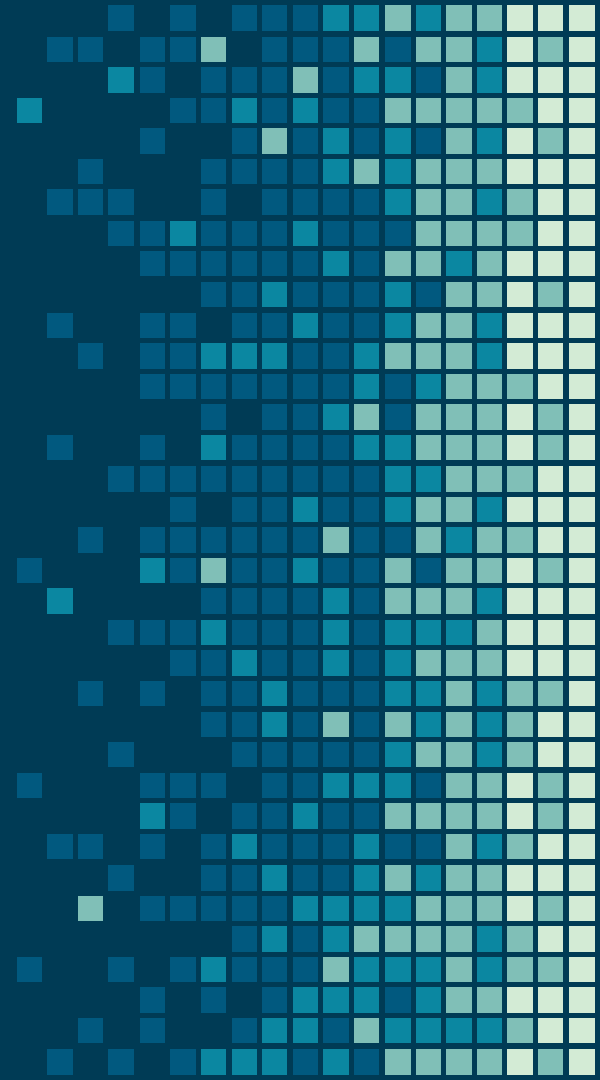


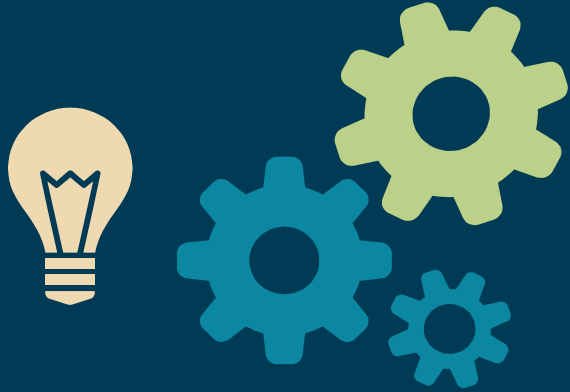
MS3506

Digital Design & Innovation Studio

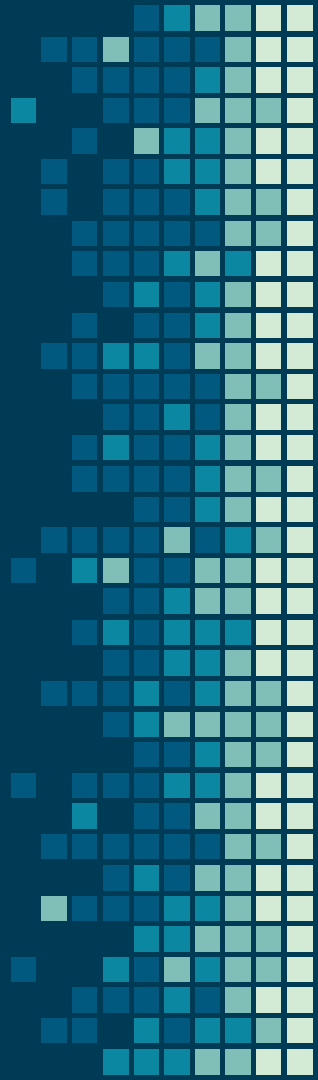
1: Introduction

Amy Lavin/ Steve Sclarow





WELCOME BACK





AMY LAVIN

amyl@temple.edu

Speakman 209g

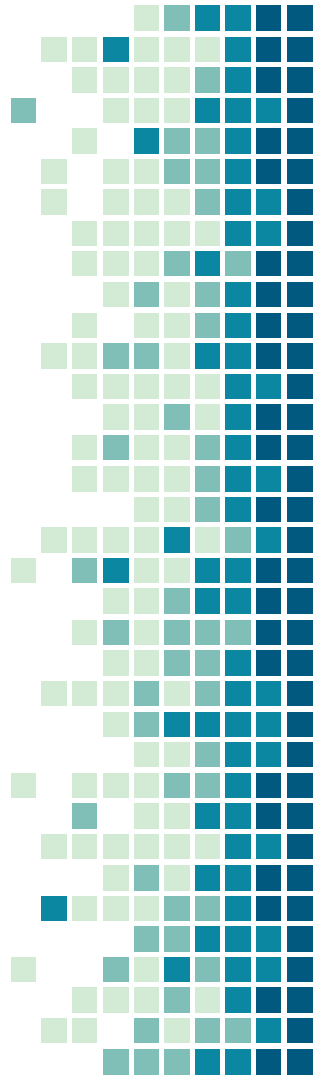
Office: 215-204-3196

Office Hours (by appt.)

Monday: 1-2

Friday: 10-11

By Appointment





STEVE SCLAROW

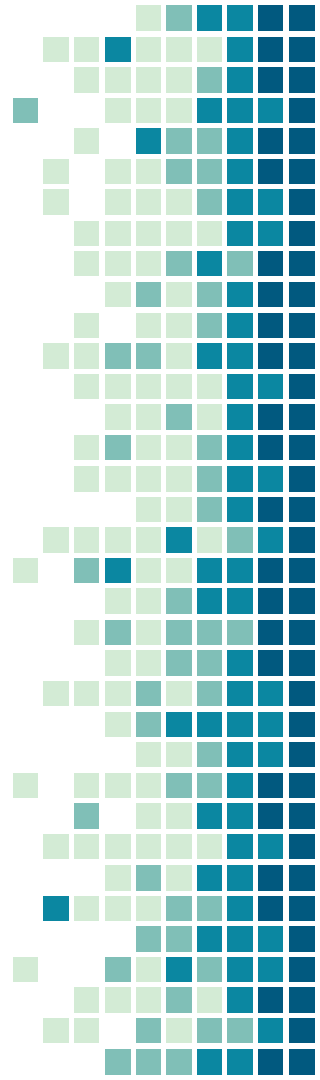
sclarow@temple.edu

Speakman 209f

Office: 215-204-4386

Office Hours (by appt.)

