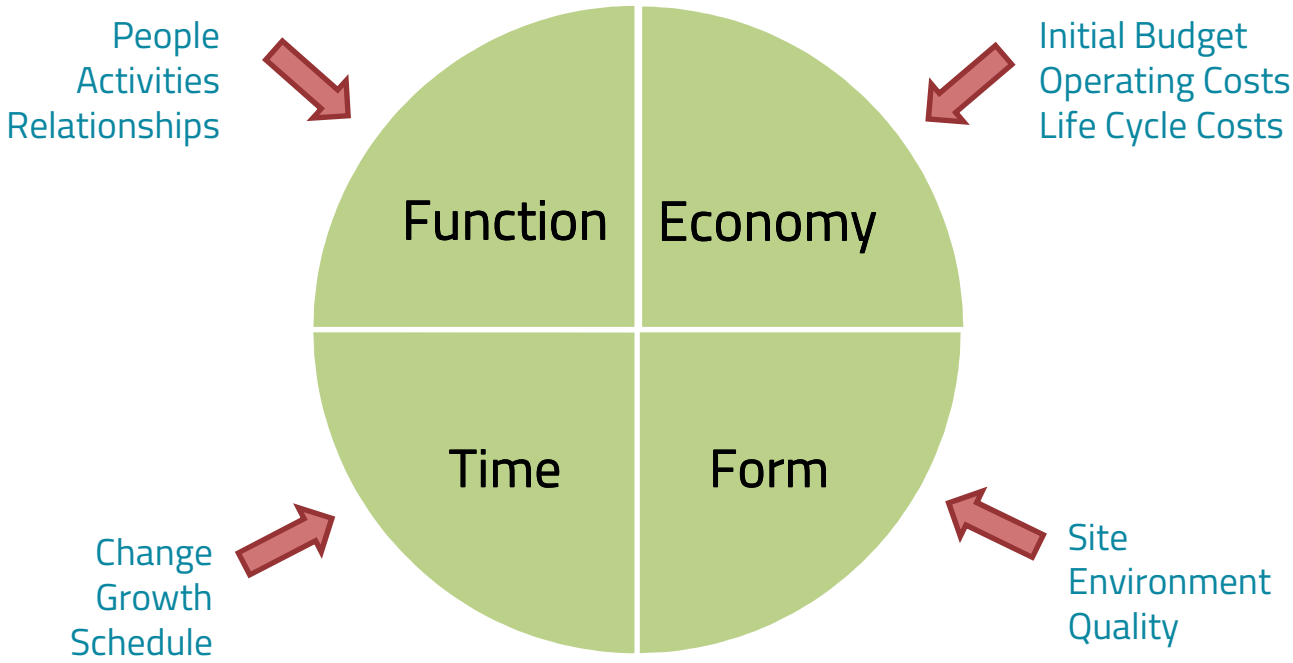
What are the significant conditions & general directions our concepts should take?

Consider the components of the *whole problem* when formulating problem statements.



Studio Concepts: The Whole Problem

4 Considerations

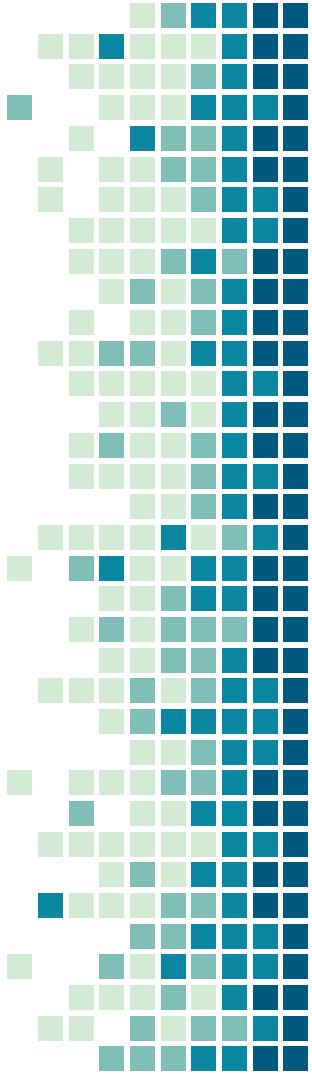


What is a requirement?