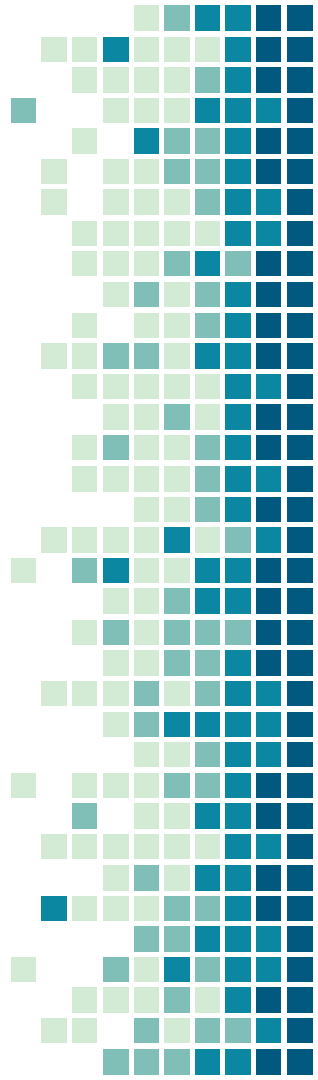
MWF: 11 AM – 12PM



KAYLA HERBST

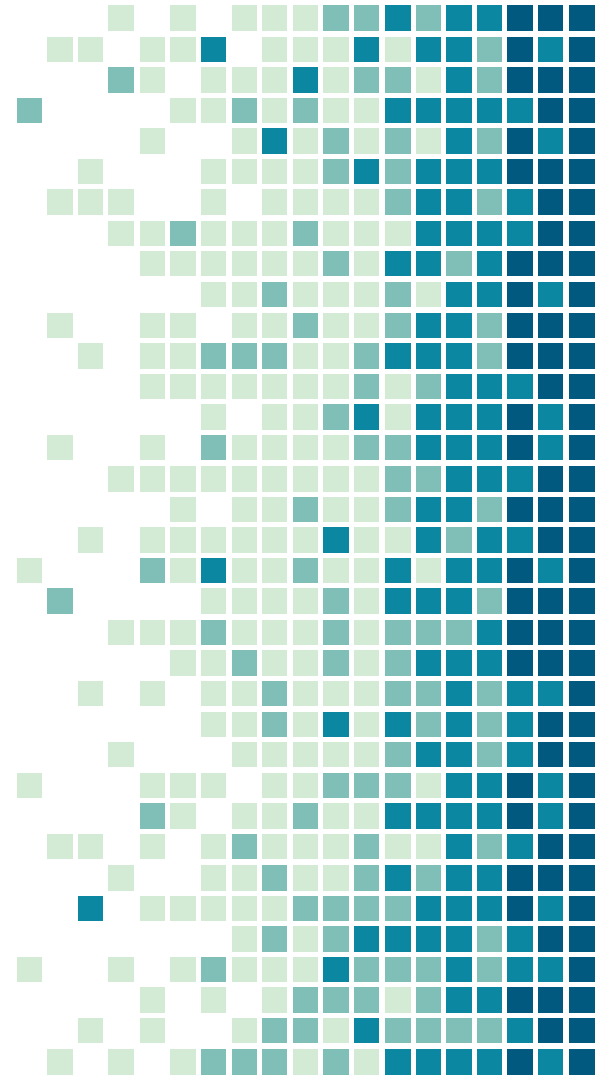
kayla.herbst@temple.edu

Office Hours: TBD



COURSE OVERVIEW

Let's get started



3506 Mad Libs

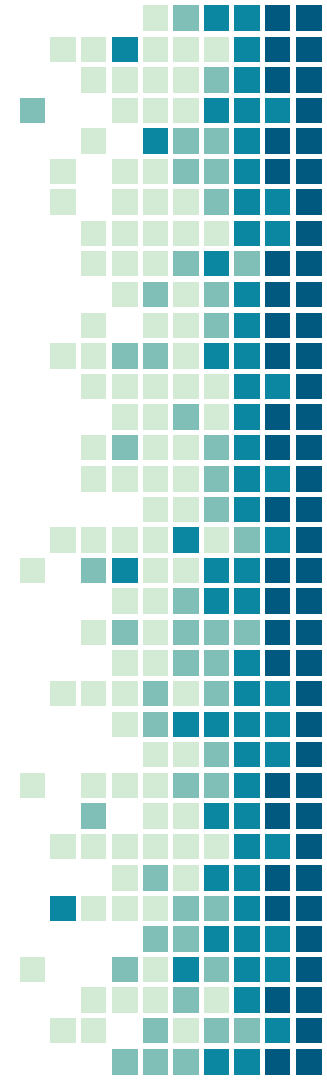
We believe that a user/client has a problem
and that our solution may solve this problem by
this aspect and that aspect.

We will know when we have succeeded when
qualitative measure and/ or quantitative measure
reaches this level.

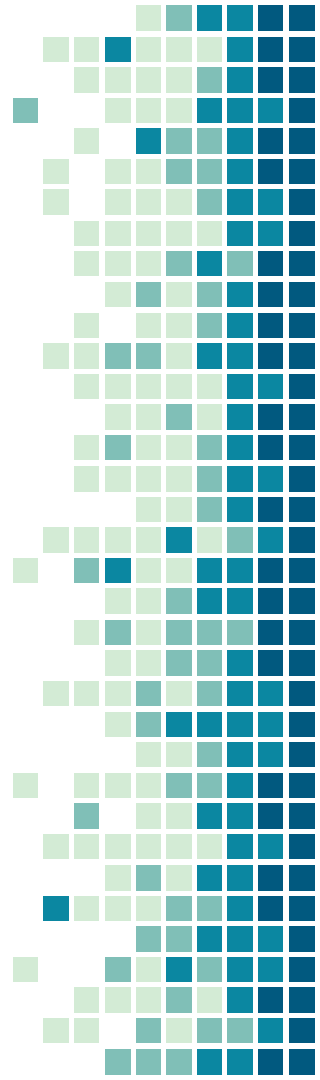
This is the fundamental purpose of System Analysis & Design.