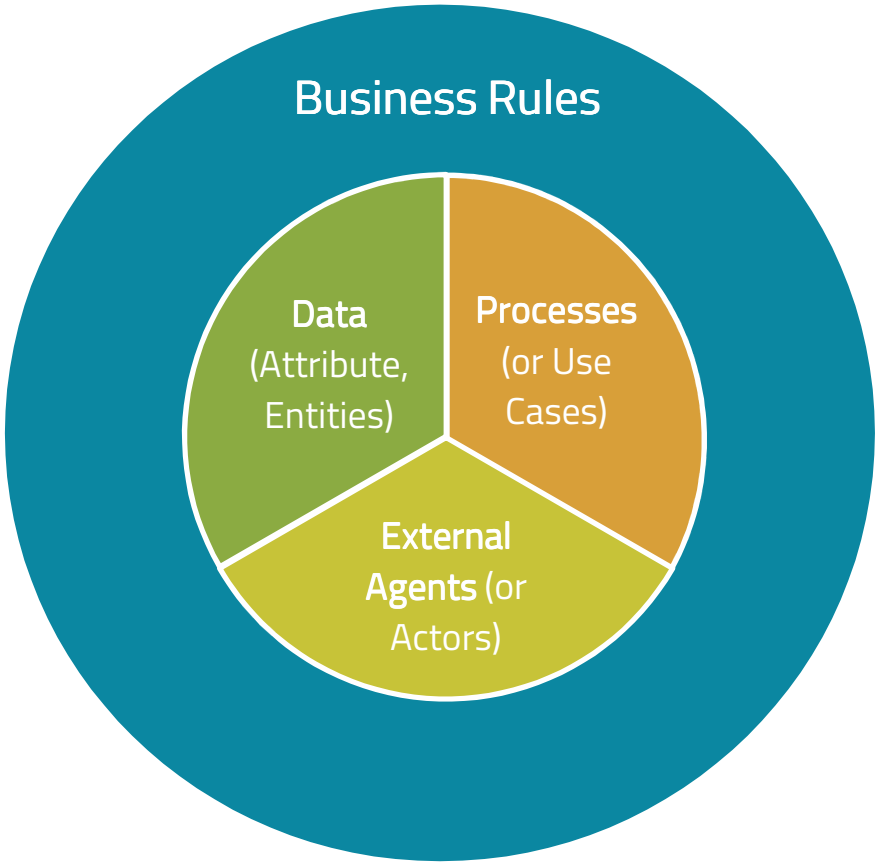
How would you document one?

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



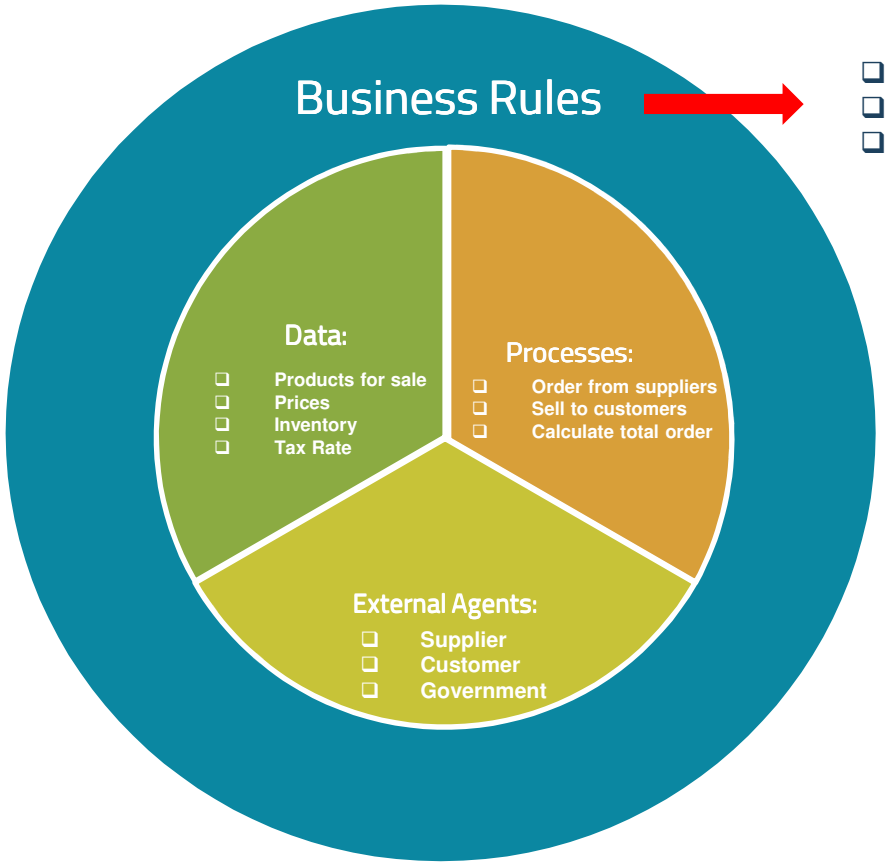
EXERCISE

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



- Limited shelf space for inventory
- Tax rate requirement due to government
- Perishable goods shelf life limitations

What is a project?