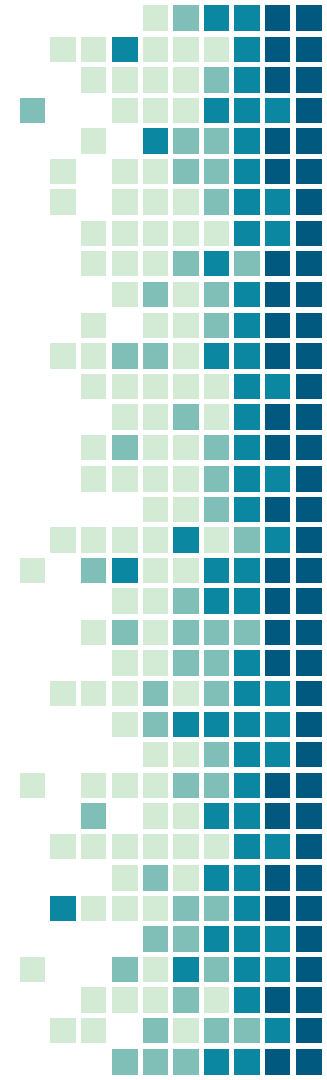
This course is **required**



This course is **demanding**



There is a lot of **work**



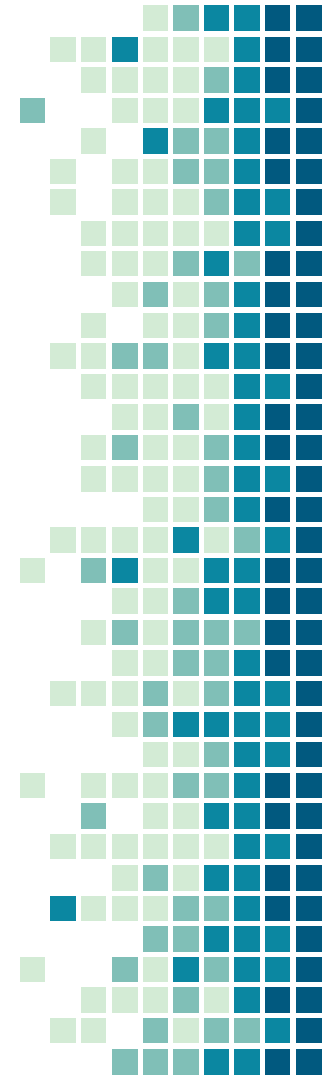
Grading will be **tough**



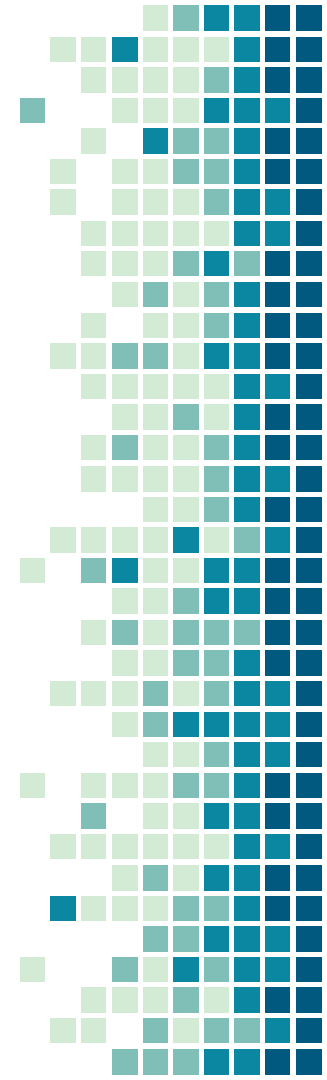
Assume about

10% **A's**

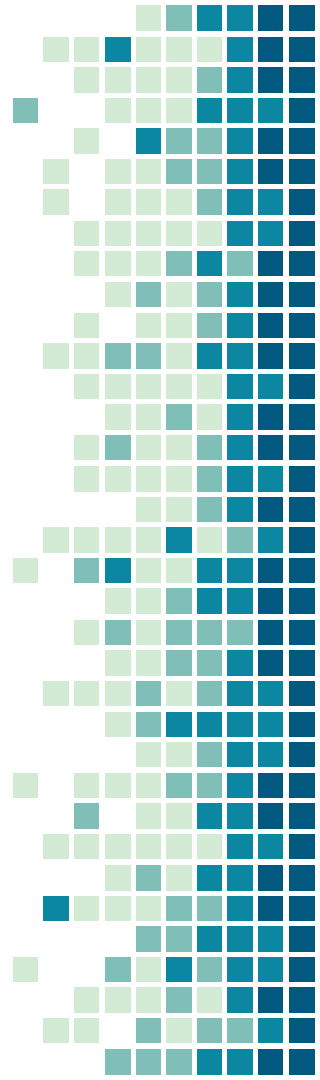
25% **D's & F's**



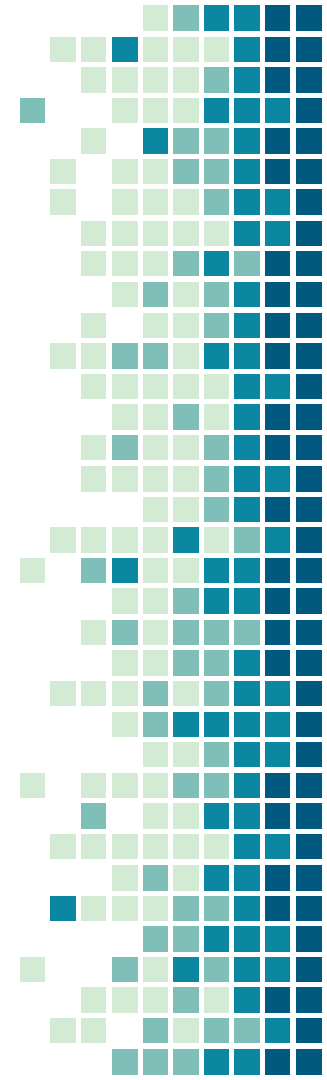
This course is **DIFFERENT**



This course is a **STUDIO**



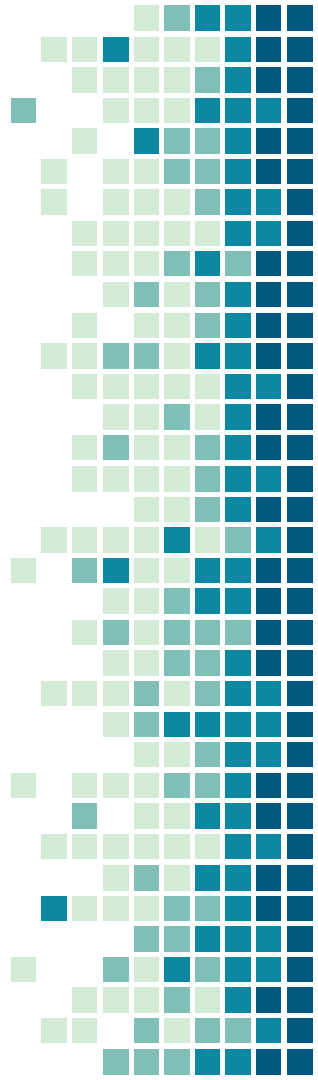
course objectives



Primary Course Objectives

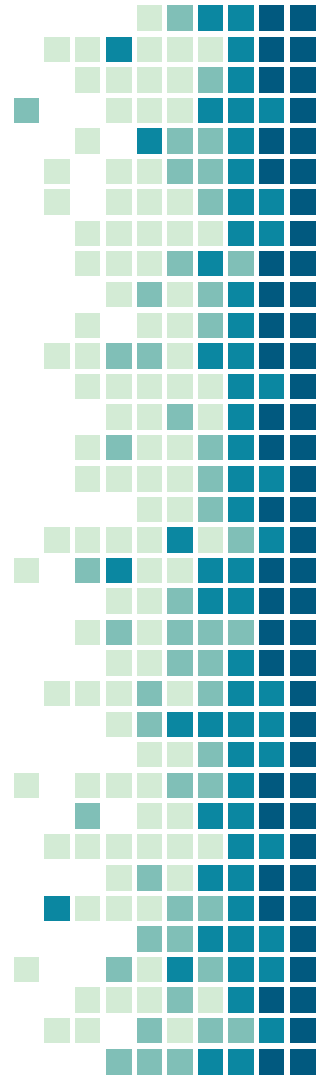
- Prepare you for the role of a modern Business Analyst.
- Make you a thought leader.
- Combine the strengths of Business Process Analysis with Design Inquiry to create Innovative Solutions.

BA + Design Inquiry = Innovative Solutions



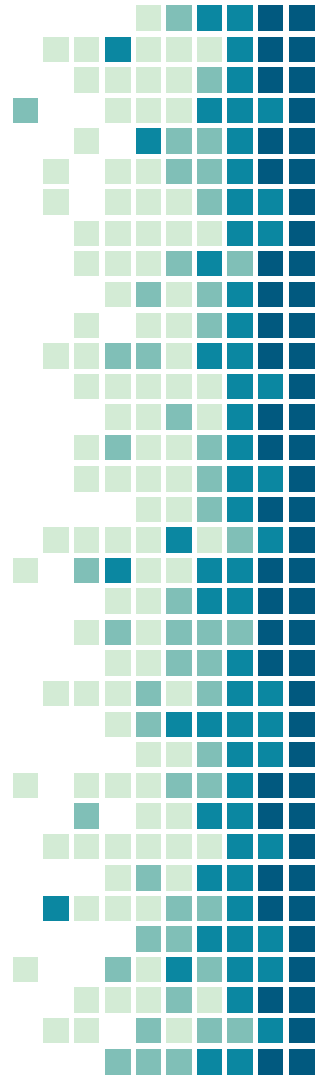
Course Objectives: BA

- **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

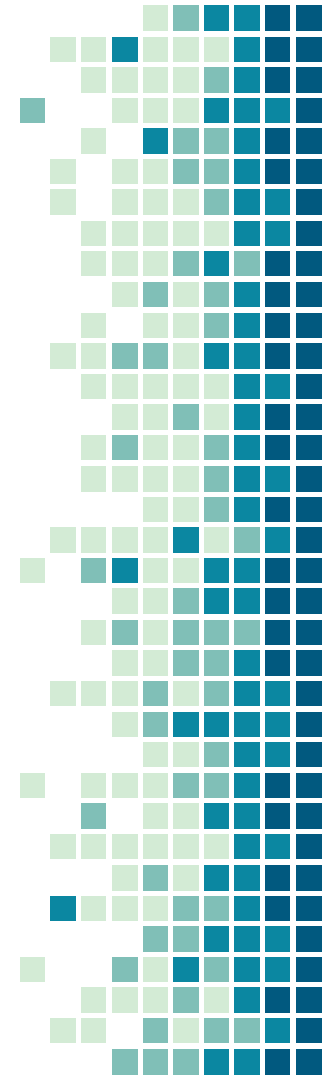
- **Understand** the shift from Quantitative to Qualitative thought.
- **Learn** methods of User Centered / Ethnographic research.
- **Learn** collaborative working methods.
- **Learn** iterative working methods / experimentation.
- **Think** and communicate visually.
- **Provide** effective evaluation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



Advice to Young Designers

- For this class, get in the **design** mindset.
 - Learn to code! (Communication)
 - Write well (Define headlines, Calls to action)
 - Prototype (Show, don't tell)
 - Empathize (See it through the client's eyes)
 - Present well (Why should we invest in YOU?)
 - Be able to design anything (Flexibility)

<https://technical.ly/brooklyn/2017/04/20/advice-young-designers/>



Text Books

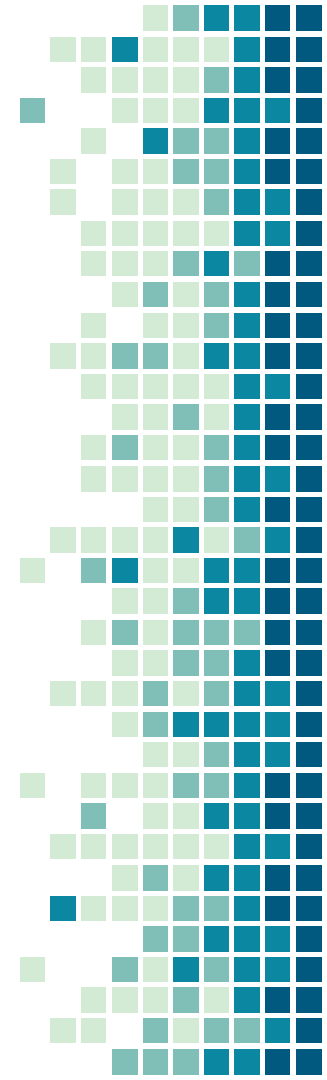
- Carkenord, Barbara A., **Seven Steps to Mastering Business Analysis**, J Ross Publishing, 2009, ISBN 978-1-60427-007-5.
- Ellen Gottesdiener, **The Software Requirements Memory Jogger**, 2005, ISBN1-57681-060-7

We will use both books every week. Buy them!



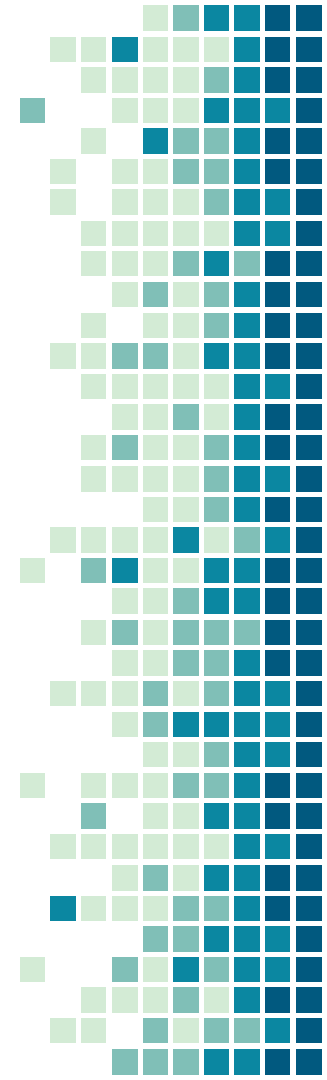
Grading

Item	Percentage
Exam 1	25%
Exam 2	25%
Exam 3	25%
Team Project	25%



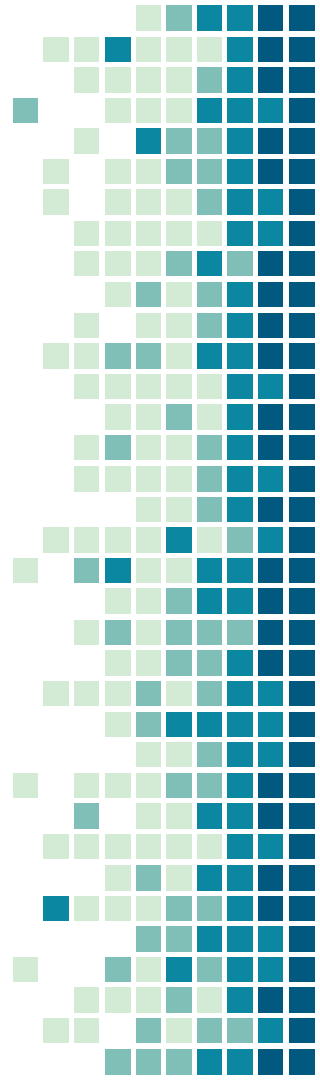
Exams (25% each)

- 3 Exams
 - 60 minutes long
 - Multiple Choice
 - Cover all readings & materials/techniques
 - Exam #3 During Finals
 - Covers readings from last 1/3 but all skills
 - Graded 0- 100%
 - Combined Exams = 75%of Final Grade

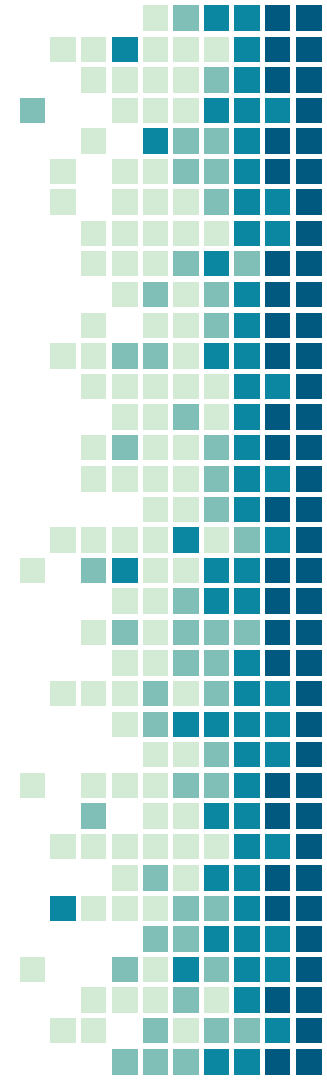


Team Project (25%)

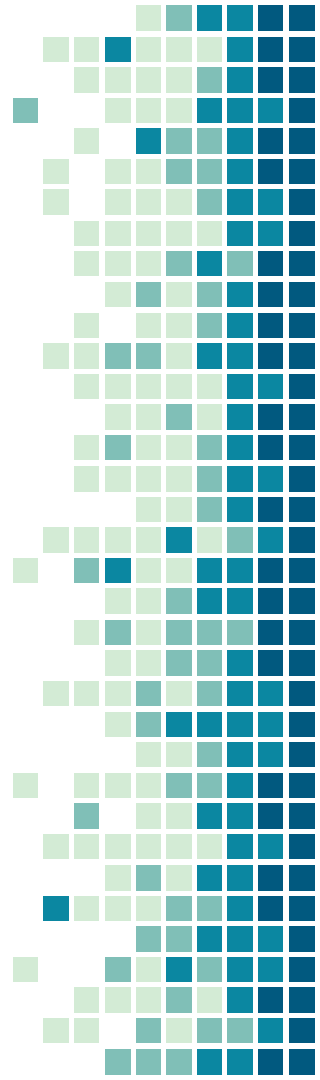
- For a real client,
- Analysis of existing situation and proposal of a solution
- Produce a working prototype using Justinmind
- Accompanying documentation
- Team presentation
- Exercises and Assignments will help build your final submission
- Completeness and consistency are critical
- Team projects 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



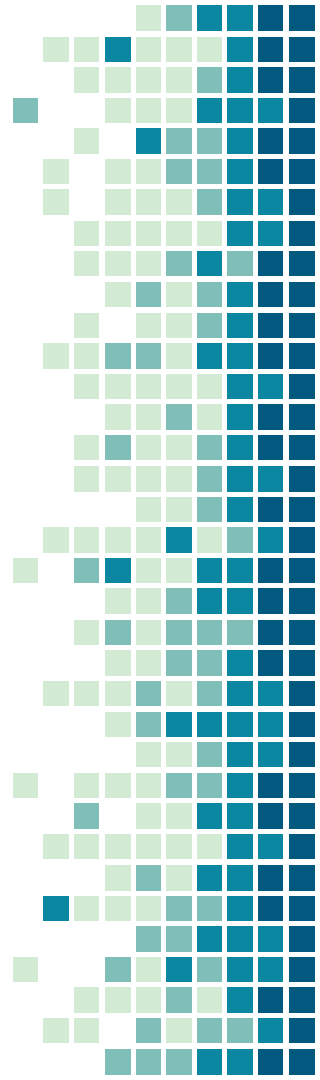
Assignments

- 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

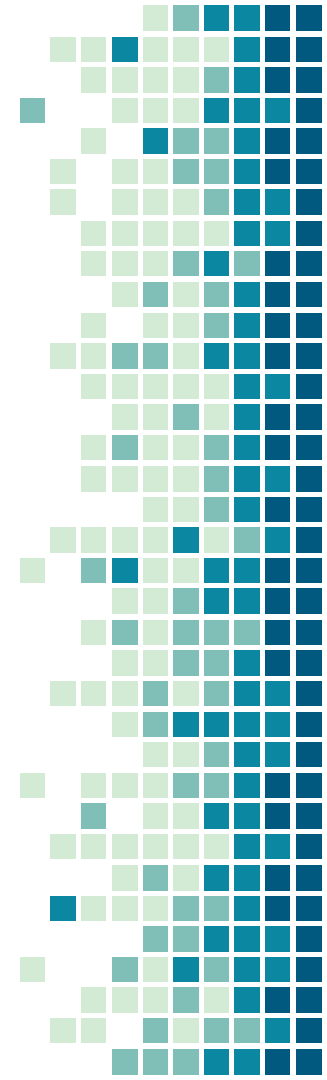
- 3 consecutive weeks during 2nd half of semester.
- Teams present to other teams and review each other's work.
- **GOAL IS TO PRACTICE ANALYTICAL SKILLS AND LEARN TO PROVIDE CONSTRUCTIVE FEEDBACK.**
- Quality of your reviews will impact the quality of your final project proposal.
- Take these very seriously. You often learn more by critiquing another's work than you do from receiving criticism.
- Based on architectural review format.





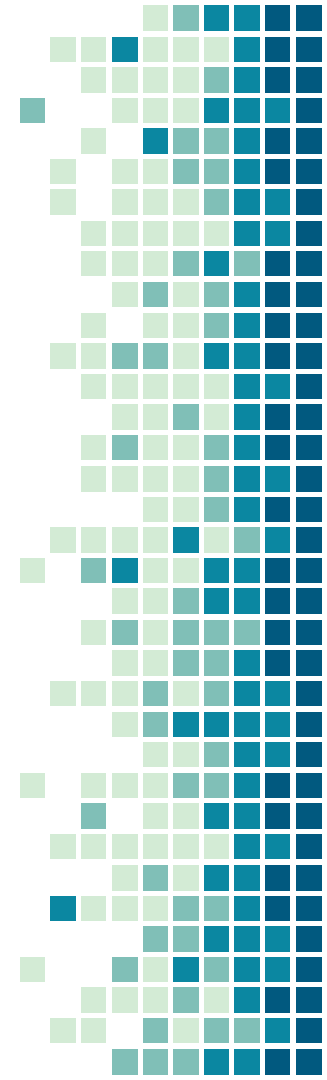
Extra Credit

- 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).