What differentiates a project from operational work activities?

What is a **product**?

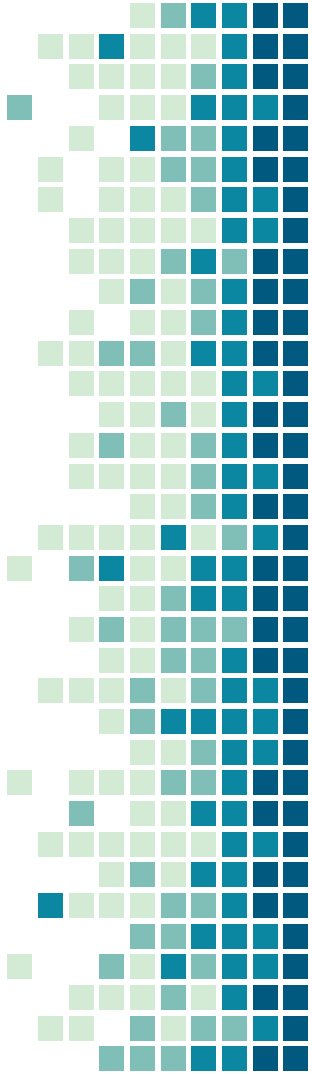
What is a **solution**?

What is a **deliverable**?

PEOPLE + roles

DESIGN INQUIRY / Five Questions to Answer:

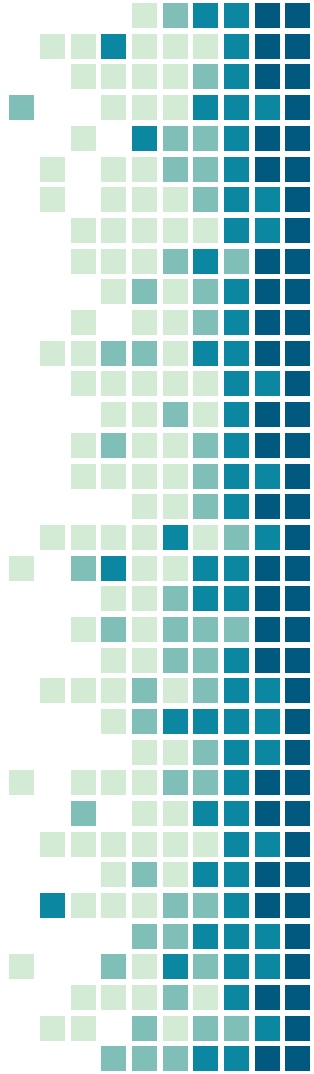
1. What inspired you (good or bad)?
2. Who are the affected stakeholders?
3. What are their unmet needs & why are they important?
4. What is your solution?
5. What resources do you need to create and sustain your solution?



Who are the affected stakeholders?

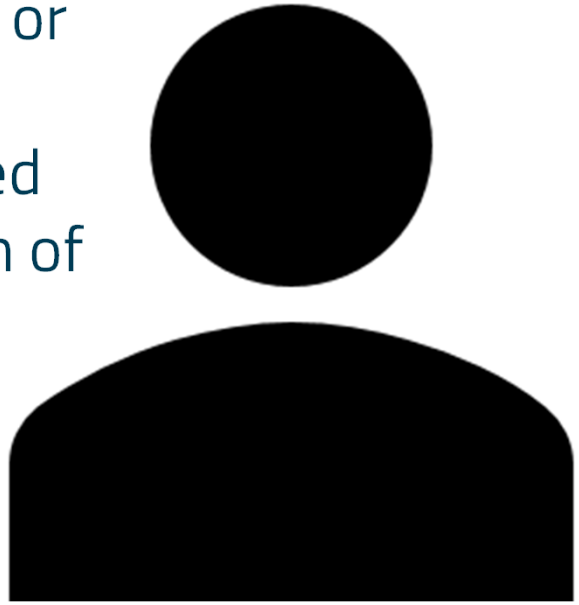
or. . .

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 jobs to do.

Project ROLES

What is a “Project Sponsor”?

What are the project sponsor’s roles & responsibilities?

How do you communicate with the sponsor?

What is a “Project Manager”?

What are the project manager’s roles & responsibilities?

Can the BA also be the PM?