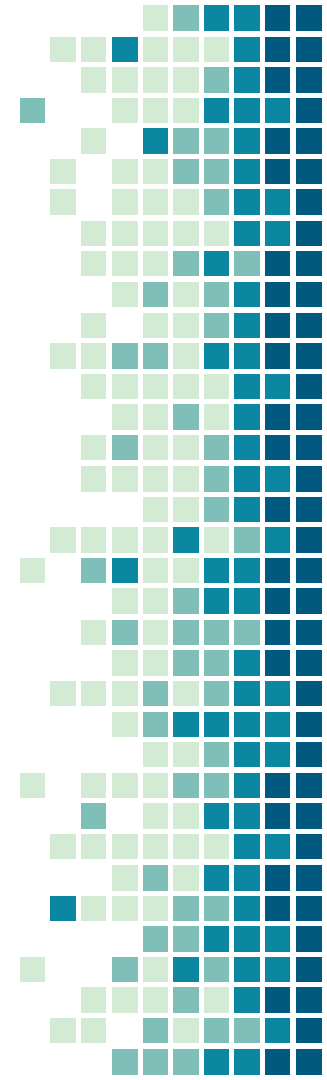


Classes

- **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

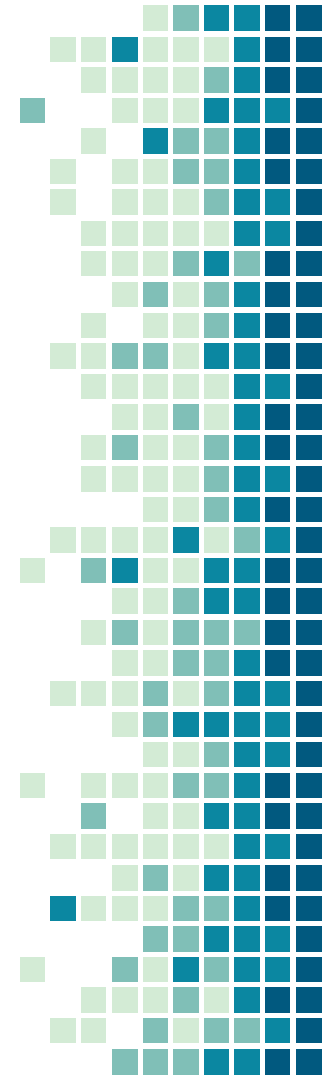


We may have to make
adjustments

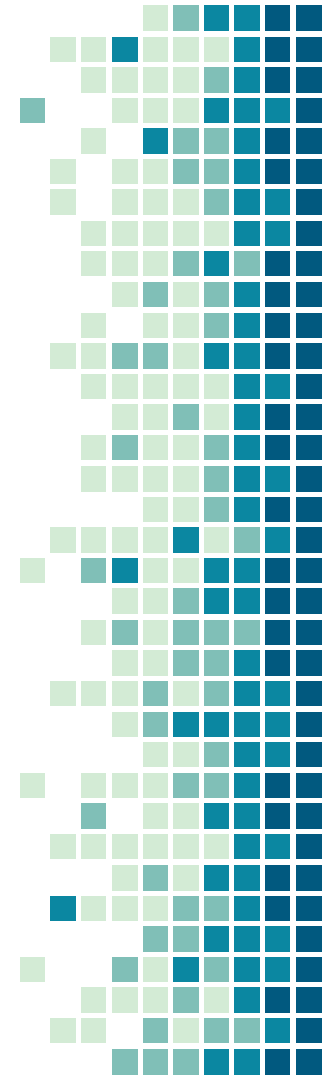


Course Blog

[http://community.mis.temple.edu/
mis3506digitaldesignspring2018](http://community.mis.temple.edu/mis3506digitaldesignspring2018)

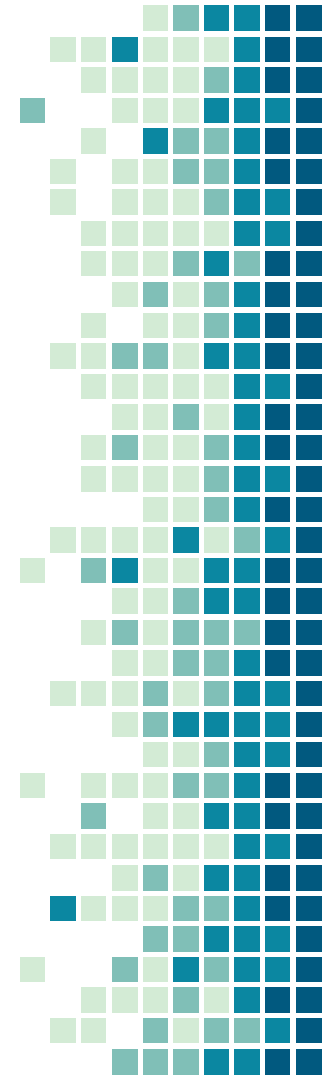


Schedule for **SPRING2018**



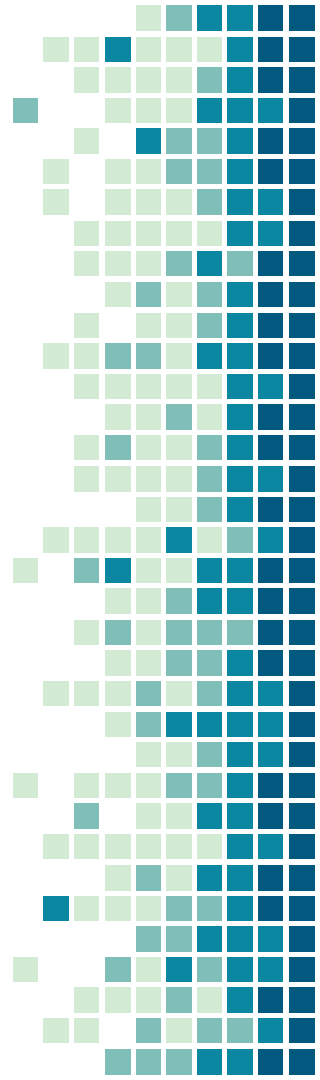
How do I get an A?

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!**



5 Top Reasons to Drop

- 1 You hate working on a **team**.
- 2 You really don't want a work **intensive** course at this point in your college career.
- 3 You like technology but could care less about applying it to **real world** problems.
- 4 You did poorly in 2501 and 2502 and you don't want to be a **MIS major**.
- 5 You never could do the **word problems** in high school algebra.



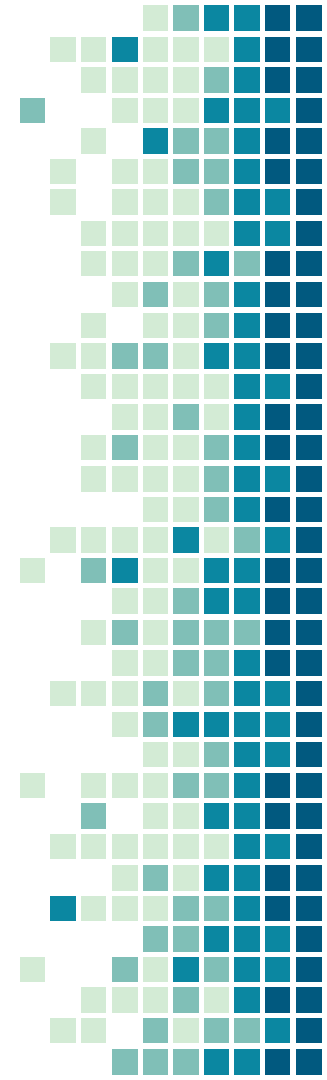
Welcome Back!

Contact me with any questions.

Office hours— my door is open!

Make an appointment.

Thank you!

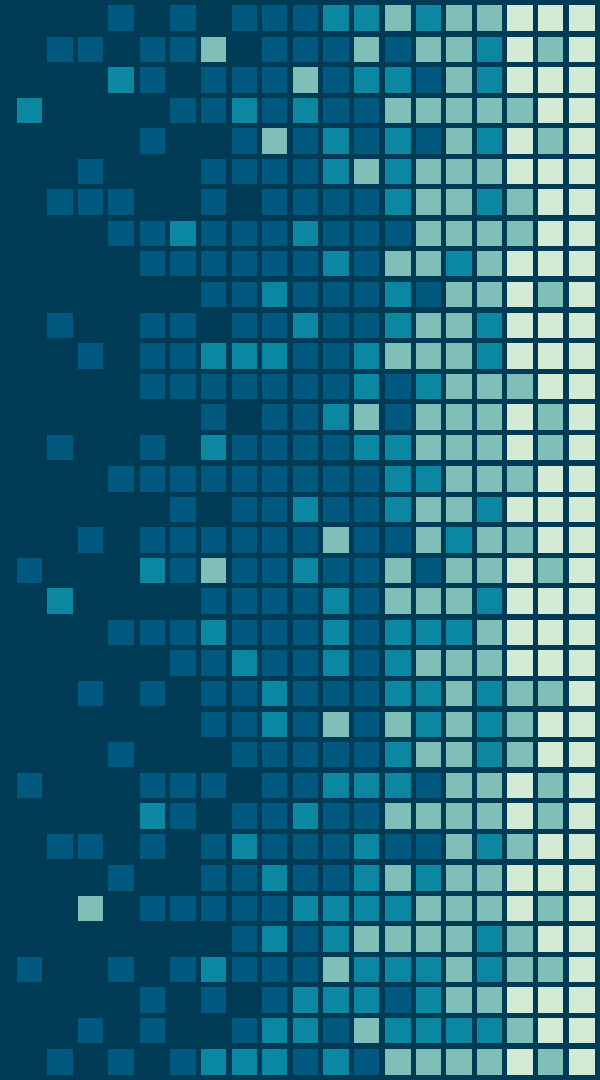


MS3506

Digital Design & Innovation Studio

1: Introduction

Amy Lavin/ Steve Sclarow



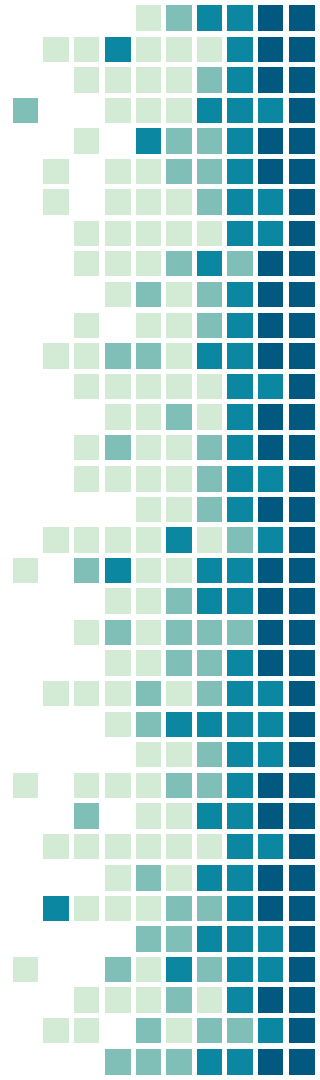
Let's get to **WORK**





What is
Business Analysis?

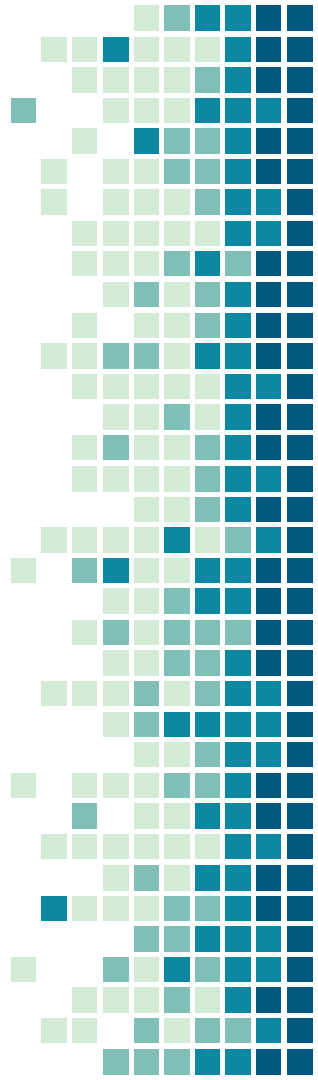
Who is the modern
Business Analyst?



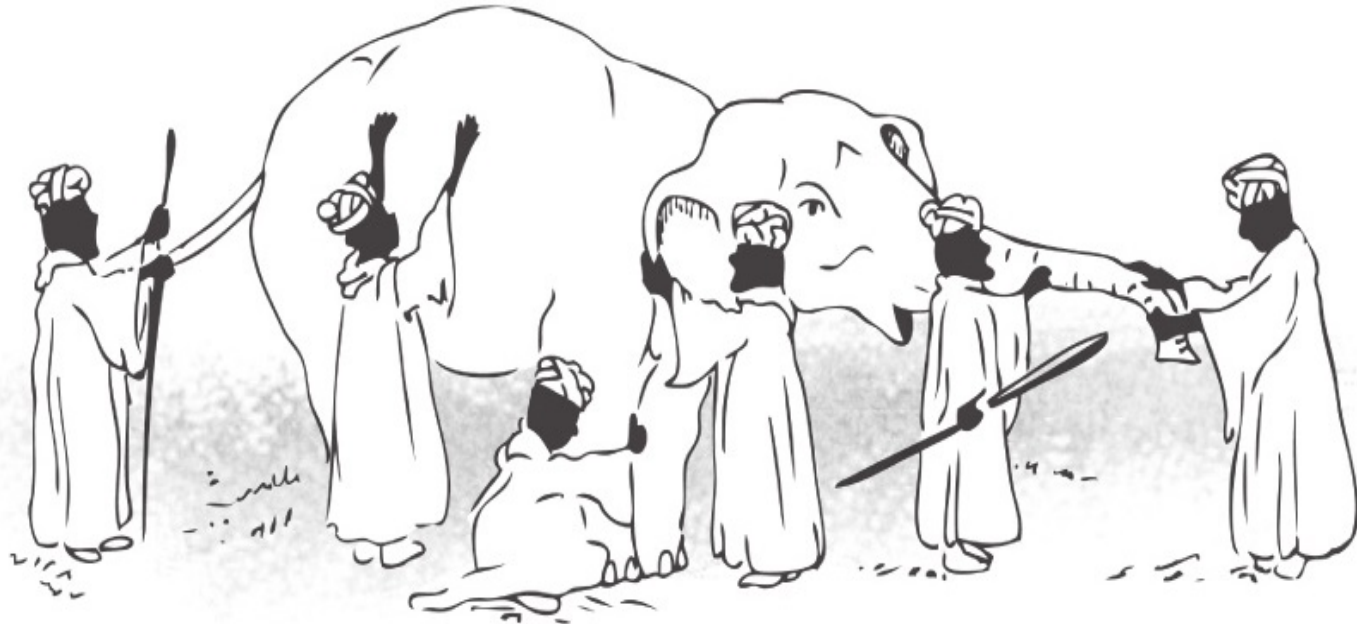
Business Analysis

“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?