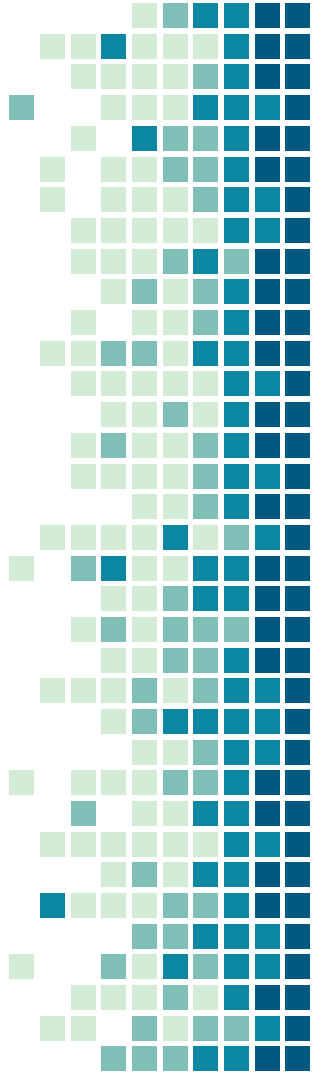
What is a “Subject Matter Expert”?

What makes an SME an expert?

Is the manager of a department always an expert on what goes on in their department?

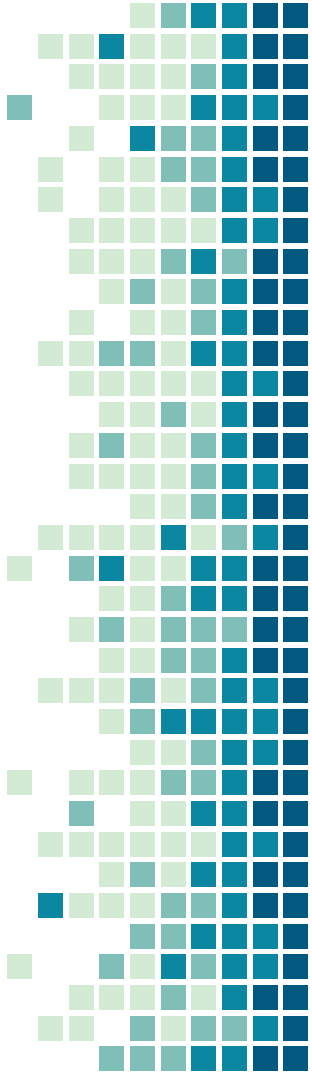
Other Technical Roles

- IT Architect
- IT Developer
- Data Administrator/Architect/Analyst



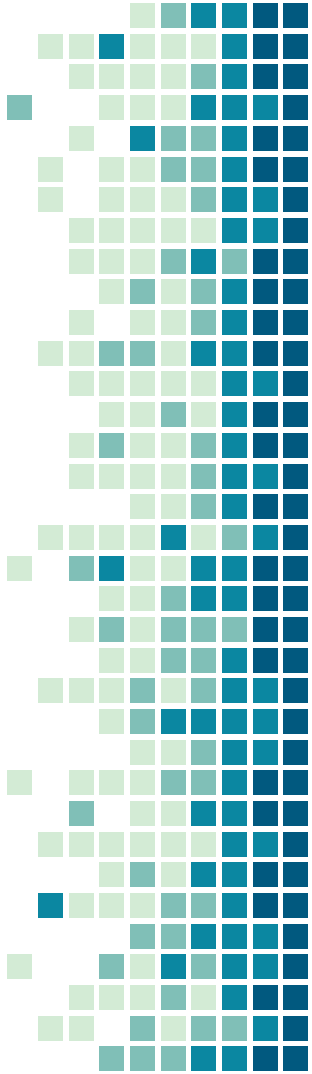
Who is important to the PROJECT?

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



For Class 2

- Print/Read the Warehouse Stakeholder Case (located on the class blog).
- Bring a copy and your notes to class!

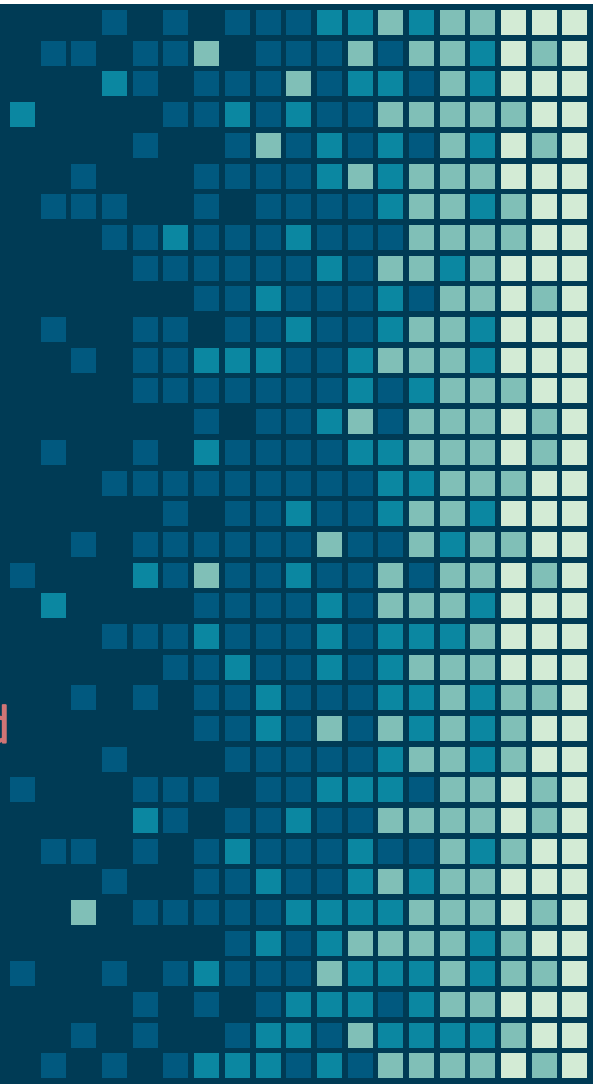


MIS 3506

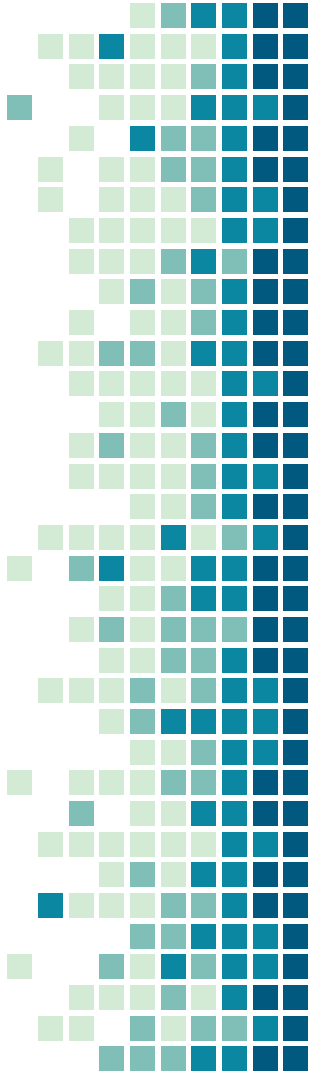
Digital Design & Innovation Studio

2.2: Understanding Project Work & the People Involved

Amy Lavin/Steve Sclarow

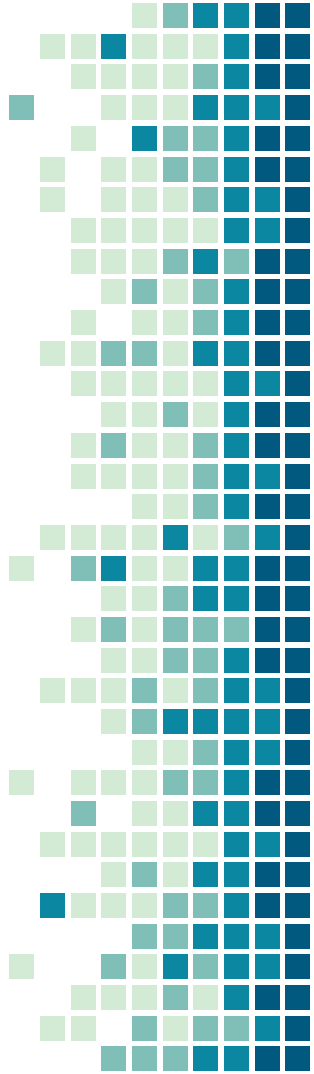


PLEASE BE READY TO MOVE TO A SEAT WITH YOUR TEAM



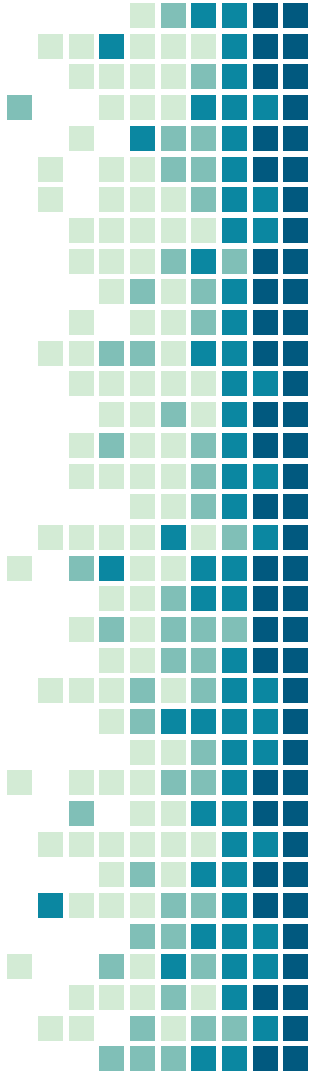
Exercise:

Warehouse Stakeholder Case



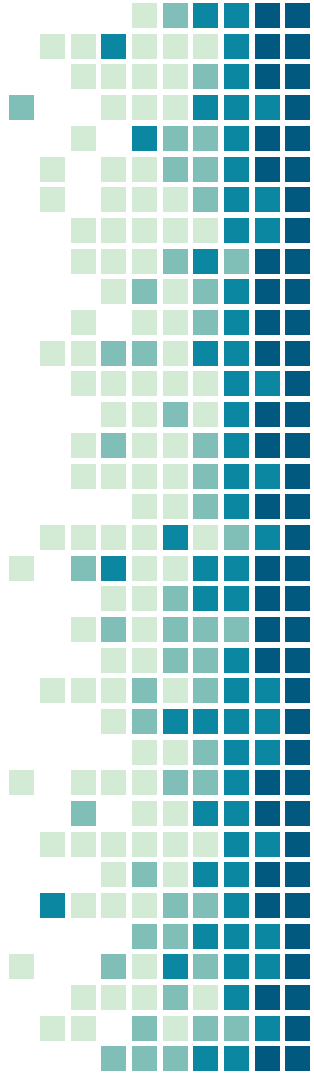
Read the case, work with your team

- Review your notes.
- 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?



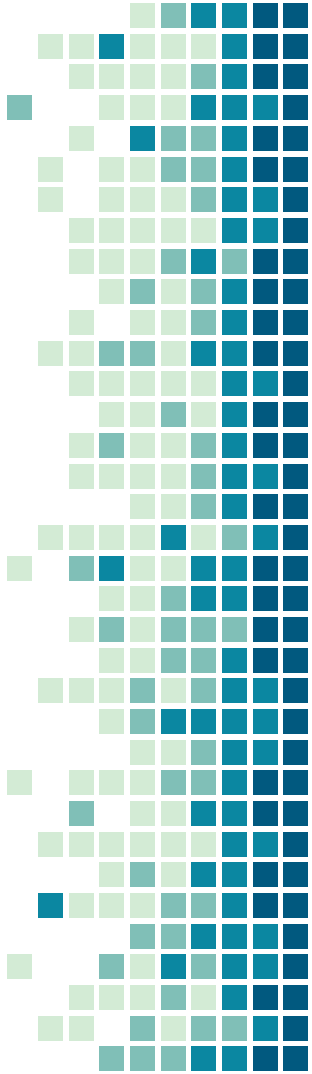
Consider:

Who are your stakeholders?



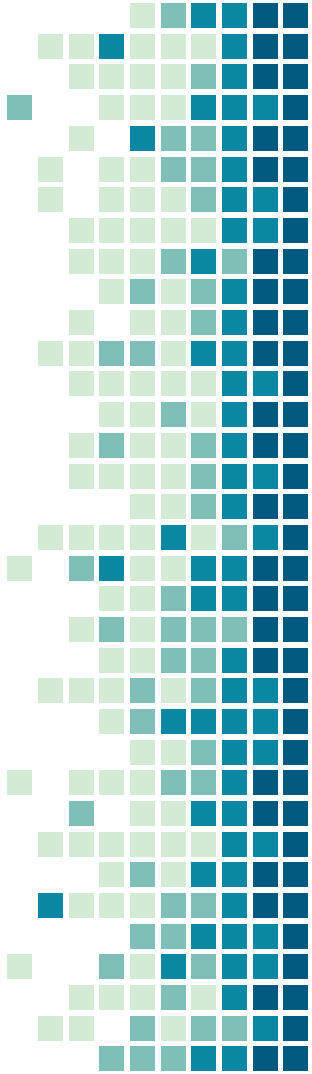
Ask yourself:

Are they the stakeholders for YOUR project?