Rope

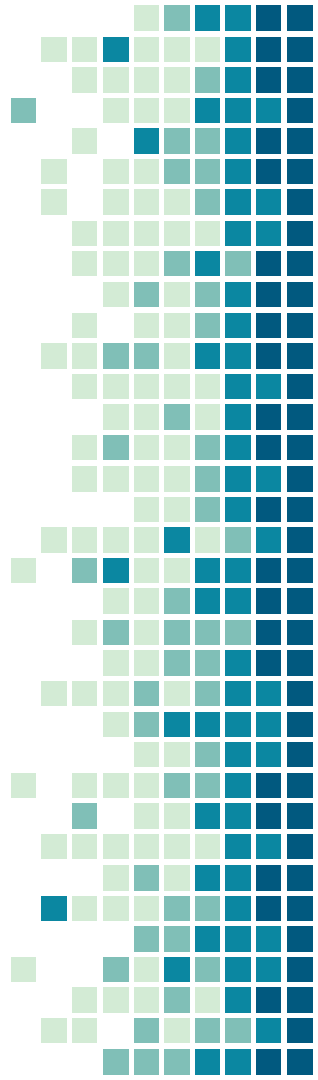
Wall

Tree

Fan

Spear

Hose



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

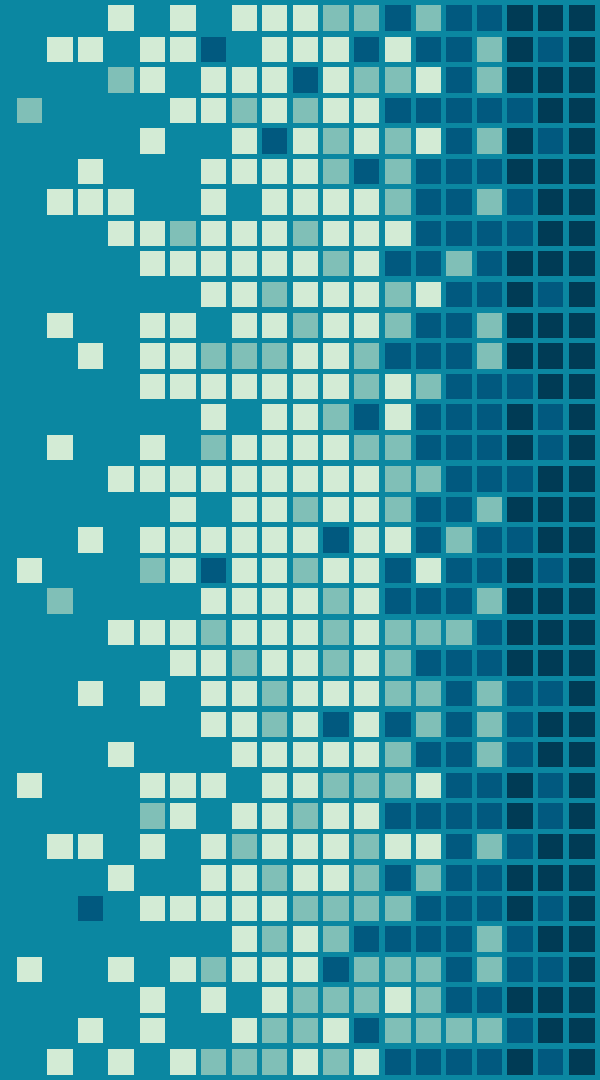


““ *BAs with an IT background
are very **analytical**
individuals ...*

B. Carkenord
Seven Steps to Mastering Business Analysis, p 8.

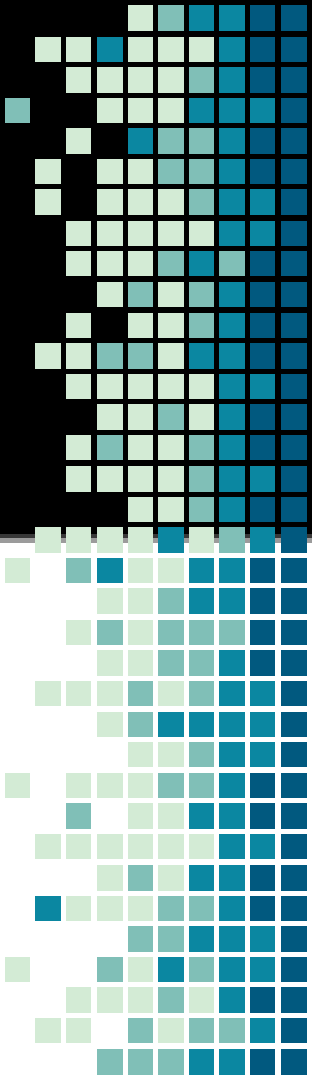
““ *As a **DESIGNER**, I am much
better at **synthesis** than
analysis ...*

Bill Moggridge
Designing Interactions, p 725.



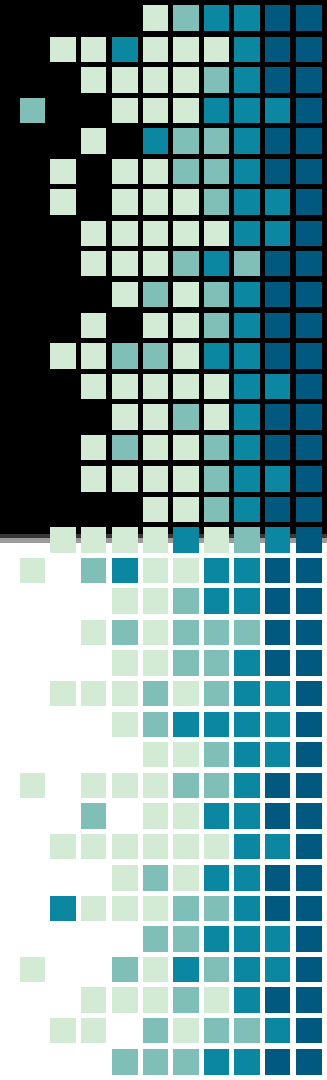
Analysis – The separating of any material or abstract entity into its constituent elements (opposed to synthesis).

Synthesis – The combining of the constituent elements of separate material or abstract entities into a single or unified entity (opposed to analysis).

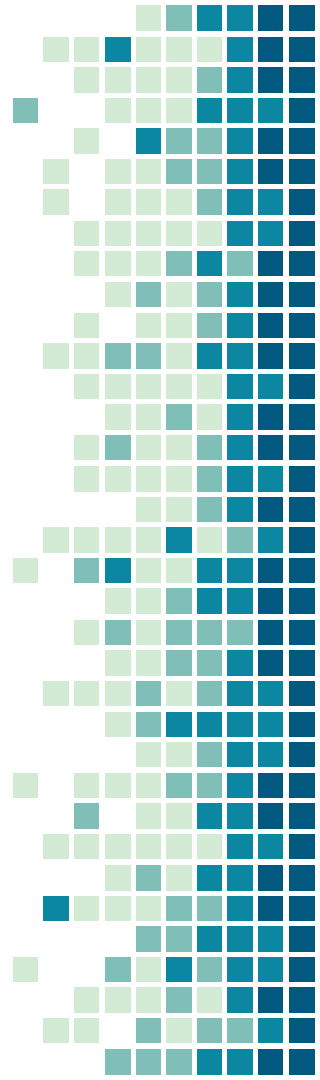


Analysis – PULLS IT APART

Synthesis – PUTS IT TOGETER

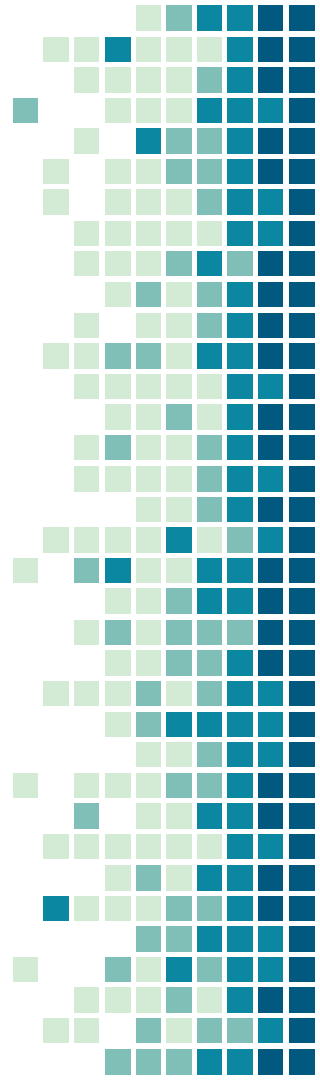


Business Analysis & Design
provide a balanced approach.





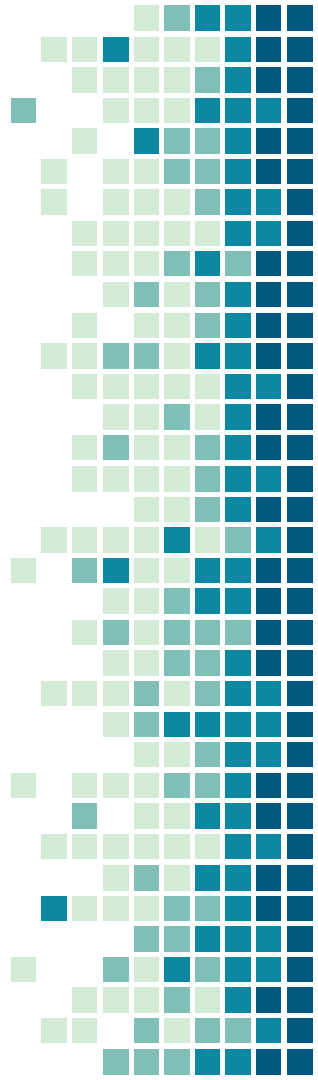
What are the traits
of the most
successful **Business**
Analysts?



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.

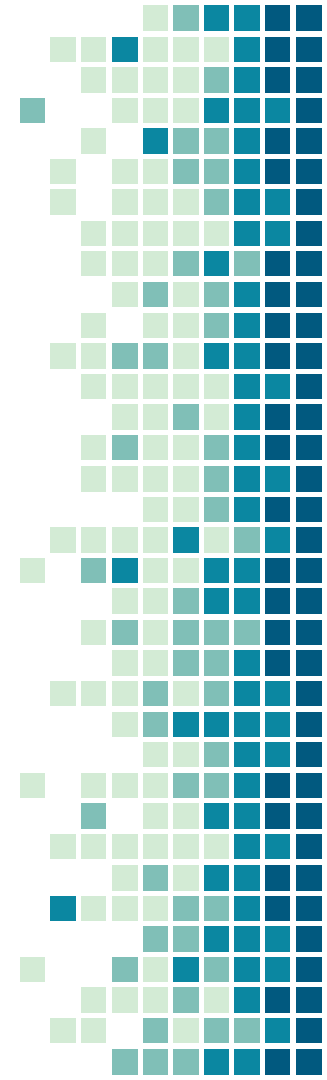
AND...