Common Stakeholder Mistakes

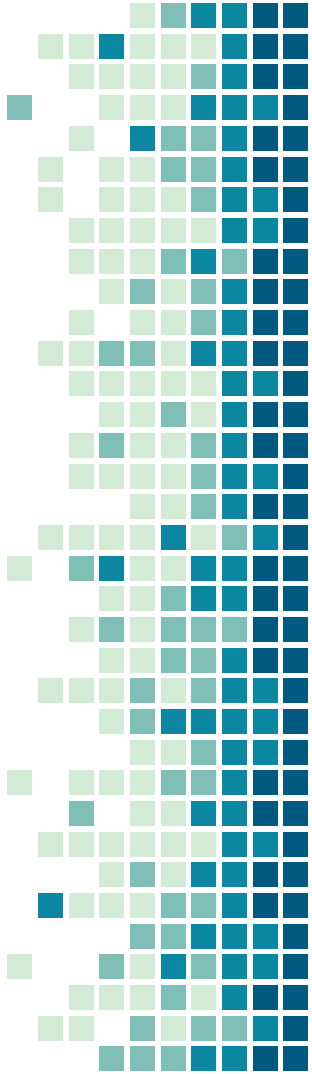
- Company stakeholders are not likely to be project stakeholders (closeness to the project).
- *Roles* are as likely stakeholders as *individuals,* but often forgotten.
- SME's probably are stakeholders if they are assigned to the project from the organization. You can be both!
- Lower level roles in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



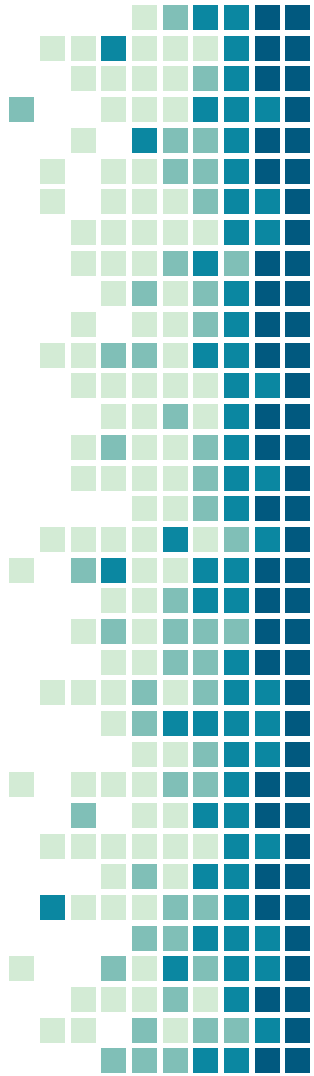
Stakeholder Analysis: TEMPLATE

A	B	C	D	E	F	G

See pages 62-63 in Memory Jogger!

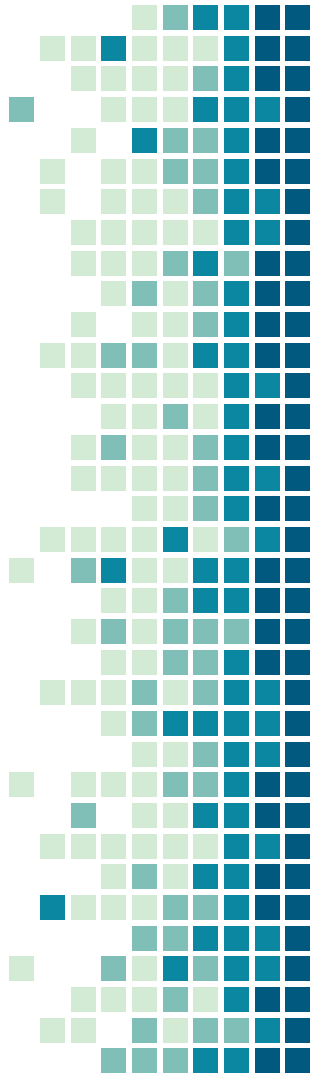


Your PROJECT



Project Client:

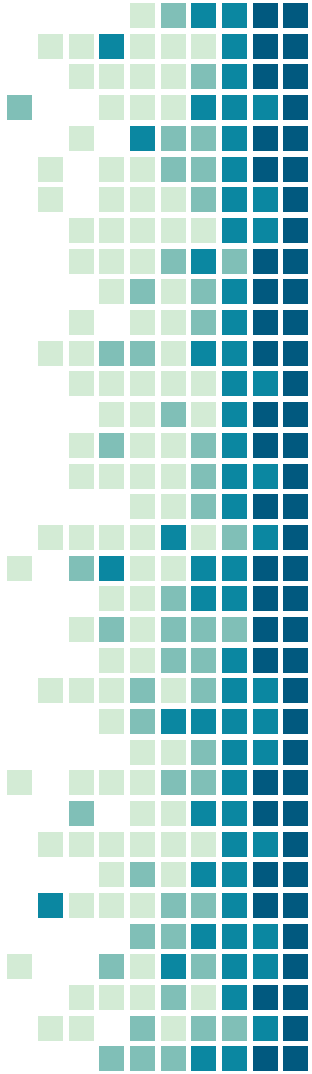
ARI Fleet Management



We will be working with ARI to create the digital tools needed to serve their remarketing program.

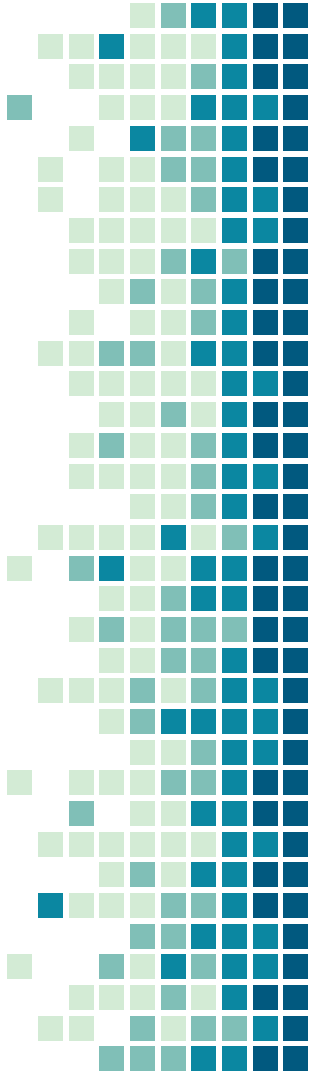
Each team will focus on a distinct need determined by the client as detailed in the Project Document.

PROBLEM #1	PROBLEM #2	PROBLEM #3
Zapier	Fetch Robotics	Kong
Gigster	Ripcord	G2 Crowd
Smyte	Snap Route	Shippo
Heptio	Nginx	Gitlab



Interview #1

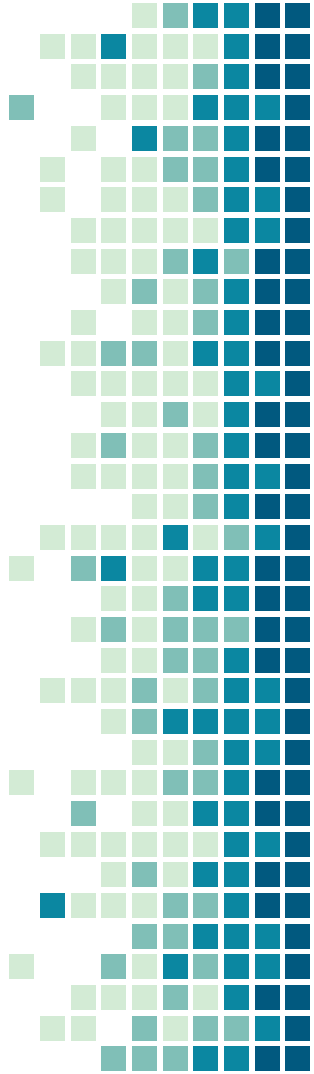
- **Chris Clarke -** *Remarketing Manager*
- **John Cullen –** *IT Lead*
- **Rob Rogers -** *Department Head - Application Development, Fleet Management*
- Wednesday, September 12
- 10 - 11:20 AM
- Walk Auditorium in Ritter Hall
- (more names to follow)



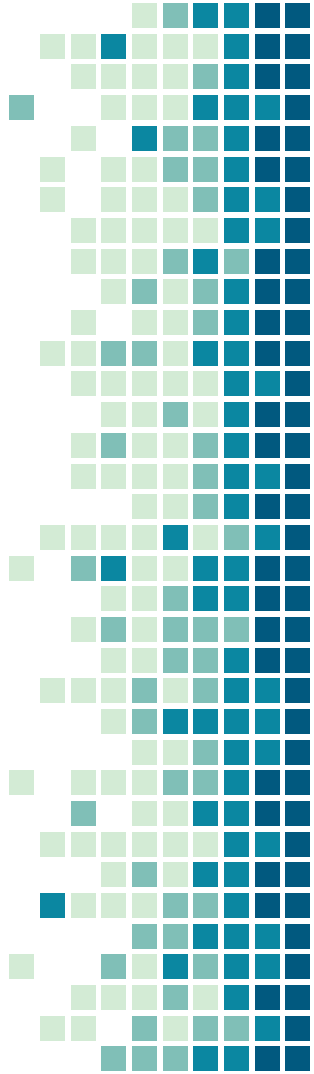
What do you want to learn from your interviews?

Questions should be:

- Appropriate for the person being interviewed
- Broad topics to start
- Start general, then more specific
- Open-ended
- Prepared with follow-up questions



As a team–

Come to Class 1 prepared with 10 questions

(written down) in priority order!