Business Analyst Career Path

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 system. 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 BA Center of Excellence.

Average salaries from www.indeed.com

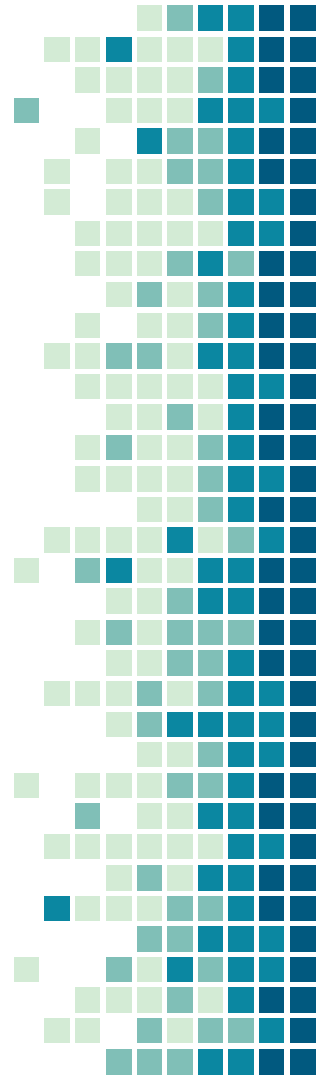




Where do Business Analysts come from, IT or a business unit?

Which is better?

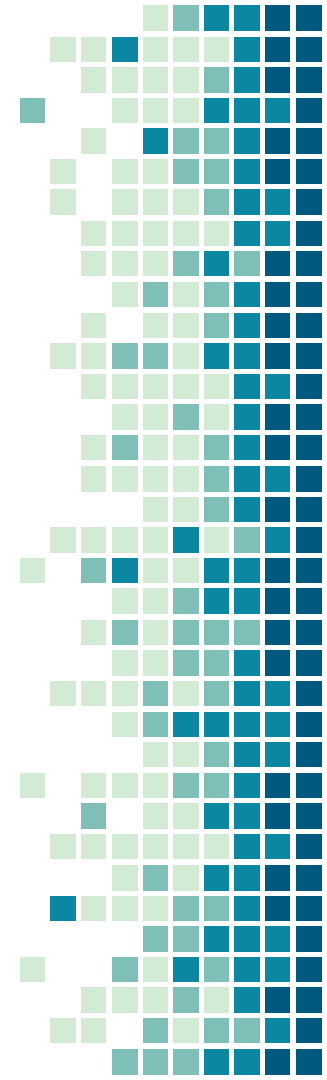
Who do business analysts work for, IT or a business unit?



INTRODUCTIONS

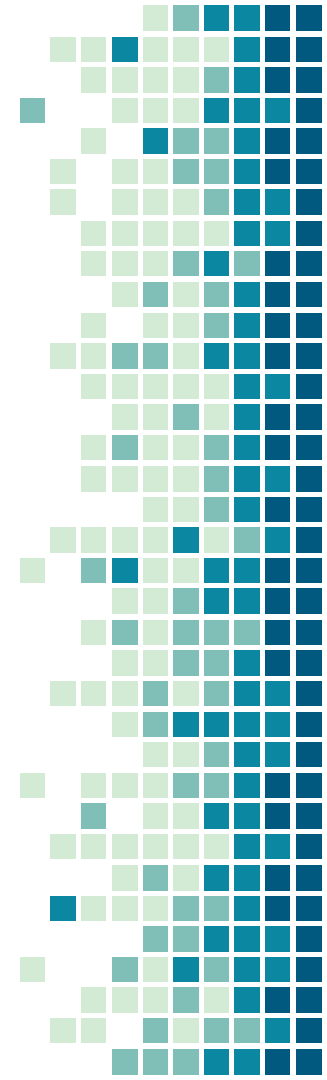


Who Am I?

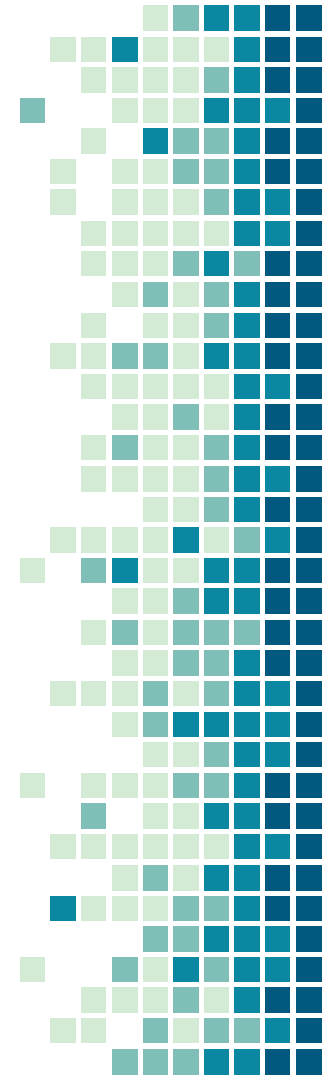


The Two Minute Presentation

- 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

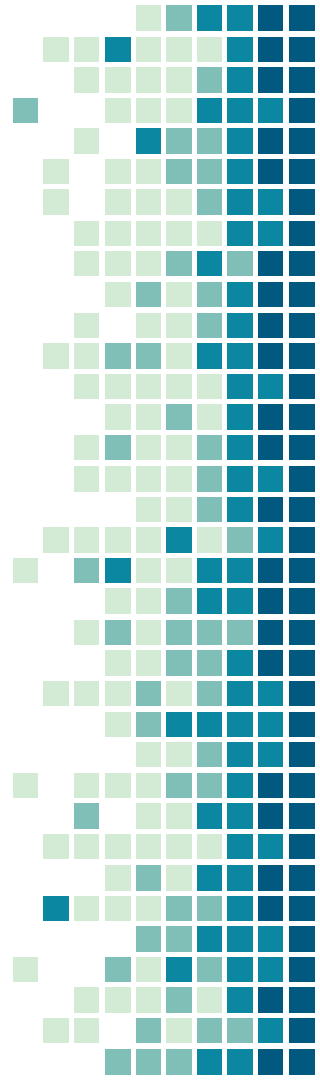


Who Are YOU?



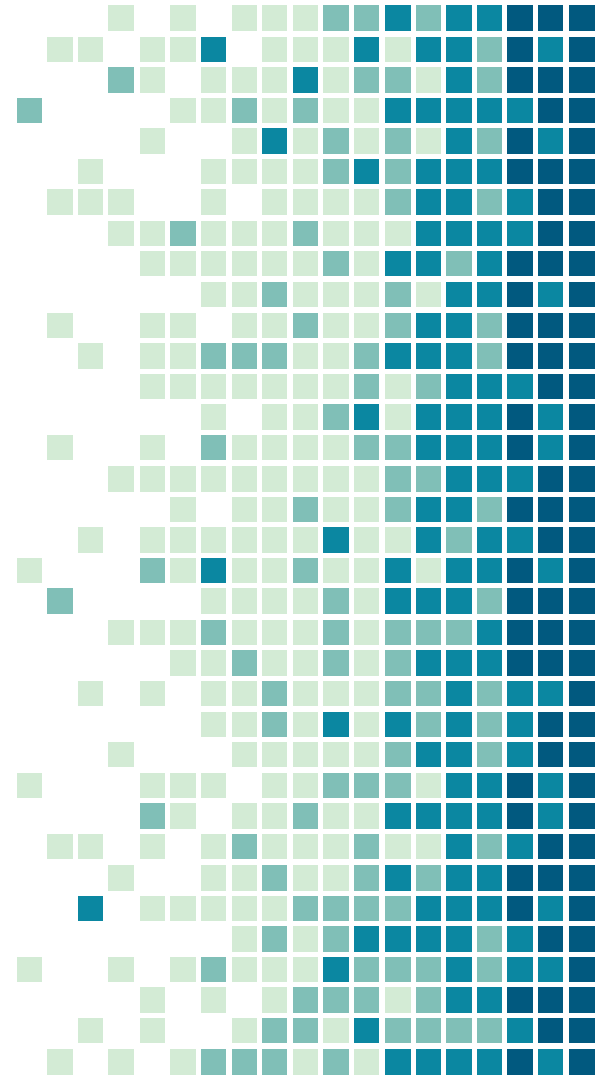
Two Minute Presentation Exercise

- 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

